

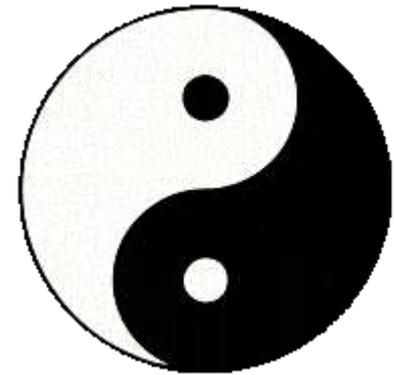
Information Literacy meets Employability

Colin O Keeffe
Information Skills Librarian

A Tale of Two Halves

First Half(ish)

- The evolution of IL
- What is employability?
- Workplace information literacy.
- Do employers really care?
- IL employability strands?



Second Half

- IL and Employability in DBS.
- IL for job seekers.
- What can we do.

IL & Employability

Topic now getting more attention.



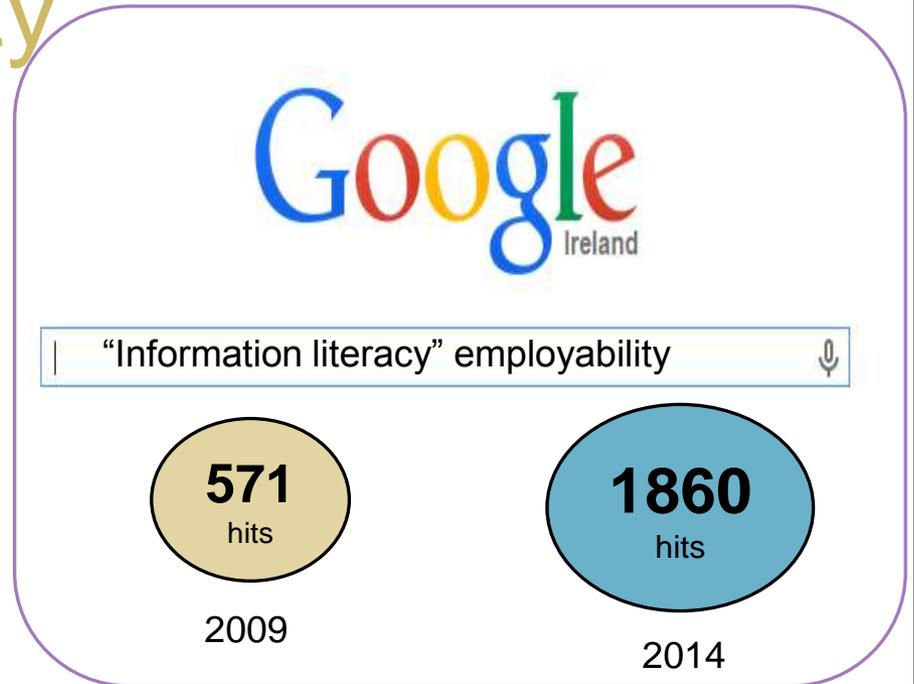
- 2006 & 2008:
 - ❖ Staff Development & IL
- 2012, 2013 & 2015:
 - ❖ IL & Employability

**Embedding
IL skills as
employability
attributes**

**Making IL
relevant in
employment
settings**

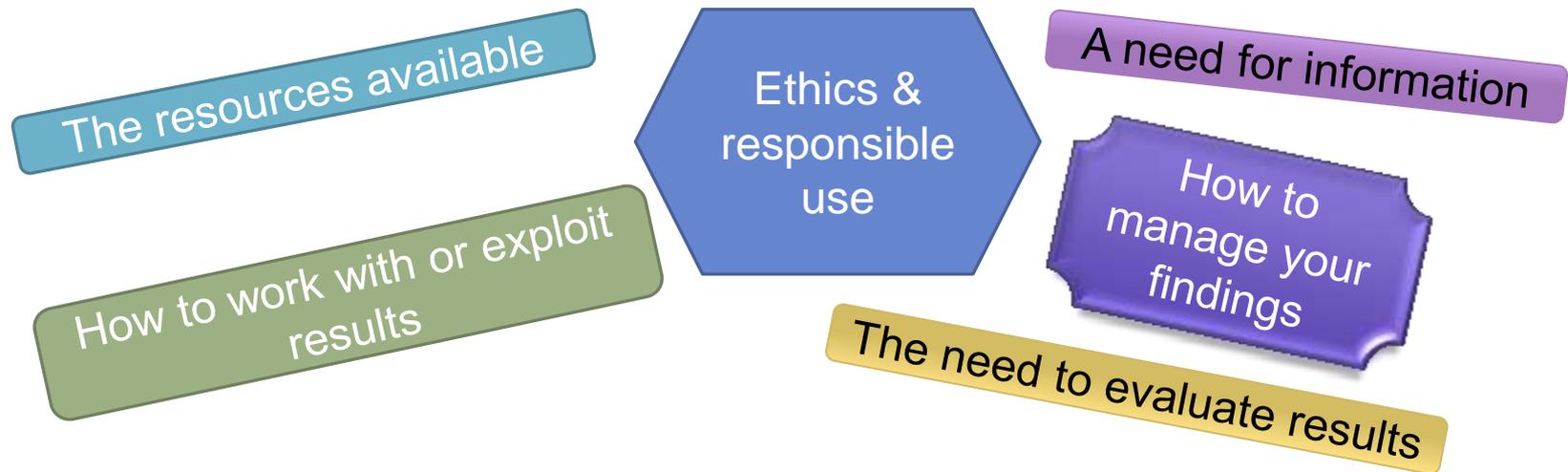
**Is it possible to support
workplace IL already at
university?**

