Definition of information literacy:
"Information literacy is a set of abilities requiring individuals to recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information."
Association of College & Research Libraries Information Literacy Competency Standards for Higher Education

Information literacy is a General Education Goal and Student Learning Outcome at Auburn University

AU librarians teach hundreds of information literacy sessions each year

Take 1: The script

Take 2: Audience appeal

Videoclips...

appeal to different learning styles
reach students at their point-of-need
allow for pre- and/or post-class review (e.g., flipping the classroom); advantageous when class time is limited
have gained popularity over the last few years as a way for libraries to reach out to students

Take 3: Production

Librarian applied for and received a grant from Biggio Center's Daniel F. Breeden Endowed Grant Program - $1550.00
Used the money to hire a graduate student to help with production
Chose one information literacy concept for each video
Acquired Mac from Libraries' Systems department
Reserved 45 minutes with Aubie
Received permission from the University Band to use music
Librarian and graduate student trained on iMovie through the Libraries' Media & Digital Resource Lab
Practiced for many hours with iMovie; trial and error

Take 4: It's a wrap! Or is it?

Required about a year of work
Eight videos created and added to the Libraries' website, all around 2 to 3 minutes long
Librarians use them in class and they are promoted on the Libraries' website; librarians experimenting with using the videos to “flip the classroom”
Approximately 2900 views in 2 years
Librarian now trained to make videos; this will be a continuing project of updating current videos and creating new ones
Voluntary surveys were unsuccessful; focus groups and/or in-class assessments needed