

Information Culture and CETYS University WASC accreditation:

The Library as Stakeholder



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CETYS University Library System





CETYS University

- ▶ We are a private nonprofit educational institution sponsored by the *Instituto Educativo del Noroeste, A.C.* (**IENAC**)
- ▶ Started in 1961, so we are reaching 56 years
- ▶ Campus in Mexicali, Tijuana y Ensenada
- ▶ Bilingual High School
- ▶ 22 professional careers in Social Sc., Business and Engineering
- ▶ 7 Post-graduate degrees in the same areas


WASC is:

The logo for the Western Association of Schools and Colleges (WASC) is displayed in a bold, red, sans-serif font. The letters 'W', 'A', and 'S' are connected, and the 'C' is slightly larger and positioned to the right.

- **W**estern **A**ssociation of **S**chools and **C**ollages, in the United States
- One of the 6 educational regions in which the United States Government has organized its educational system




Why should certify a library ?

- ▶ Besides labor, institutional and global competitiveness implies the high quality of the functions and processes
 - ▶ Accreditation is a possibility of insured income for operation or extra income
 - ▶ Institutional inertia that leads to libraries accreditation and certification
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...Additionally

- ▶ We are in a border town and the trade agreement with USA offers opportunity to work for those who have quality education
 - ▶ The intention is to attract students not only from México, but also in California and throughout the United States
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As a plan to obtain the WASC certification, CETYS proposed:

- ▶ 2020 Development Plan of CETYS University
 - ▶ It remarks that information culture is a **Differentiating Element** of the **CETYS Graduate (EDEC)**
 - ▶ Liaison
 - ▶ Sustainability
 - ▶ Internationalization
 - ▶ Social responsibility
 - ▶ Entrepreneurship and innovation



EDEC

Differentiating Element of CETYS Graduate

- ▶ They are the abilities to use the IT and information, looking to form graduates with capabilities to understand their informative needs, to know how to locate, evaluate and to integrate to their knowledge, always respecting ethically information use.




The role of librarians

- *Improvement in personnel service capacity and competences*
- *Improvement in capacity service, based on the expected demand of the student population*
- *Completion the service catalog to be offered in the libraries*
- *A new personnel recruitment plan for the libraries*
- *A professional development plan for the personnel of all libraries*
- *Create mechanisms to evaluate the **Information Culture** impact*



Library initiatives

- *Infrastructure consolidation*
 - *Improvement in information resources*
 - *Recruitment of professional staff*
 - *Staff professionalization and training*
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Achievements

- ▶ Two main diagnostic actions
 - ▶ A information literacy study in university community (DECIA)
 - ▶ Bibliometric analysis to the research and dissemination of publications, and a Bibliography of all current academic plans
- ▶ Development and implementation of a six-credit course
- ▶ Devised and applied a local pilot instrument for 469 students
- ▶ Elaboration and publication of a writing and style manual
- ▶ Application of two tests that looked for evidence of the students' degree of information literacy skills
 - ▶ *SAILS* test
 - ▶ *iSkills* assessment system
- ▶ 7 articles have been published



Results 1

- ▶ **DECIA** results found the faculty need:
 - ▶ Make better use of library
 - ▶ Develop their information literacy
 - ▶ Encourage better use of IT
- ▶ **Bibliometric** evidence shows the obsolescence of the used resources to elaborate publications
- ▶ **SAILS** test, which showed that the students have low information research abilities
- ▶ **iSkills** demonstrated that some topics, such as information research and evaluation, are below average
- ▶ Similar results were found with the **local** assessment instrument




Results 2

- ▶ Facility and service renovations were carried out in the Tijuana library
- ▶ A new community library was built in Ensenada
- ▶ Acquisition, update and extension of print, digital and remote information resources have been steadily achieved
- ▶ There are two reference positions already (Mexicali and Tijuana)
- ▶ The percentage of library science specialists present at the beginning of the WASC accreditation process increased from 5 percent to 33 percent
- ▶ There are currently eight library science professionals in the institution: three at the postgraduate level, and five at the undergraduate level




What is yet to be done?

- ▶ Regarding library improvements
 - ▶ The construction and/or re-modelation of the current Mexicali library building
 - ▶ Communication with faculty members has to be consolidated, in order to promote the use of the library and its services
 - ▶ Make progress in the improvement of the library collection, searching for better resources
 - ▶ The library service catalog will be completed, involving a wider, permanent and programmed variety of courses, workshops and seminars
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What is yet to be done?...continue

- ▶ The completion and consolidation of new library staff positions
 - ▶ Regarding professional training
 - ▶ The use of scientific publications, such as monographs, has to be promoted against the use of obsolete textbooks
 - ▶ The institution shall develop its own assessment instrument in Spanish
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Conclusions

- ▶ The institution is immersed in a change process, and librarians are part of this process
 - ▶ The results obtained from the application of *SAILS*, *iSkills*, and the local instrument show data that reveal deficiencies that can be corrected through work and pertinent actions
 - ▶ The local instrument for assessment of information literacy, has to be reevaluated and restructured. It will be made in Spanish
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Conclusions

- ▶ The role of the library and the professional librarian is essential throughout this process of IC achievement.

Consequently to achieve the goals for 2020 and implement them, librarians not only have to be motivated, but also the academic and student communities, in order for them to demand better services and the support for their professionalization and training.



Gracias...!!

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