- 2014: 'IL in the Workplace: An Annotated Bibliography' (Williams, Cooper & Wavell).



IL Defined

“**Information literacy** is knowing when and why you need information, where to find it, and how to evaluate, use and communicate it in an ethical manner.” (CILIP, 2004)



In the Beginning....

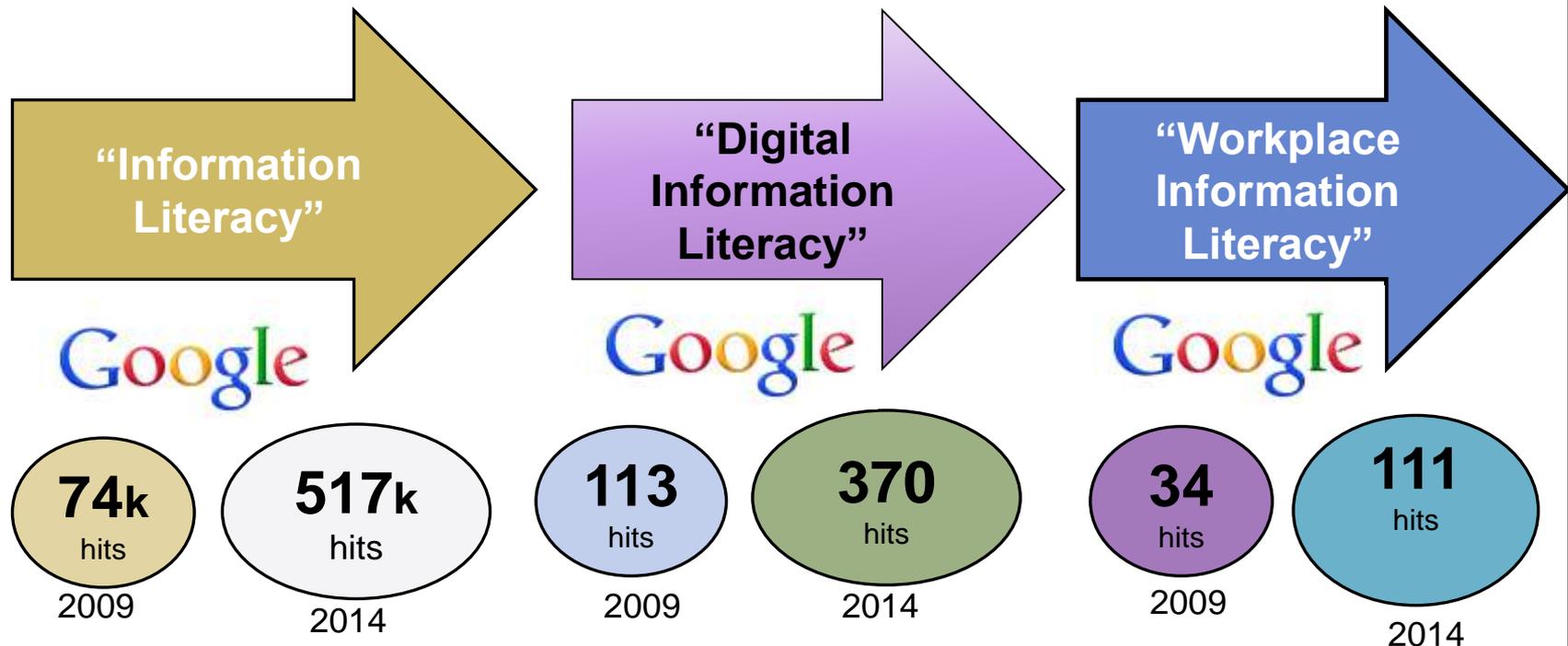
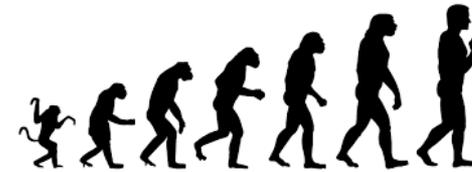
First ever description, **workplace** skill by Zurkowski in 1974.

