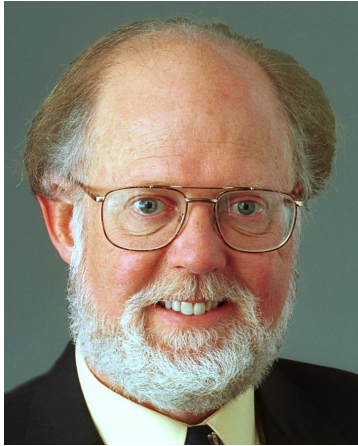


Welcome to INFO 542



Gary Gorman



Rachel Lilburn

Welcome to INFO 542 Management of Library Services. This course will be coordinated and taught by Gary Gorman (Modules 1-6), and by Rachel Lilburn (Modules 7-12). Development and preparation of the course materials, and delivery of the modules is very much a team effort.

Gary Gorman's particular academic interest is in the application of social science research methods, especially qualitative methods, to library and information studies. He has also undertaken a substantial amount of research in the UK, Australia, China, and Vietnam.

Rachel Lilburn's particular teaching and research interests are in the records and archives areas.

INFO 542 examines practical aspects of library and information centre management. These include collection management, financial management, marketing, human resource management, and building design.

It is likely that you will already have completed INFO 521, and will now have some understanding of library management. This course will build upon that knowledge, and you will learn theories and concepts that should serve you well once you take up a managerial position in a library or an information centre.

You should feel free to discuss academic aspects of the course with any member of the team, but administrative matters should be taken up with the INFO 542 course coordinators.

For Modules 1-6

- Email:** Gary.Gorman@vuw.ac.nz
- Telephone:** 463 5782 for calls within the Wellington free calling area, or the Administration Office on 463 5103.
- Room:** EA 211 Easterfield Building. If you would like to see me at a specific time, it is advisable to email in advance.
- Freephone:** 0800 11 62 99 (for students calling from outside Wellington).
- Fax:** (04) 463 5446

For Modules 7-12

- Email:** Rachel.Lilburn@vuw.ac.nz
- Telephone:** 463 5528 for calls within the Wellington free calling area, or the Administration Office on 463 5103.
- Room:** EA 229 Easterfield Building. If you would like to see me at a specific time, it is advisable to email in advance.
- Freephone:** 0800 11 62 99 (for students calling from outside Wellington).
- Fax:** (04) 463 5446

If you wish to send something by **post**, the address is:

MLIS Administrator

School of Information Management
Victoria University of Wellington
PO Box 600, Wellington

Assignments should *not* be sent to the above address; see the details under 'Assessment' below. Non-assignment material being delivered by courier or in person should go to the SIM Administration Office, EA 121, Easterfield Building, Kelburn Campus, Victoria University of Wellington.

Structure of the coursebook

This coursebook, which should be read in conjunction with the LIM Programmes *Administration Handbook*, is divided into two sections: this course information section (in which the contents of the INFO 542 course are discussed, along with course-specific administrative information and weekly session details); and a section


containing twelve study modules (which will be followed by any readings associated with those modules). This print coursebook is augmented with a website:

<http://blackboard.vuw.ac.nz>


See 'Online information' for more on this.

Each module ends with a section entitled 'Preparation for the weekly session'. You should make sure that you prepare the work listed in this section **before** the session for that module. Reading 'Preparation for the weekly session' *before* starting work on the module will help you to use your study time effectively.

In this course, you will encounter two types of boxes which separate work to be done from the body of the text. Boxes in this format:

	Now read Glenn McGuigan, "Invisible Business Information: The Selection of Invisible Web sites in Constructing Subject Pages for Business," <i>Collection Building</i> 22, no. 2 (2003): 68–74. (Reading 1)
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detail reading that you should do before continuing with the module text. These readings are either included in the coursebook following the study module to which they apply (as in this case), are from the course text, or are available on the Internet. Boxes in this format:

	At a library you work in or use, ask a staff member concerned with selection which selection tools they tend to use most frequently.
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contain self-review questions. You should consider these, and jot down your answers or conclusions, before continuing with the module text. These self-review questions will usually be discussed during the session for the module.

Using or quoting coursebook material

The coursebooks used in the LIM programmes have been developed over a period of time. As a result, each coursebook is likely to include new material contributed by the coordinator and staff involved in the current offering of the course, as well as material contributed by staff involved in earlier offerings. Every effort has been made by our

academic and editorial staff to ensure that all material is correctly attributed and complies with the University's copyright license obligations.

If quoting or referring to material written for this coursebook, you should treat it as being contributed anonymously rather than being attributable to the person delivering the particular module in which it appears, unless the authorship is clearly indicated.

Course description

INFO 542 examines practical aspects of library and information centre management. These include collection management, marketing, human resource management, financial management, and building design.

Learning objectives

By the end of the INFO 542 course, students should be able to:

1. Outline the main issues in collection management, and describe collection management processes and techniques.
2. Ensure the creation, maintenance, and preservation of collections that are relevant and responsive to stakeholder expectations.
3. Identify the key concepts in the financial management of libraries and information centres.
4. Outline the steps in marketing, with particular reference to libraries and information centres, and prepare a marketing plan.
5. Identify the major functions and concepts in human resource management — in particular, planning, selection, and training.
6. Describe the key concepts essential to the model of a bicultural organisation.
7. Explain, to a professional architect, the key functional aspects of the interior design of a library building and the semantics of its exterior.