“People trained in the application of information resources to their work can be called information literates. They ... utilise the wide range of information tools as well as the primary sources in moulding information solutions to their [work] problems”

(Zurkowski, 1974)

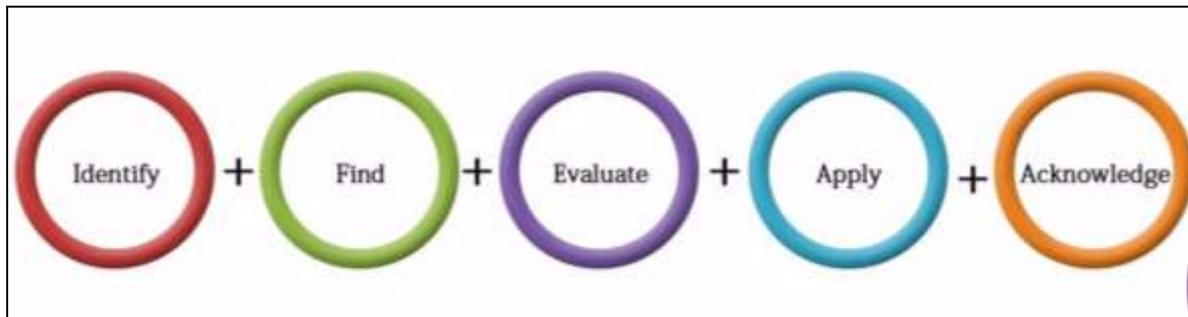


IL's Evolution



Information Literacy as a Skillset

IL is primarily described as a range of competencies exercised when retrieving and subsequently applying information;



but essentially it is the

“Ability to obtain and process information”



What do Employers want?

IL: Hard Skills or Soft Skills?

Tradition IL (pre-internet) covers primarily soft skills, whereas Digital IL (post-internet) covers both.

Hard Skills

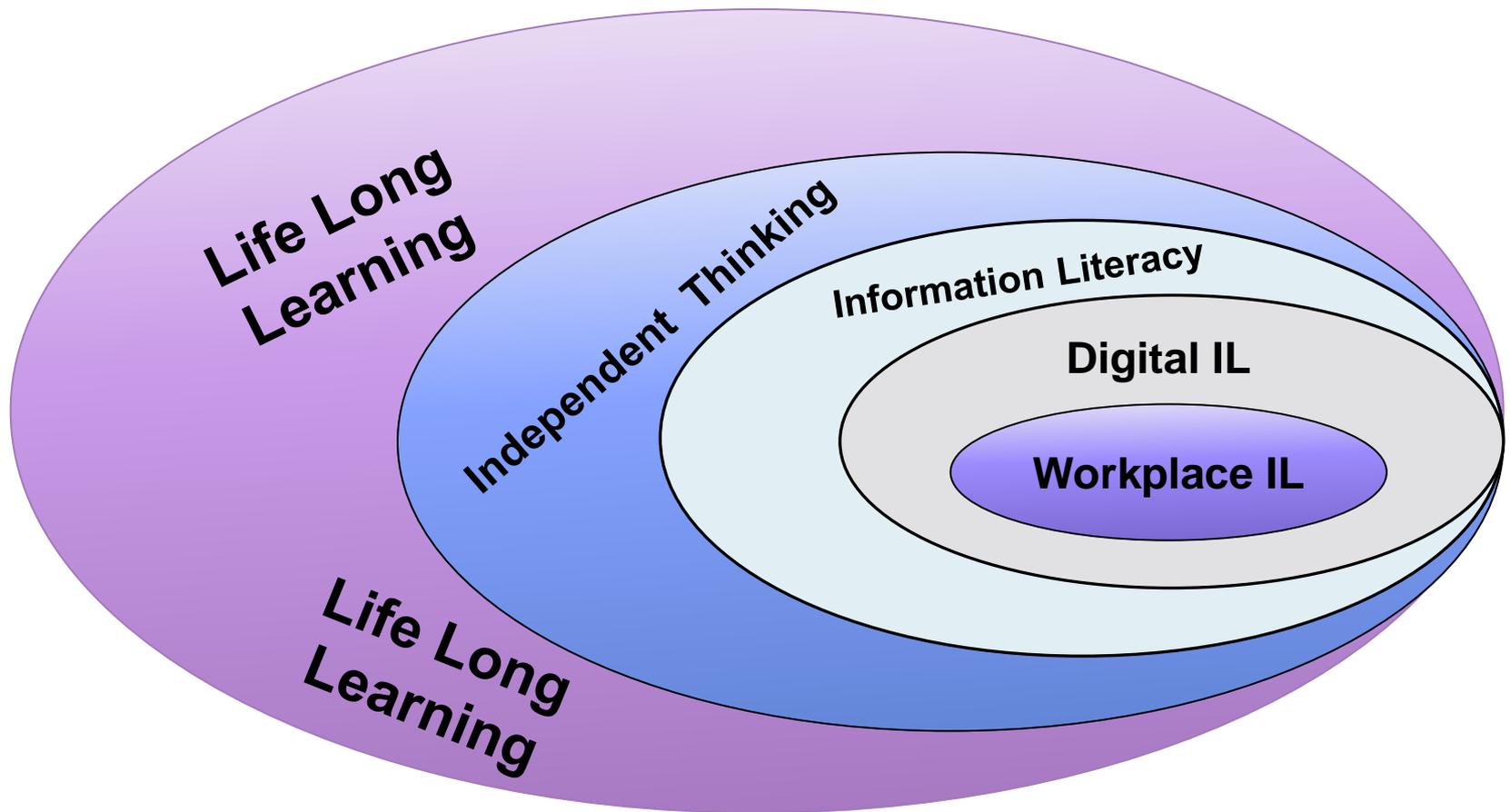
- Ability to Search Databases
- Use Bibliographical Software
 - Use of Boolean Operators
- Create Formatted Bibliographies



Soft Skills

- Ability to Apply Information
- Evaluation Skills
- Referencing Decisions
 - Search Strategy Development
- Communication of findings

IL & Life Long Learning “Onion”



Digital Information Literacy

“...ability to find and use information (otherwise known as information literacy), goes beyond this to encompass communication, collaboration and teamwork, social awareness in the digital environment, understanding of e-safety and creation of new information”

(The Open University, 2015)

Workplace Information Literacy

Most literature explores workplace IL without defining it. (Williams, Cooper and Wavell, 2014)

1999: “Information Literacy...awareness of the value of information and knowledge to the organisation”

“Ability to create, store, access and use information is essential to those working in a knowledge based environment”

(Abell and Oxbrow, 2001)

2011: “Knowledge of information sources within an environment...IL is constituted through the connections that exist between people, artefacts, texts and bodily experiences that enable individuals to develop both subjective and inter-subjective positions”

(Lloyd, 2011)

Workplace IL (Definition)

Depending on subject environment, literature provides numerous observations, attributes and descriptions of workplace IL. There are multiple definitions.

“users transfer the skills of finding, critically evaluating, and deploying information to the workplace”

(Secker and Coonan, 2011)



Employability Skills

*“the **skills** and **abilities** that allow you to be employed: There will no longer be jobs for life, but employability for life.”*

(Cambridge English Dictionary, 2015)



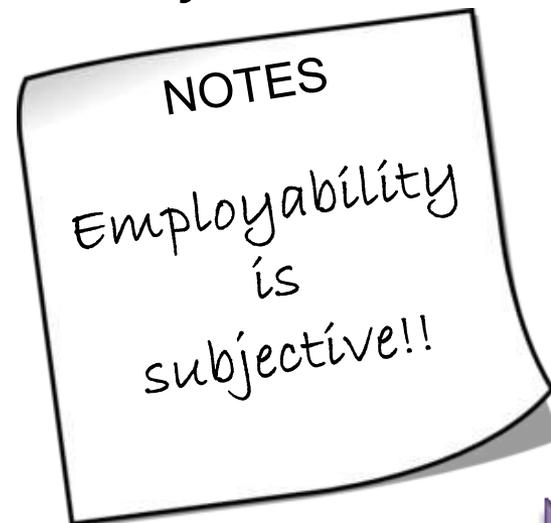
2009



2012



2014



Employability Skills

- Self-management
- Team-working
- Business and customer awareness
- Problem solving
- Communication and literacy