Introduction to INFO 542

The material in INFO 542 builds on the management concepts and theories presented in INFO 521. Those of you who have completed INFO 521 will notice the interrelatedness of the topics covered in the two courses. When we discuss financial management, for example, we refer to control and planning. When we discuss

marketing we consider specific environmental factors, competitions, and customers. The material in INFO 542 is also interrelated. You cannot discuss marketing without discussing customer service. Likewise, a large element of a library's budget is devoted to staff and collections. Information service providers must always be prepared to show how vital the information service is to its stakeholders. Thus, a great deal of emphasis in INFO 542 is placed on learning the adoption of a customer service mindset. We therefore hope that you will find the material in INFO 542 interesting, and that it may be immediately relevant to the first position you hold in your career. There are often Assistant Librarian positions available to new graduates in the collection management departments of academic libraries.

To reiterate a point made strongly in the Introduction to INFO 521, there are many ways in which management knowledge aids individuals working at all levels in libraries and information centres. In summary, management knowledge aids those who practise the 'art', and it aids those who are being managed.

Time commitment

To achieve satisfactory grades, a time commitment of approximately 10–15 hours per week is required for the INFO 542 course. Part of this time will be taken up in the weekly session. The remaining time should cover:

- reading set texts and articles — you are expected to have read these **before** the session;
- reading additional, non-required material on the topics;
- thinking about the module, and taking notes on assigned practical work in preparation for the session;
- working on assignments.

General University information

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Faculty of Commerce and Administration offices

Railway West Wing (RWW) FCA Student Administration Office: The Student Administration Office is located on the ground and first floors of the Railway West

Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours, call the office on (04) 463 5376.

Easterfield (EA) FCA/Law Kelburn Office: the Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building and includes the ground floor reception desk (EA005), and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times: (04) 463 5376.

Student conduct and staff conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor.

This Statute is available in the Faculty Student Administration Office, or at

<http://www.vuw.ac.nz/policy/StudentConduct>

The policy on Staff Conduct can be found on the VUW website at

<http://www.vuw.ac.nz/policy/StaffConduct>

Academic grievances

If you have any academic problems with your paper you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the LIM Programme Director (Tony Hooper, tony.hooper@vuw.ac.nz) or the Head of School (Sid Huff, sid.huff@vuw.ac.nz). If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website, at

<http://www.vuw.ac.nz/policy/AcademicGrievances>

Students with special requirements

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment, or chronic medical condition (temporary, permanent, or recurring) that may impact on your ability to participate, learn, and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible.

Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs, and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Academic integrity and plagiarism

Academic integrity is about honesty — put simply, it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity, and is **prohibited** at Victoria. The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means *anything* that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organisation or structuring of any such material.

Plagiarism is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (see above) and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning;

- suspension from class or university;
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism, and how to avoid it, on the University's website, at
<http://www.vuw.ac.nz/home/studying/plagiarism.html>

Student support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean, who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at

http://www.vuw.ac.nz/st_services/

or email

student-services@vuw.ac.nz

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Māori and Pacific Mentoring programme

VUW offers academic mentoring for Māori and Pacific students studying at all levels in the Faculties of Humanities & Social Sciences, and Commerce & Administration, with weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the facilities study rooms and computer suite, at any time, at Kelburn and Pipitea. There is also a mature student and post-graduate network. A mentoring room will also be running at Pipitea Campus starting January. For further information, please contact:

Melissa Dunlop

Programme Coordinator

Room 109 D

14 Kelburn Parade (back courtyard)

Ph: (04) 463 6015; email: Maori-Pacific-Mentoring@vuw.ac.nz

Course schedule

INFO 542 will be held in the third trimester (October–January) of the 2005 academic year. There will be no sessions for two weeks during the Christmas break (23 December 2005–3 January 2006).

- For **open learning students** there will be a weekly Internet conference session on Tuesday evenings, 5.00–6.30 pm.
- **Internal students** will attend a seminar on Tuesdays (from 10.00–11.50 a.m.) in the Easterfield Building, Lecture Room EA 004.

Week	Date	Topic	Tutor
1	31 Oct.-4 Nov.	Collection management in context	Gary Gorman
2	7-11 Nov.	Collection management and development policies	Gary Gorman
3	14-18 Nov.	Selection of resources	Gary Gorman
4	21-25 Nov.	Collection evaluation	Gary Gorman
5	28 Nov.-2 Dec.	Preservation and weeding	Gary Gorman
6	5-9 Dec.	Cooperative collection development	Gary Gorman
7	12-16 Dec.	Financial and cost management	Rachel Lilburn
8	19-23 Dec.	Marketing 1: Theory	Rachel Lilburn
9	2-6 Jan.	Marketing II: Practical applications	Rachel Lilburn
10	9-13 Jan.	Staff planning and recruitment	Rachel Lilburn
11	16-20 Jan.	Staff development, and Treaty training	Rachel Lilburn
12	23-27 Jan.	Building design	Rachel Lilburn

Assessment

None of the LIM papers has a final examination. This paper will be internally assessed, and there will therefore be two assignments due during the trimester.