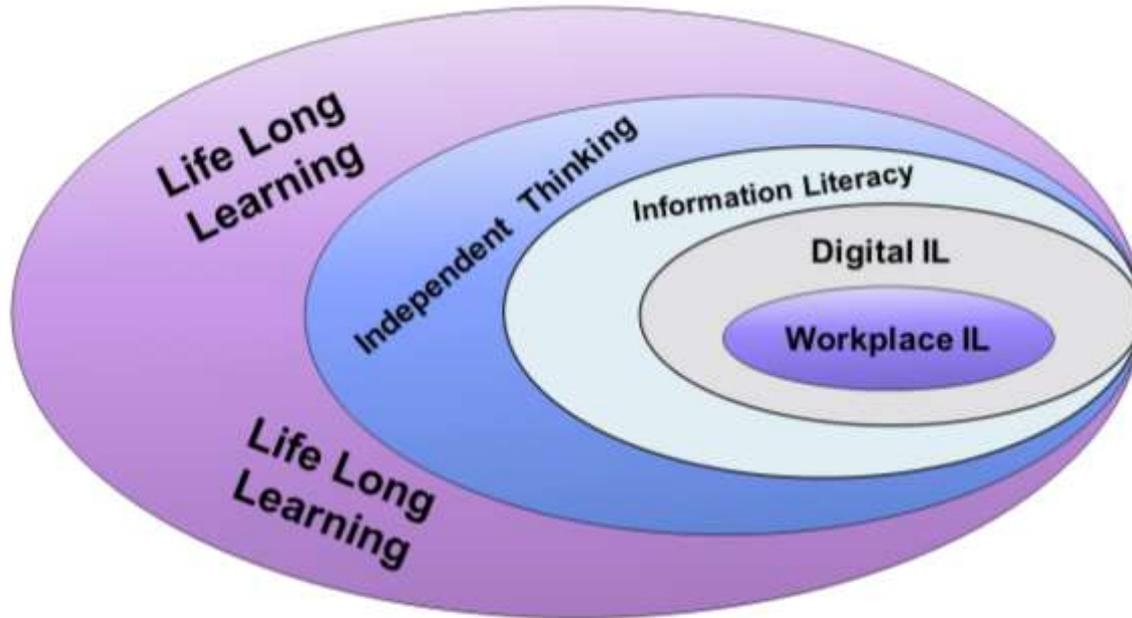
- Application of numeracy
- Application of IT
- Positive attitude
- Ability to demonstrate innovation, creativity, collaboration and risk-taking

Skills Vary

- Each industry, company, etc. has specific requirements from candidates.
- Research of role/company/industry allows identification of specific desired skills (IL for interviews).
- In an interview situation, research and knowledge can and should strengthen candidate's performance.



Model Employee



How do the skills from the “Learning Onion” translate into attributes/behaviours/attitudes of a potential employee?

is aware of different knowledge sources in work environment.
is aware of the value of information to the organisation.
can utilise digital platforms in work for collaboration and/ or communication.

Employers' Requirements

Q. Are Employers actively seeking candidates who possess workplace information literacy as a skillset?

A. Unfortunately, IL rarely articulated as a specific hard skill required for the job. More perceived as a soft skill, which is more likely undefined.

However....

Employers and IL

National Association of Colleges and Employers (USA)

Job Outlook Survey 2014

- ❖ looked at employers hiring intentions;
- # 1: Ability to work in a team structure.
- # 2: Ability to make decisions and solve problems.
- # 5: Ability to obtain and process information.
- # 7: Technical knowledge related to the job.



(NACE, 2013)

IF YOU LIST IT

THEY WILL CHOOSE

imgflip.com

Employers and IL

- Q. How to capture employers perspectives on IL in the workplace?



- A. Capture them!

ForsythTech

Information Literacy in Today's Workplace

The Employer's Perspective

March 2015

Information Literacy in Today's Workplace

- Two day seminar.
- 9 Employers.
- Two hours of panel discussion.
- Representing various sectors (public, private voluntary).
- Many skills articulated by employers not IL competencies.
 - Attention to detail
 - Problem Solving
 - Interpersonal Skills
 - Communication Skills



PROJECT
Information Literacy

IL Skills Identified

Trend
Analysis

Filtering
Information

Looking
Beyond the
Obvious

Identifying all
Sources

Understanding
the Question

Finding the Pros
and Cons

Articulate to
Audience
Level

Application of
Research in
Real World

Knowledge
of
Information
Ownership

Professionals' Perspective

TABLE 3 Information Literacy Survey Results From Business Professionals^a

Survey Topics	Strongly Agree	Agree	Disagree	Strongly Disagree	No. of Responses
Heard or used the term <i>information literacy</i>	2 (4%)	13 (24%)	25 (45%)	15 (27%)	55
Information literacy skills have value in the workplace	32 (58%)	21 (38%)	2 (4%)	0	55
Employees use information literacy skills every day	29 (55%)	21 (40%)	3 (5%)	0	53
Information literacy is essential to professional development and promotion	29 (53%)	25 (45%)	0	1 (2%)	55
Business school graduates have a high level of competence in information literacy	1 (2%)	34 (67%)	14 (27%)	2 (4%)	51

^aFifty-six surveys were distributed, but some of them had inconclusive results for certain questions and were eliminated from the above details.

(Conley and Gil, 2011,)



Graduate's Perspective

Therapeutic Radiographer



“Staff and students must keep up to date with recent developments in the fields, CPD is now an absolute requirement...to do this I utilise the research skills learnt in my degree.”

Sheffield University Library, 2015

Graduate's Perspective

Therapeutic Radiographer



“A fundamental part of radiographer’s role is being able to provide excellent patient information.

The skills learnt aid my career by enabling me to use good research skills to keep up to date with research and to draw my own conclusions about the reliability of sources available”

Sheffield University Library, 2015

Graduate's Perspective

Intern in multinational



“I find myself surrounded by different types of data on a daily basis. I was recently asked to analyse the company’s compliance...The task involved locating information from a range of sources.

My ability to successfully identify information sources and critically evaluate their content enabled me to promptly complete a European level task that first appeared insurmountable”

What can we offer...or can we?

IL for those seeking employment

IL for interview preparation

- Company Information
- Industry Information
- Role Information
- Topical Information



IL for job applications

Ensure that your social media use does not jeopardise your employment chances.

IL for job seeking

Use social media to research jobs and network.

(Oakley, 2013)

What can we offer

IL for those in employment

IL for Work

- IL Skills to Complete Work Tasks
- Awareness of all Knowledge Sources in Workplace
- Online Collaboration
 - Knowledge of Copyright
 - Knowledge of Quality Online Sources

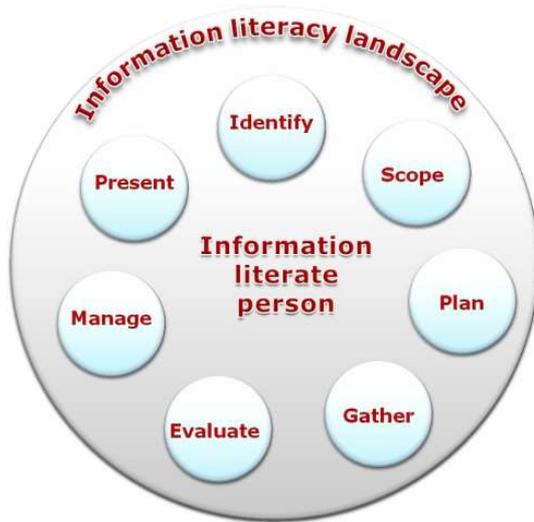


IL for CPD

- Use IL Skills for Professional Development.
 - Knowledge of Latest Developments (RSS Feeds)

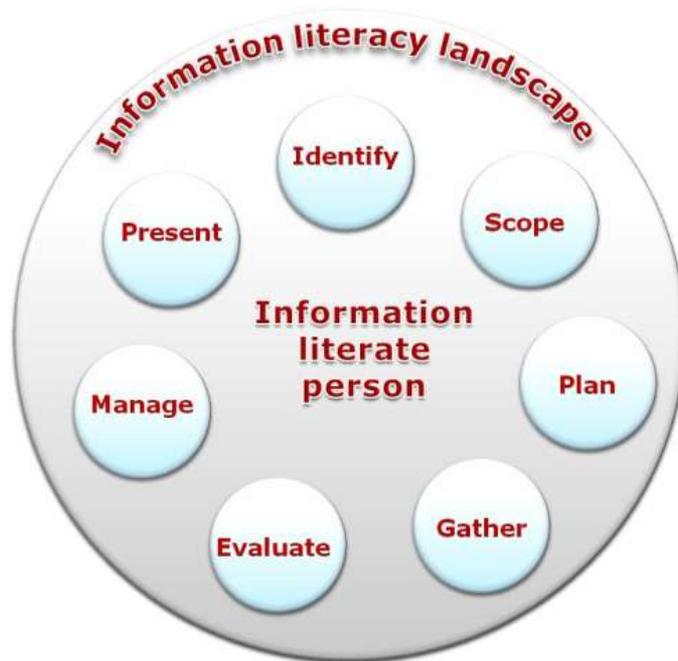
Frameworks

- Do certain framework facilitate IL's transferability more than others?
- SCONUL vs. ANZIL vs. Others



Frameworks (SCONUL)

- Society of College, National and University Libraries
- Model based on understanding and ability



SCONUL, 2011

Scouul 7 Pillars

- Pillars
 - Learning Outcomes
- Core Model
 - Lenses (Digital Lens)
- Simultaneous Processes
- Individuals can move up or down pillar.