Assignment	Date due	Value	Length
1. Collection management essay	9 Dec. 2005	50%	2800 words
2. Marketing plan	30 Jan. 2006	50%	2800 words

Late assignments

Assignments submitted or postmarked after they are due will have a 10% penalty imposed unless an extension has been granted by the course coordinator.

Assignments submitted or postmarked more than one week after they are due will not be accepted unless there are exceptional circumstances, and the late submission has the prior approval of the course coordinator.

Word count

All work submitted **MUST** contain a word count, easily available from your word-processing program. The word count includes the text, footnotes and appendices. The word count should appear under your name. (Note: your name should appear only on the back of the last page of the assignment.) The penalty for not including your word count or going over the word count will be 5%.

Presentation

Details of the LIM Group's assignment policy, including presentation, will be found in the *Administration Handbook*. Bear in mind that any statement on penalties for lateness or word length of assignments in this coursebook supersedes the equivalent statement in the *Administration Handbook*.

Submission

Remember to keep a copy of each assignment you send us, just in case the original goes astray. Assignments should be submitted as follows:

Open learning students:

- **Post:** To LIM O.L.—INFO 542, Library and Information Studies, School of Information Management, Victoria University of Wellington, PO Box 600, Wellington.
- **Courier:** To LIM O.L.—INFO 542, Room 121, Easterfield Building, Kelburn Parade, Wellington.

Internal students:

- **Post:** To LIM INTERNAL—INFO 542, Library and Information Studies, School of Information Management, Victoria University of Wellington, PO Box 600, Wellington.
- **Deliver:** To the LIM Assignment Box, Level 1, Easterfield Building. This box is cleared at 5.00 p.m. on the due date. Any late assignments should be delivered to the following address:
- **Courier or late delivery:** To LIM INTERNAL—INFO 542, Room 121, Easterfield Building, Kelburn Parade, Wellington.

Terms

Terms are the minimum course requirements that must be satisfied in order to earn the right to be assessed for a final grade. Students in INFO 542 are expected to attend all scheduled sessions. Terms will be granted to students who have:

- attended a minimum of 75% of the scheduled Internet conference¹ or seminar sessions;
- submitted the two assignments required for assessment within the time allowable.

¹ To be considered in attendance at an Internet conference session, an open learning student must be able to contribute orally to the session using the Internet conferencing software; that is, the student must have a working microphone attached to his or her computer making it possible to respond to questions, and to contribute ideas orally.

Recommended text

There are no required textbooks for the first six modules of INFO 542, but there are three recommended texts that can be purchased from well-known online vendors (often in used condition) or borrowed from the VUW Library:

Clayton, P. and Gorman, G. E. *Managing Information Resources in Libraries: Collection Management in Theory and Practice*. London: Library Association Publishing, 2001

Evans, G. E. *Developing Library and Information Center Collections*. 4th ed. Englewood, CO: Libraries Unlimited, 2000

Johnson, P. *Fundamentals of Collection Development and Management*. Chicago: American Library Association, 2004

Online information

In addition to the coursebook, you will be required to use the online resources for this course which are available in the School's Blackboard online learning environment:

<http://blackboard.vuw.ac.nz/>

The Blackboard environment will contain a Web-based forum for discussion of issues related to the course, links to sites of interest, additional readings and information, updates, etc. You should read the appropriate module web pages in conjunction with this coursebook.

Details on how to access Blackboard are in the *Administration Handbook*, but if you have any difficulties logging on please contact the Help Desk, at:

scs-help@vuw.ac.nz

All LIM students will be automatically enrolled in LIM Programme Information on Blackboard. General announcements and information will be posted here, and students should check this site regularly.

Internet conferencing

Distance sessions are now being conducted via the Internet using the Chatterbox application; in order to participate students will need an Internet-connected PC running Windows XP or Windows 2000, microphone, and headphones/speakers. To connect, go to the Internet conferencing page (and read the “Getting Started” information) at

<http://www.sim.vuw.ac.nz/conferencing/>

Some days before your first session, and at least 15 minutes before each subsequent session, you should test your system by going to the Echo Room. Regular classes will be held in the LIS Room; additional Discussion Rooms are available for breakout groups, and as a “waiting room” if a class is proceeding in the main LIS room. Study groups can use the discussion rooms out of regular class times.

For further information, follow the help links on the Internet Conferencing page; details, including screen name conventions, are also available on Blackboard under LIM Programmes Information.

LIM Students email list

Mass communication between the school and students is via the email list. It is your responsibility to ensure you are on the email list; subscription is essential.

To subscribe: send an email to

`lim_students-subscribe@vuw.ac.nz`

To unsubscribe: send an email to

`lim_students-off@vuw.ac.nz`

No text in the body or subject line is required. You will be sent a confirmation email, and must confirm the operation by clicking reply and send. You will then receive a welcome or goodbye email.