Frameworks (ANZIL)

- Australia/NZ Information Literacy Framework
- Devised for Educational Sector
- Incorporates digital information



Bundy, 2004

ANZIL Framework

- 6 Standards
- Competencies (holistic)
 - Can map to professional competencies
- Standard 6
'acknowledges cultural, ethical, and socioeconomic issues related to access to, and use of, information'

IL & Employability

Summing up

- Workplace IL = Digital IL in the workplace.
- Employability is a subjective (employer) term.
- IL remains a library term.
- IL is a desired skill (when suggested).
- Graduates must be aware of IL in order to exploit it.
- IL and Employment tuition can take various forms
- Existing Frameworks can be easily modified.





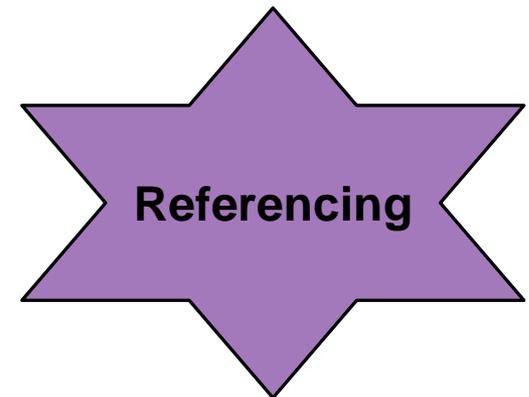
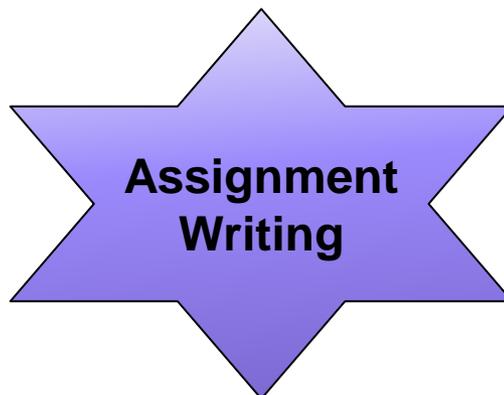
Dublin Business School
excellence through learning



**Meanwhile
back at DBS**

In the Beginning... (IL @ DBS)

- Pre 2007, delivered by Marie O Neill.
 - (Bespoke and non timetabled)
- 2007-2015 Formal IL librarian employed.
 - (Voluntary, Bespoke and Embedded)



New Challenges



- September 2011, intake of first Springboard students at DBS.
- Primary aim of programme is up skilling to secure employment.
- New demographic for potential IL delivery in third level (job seekers).
- However no IL component.

IL Assignment

- Autumn 2011: assignment brief for IL module in MSc, design IL programme for chosen cohort.
- Springboard group in fictional college chosen.
- Programme focused on IL for interview preparation and the SCONUL Digital Lens Model.



Information Literacy Certificate for Springboard
Students at IHPC

Programme Outline

Colin O'Keefe

1108102

LM091 Maria Rogers

IHPC

IL and Employment (Classes)

- February 2015:

Information Skills for Interview Preparation

- Class is voluntary (1 hour).
- Designed to assist those researching an upcoming interview.
- First half – theory.
- Second half – practical.

Library Classes

Select the class(es) that you would like to attend and Book Your Place via the link

Today ◀ ▶ Thursday, 4 June ▼ Print Week

17:00	Finding Books, Articles & More for Business Students
Wednesday, 4 February 2015	
17:00	Finding Books, Articles & More for Arts Students
Thursday, 5 February 2015	
17:00	Zotero Workshop
Tuesday, 10 February 2015	
17:00	Planning, Writing and Referencing Assignments for Business Students
Wednesday, 11 February 2015	
17:00	Planning, Writing & Referencing Assignments for Arts Students
Thursday, 12 February 2015	
17:00	Information Skills for Interview Preparation
Tuesday, 17 February 2015	
17:00	Finding Books, Articles & More

Class Topics

- Role Information
- Company Information
 - SWOT
 - Parent Company?
 - Subsidiary?
 - CEO (Celebrity)
- Industry Information
- Marketing Strategies
- Topical Information (News)



HR Service Centre Team Leader
PwC Ireland - Ireland
Posted 14 days ago

[Apply on company website](#) [Save](#)

IL for Work

Coming Soon September 2015

- IL Skills to Complete Work Tasks
- Awareness of all Knowledge Sources in Workplace
- Online collaboration
 - Copyright Compliance
 - Knowledge of Quality Online Sources

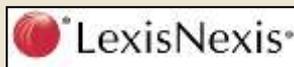
Role Information

Company Information

Industry Information

Marketing Strategies

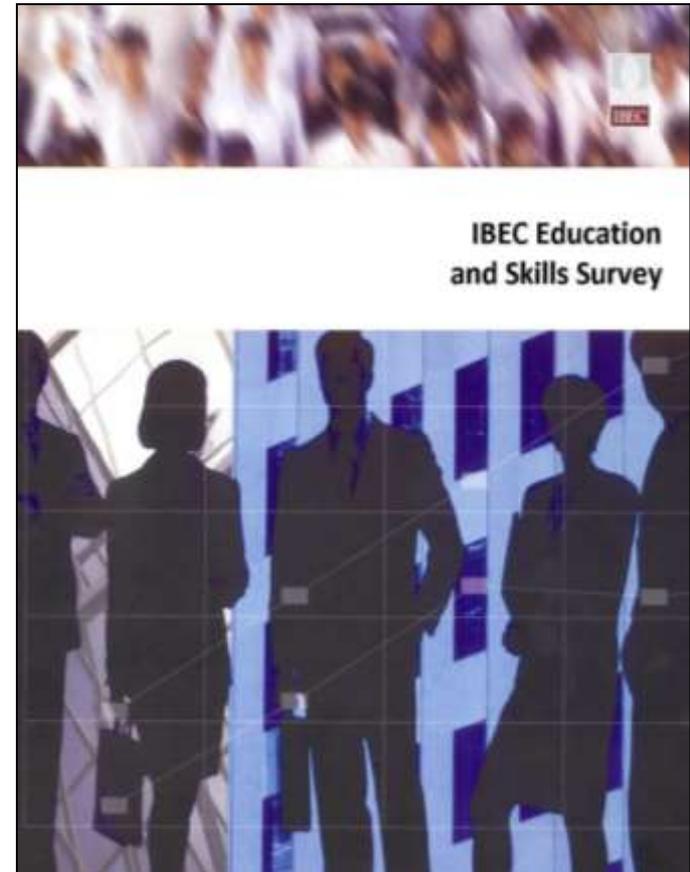
Topical Information



Practical Exercises

Irish employers' Requirements

- Like global counterparts, Irish employers not actively seeking IL proficiency.
- Employability skills defined as soft skills.
- DBS took from this report the need for enhanced employability skills.
- DBS Advantage launched



(IBEC, 2010)

DBS Advantage

- Rolled out in 2010
- Core accredited module.
- Focus on skills to enhance employability (Employability Pillar)
- Bespoke to different groups.
 - Undergraduate (Learning to Learn)
 - Postgraduate (Personal and Professional Development)
 - Momentum (Personal and Social Development)



Embedded IL (Opportunities)

- IL tuition provided as part of LTL, PPD and PSD
- Bespoke IL for different cohorts.
- First Year Undergrads (*IL & Digital IL*)
 - 6 hours tuition.
- Postgrads (*Digital IL & IL for Employability*).
 - 2 hours tuition.
- Momentum (*IL, Digital IL and IL for Interview Preparation*).
 - 4 hours tuition.



Momentum Group

- Employability is primary motivation for study.
- Two-Three week induction period.
- PSD in induction covers a range of employability skills, both hard and soft skills.
 - Career Search
 - Communication Skills
 - Presentation Skills
 - CV Preparation
- Asked by Head of Careers to take new cohorts for 4 hours of tuition (February 2015).
 - 3 Hours *IL and Digital IL*
 - 1 hour *IL for Interview Preparation*

Testimonial

‘The Information Skills tuition delivered to the Momentum students provided relevant and up-to-date information on research skills for the marketplace and concentrated on what is required of employees in today's workplace.

Students need to be equipped with the information retrieval skills to navigate and handle information in today's knowledge economy, and through this input students gained much improved competencies in this area.’

(Denise McMorrow, Head of Careers)

What can libraries do?

- Final Year/Postgrad students: target group for emphasis on employability.
- Tuition should focus on:
 - Awareness of IL ability.
 - Transferability of IL into workplace.
 - Refresher on advanced databases research (general), evaluating etc.
- Invite into a timetabled class in last semester best option.
- All students at every level of IL instruction, emphasis on IL as a **lifelong skill** easily transferable into non-academic environments.



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