



SCHOOL OF INFORMATION MANAGEMENT
INFO 542: Management of Library Services

Trimester Three 2009

COURSE OUTLINE

Contact Details

Course Coordinator:	Name	Professor Gary Gorman
	Room	Easterfield Building; EA 221
	Tel	+64 4 463-5788
	Email	gary.gorman@vuw.ac.nz
Course Instructor:	Name	Lynley Stone
	Room	Senior Tutor, Auckland
	Tel	027 520-0401 or 027 290 2843
	Email:	lynley.stone@vuw.ac.nz
Programme Administrator:	Name	Chris King
	Room	121 Easterfield Bldg, Kelburn Pde, Wellington
	Tel	463 5309
	Email:	chris.king@vuw.ac.nz

Please note that INFO 542 will be delivered in block mode and online; see schedule below. All materials (including readings and study guides) available on Blackboard only.

Course description

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

Introduction to INFO 542

To some extent the material in INFO 542 builds on the management concepts and theories presented in INFO 521, although it also covers areas of particular concern to

information managers, in particular the significant area of collection management, which accounts for half of the course. 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.

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 and maintenance of collections that are relevant and responsive to stakeholder expectations.
3. Deal with the complexities of acquisitions of both print and digital resources.
4. Outline the main issues in preservation and evaluation of resources, both print and digital.
5. Outline the steps in marketing, with particular reference to libraries and information centres.
6. Identify the major functions and concepts in human resource management -- in particular, planning, selection, and training.
7. Identify the key concepts in the financial management of libraries and information centres.

Course schedule

Please note that in 2009 this course will be block taught, with weekly three-hour sessions in the five weeks leading up to the Christmas break. You should understand that you will be working intensively during this period and must plan your schedule accordingly.

Note that this course will be taught in distance mode only. If you are based in Wellington it is possible to book a computer lab for your use if required, but you will need to bring your own headset to participate in the classes; please contact Senior Tutor Timothy Greig about this well before classes commence.

Internal and distance students

There will be a three hour weekly conference session held on Mondays (16 November-14 December) from 5.00-8.00 p.m.

Week	Class	Topic
1	Nov. 16	Collection management in context; Collection management & development policies
2	Nov. 23	Selection of resources; Collection evaluation
3	Nov. 30	Preservation and weeding; Financial and cost management
4	Dec. 7	Marketing: Theory & practical applications
5	Dec. 14	Staff planning, recruitment, and development

Students with special requirements

Students who have special requirements which are relevant to their successful completion of this course should speak to the Course Coordinator as soon as possible so that appropriate arrangements can be made.

Time commitment and workload

You should expect to spend about 20 hours per week on this course. Part of this time commitment will be taken up in your weekly internal or Internet conference session. The remaining time should cover:

- reading set texts and any 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.

Assessment

This course is internally assessed, with the following assignments to be completed in order to satisfy the mandatory course requirements. **Full details, including explanatory notes and criteria, are available under "Assessment" on Blackboard.**

Assignments	Date due	Value	Length
1. Collection management essay	Monday, 7 Dec. 2009	45%	2000 words
2. Marketing plan	Friday, 18 Dec. 2009	45%	2000 words
3. Individual participation	Assessed weekly	10%	Based on contribution to class discussion

Please note: Wikipedia is not an acceptable source for a master's level course and may not be cited in any assignment or discussion in INFO 542. Any assignment that cites Wikipedia will not be assessed.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Late assignments

Please note: Given the time constraints in the block mode for this course, late assignments will NOT be accepted. This rubric supersedes any generic statement about late assignment submission in the *Administration Handbook*.

Submission

Electronic submission via Blackboard is required; instructions are available under '**Assessment**'. Remember to keep a hard and soft copy of each assignment you send us, just in case the original goes astray.

Word count

Each submitted assignment **MUST** contain a word count, easily available from your word-processing program. 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%.

Plagiarism

You should read and take heed of the statement on collaboration and plagiarism on the University website at <http://www.vuw.ac.nz/home/studying/plagiarism.html> and also in the *Administration Handbook*; you **must** acknowledge all sources you use. While you are encouraged to work together while preparing for the weekly sessions, assessed work must be completed individually, and collaboration confined to discussion of general points. You are expected to present information in your own words, based on your understanding of the background material you read. **Any assignment which is extensively plagiarised will receive an automatic fail grade.**

Note: Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine turnitin.com.

Presentation

Details of the LIM Group's assignment policy, including presentation, will be found in the *Administration Handbook*.

Mandatory course requirements

Students must complete all of the assignments in the required timeframe. Attendance will not be monitored. However, one should be aware of the 10% allocated for participation; also, in my experience the quality of an assignment is directly related to level of attendance.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Prescribed text

There is a new text required for INFO 542 this year:

Johnson, P. (2009). *Fundamentals of collection development and management* (2nd ed.). Chicago: ALA. The price to VUW students is approximately \$142.95.

All students must ensure they have a copy of the text as we will be drawing on it extensively during most of this course. The text is available from Vic Books, PO Box 12-337 (or c/- Students' Union Building), Wellington, ph. (04) 463 5515 or freephone 0800 370 370, fax (04) 471 2124, email

vuwtexts@vicbooks.co.nz. It is also possible to order texts through the Vic Books' [online book ordering service](#). You can use any of these methods to place an order. There are also two recommended texts that can be purchased from well-known online vendors (often in used condition) or borrowed from the VUW Library:

- Clayton, P. & Gorman, G. (2001). *Managing information resources in libraries: Collection management in theory and practice*. London: Library Association Publishing.
- Evans, G. E. & Saponaro, M. Z. (2005). *Developing library and information center collections* (5th ed.). Westport , CT: Libraries Unlimited.

Course resources

The course material for INFO 542 includes:

- this course information section (in which the contents of the INFO 542 course are discussed along with course-specific administrative information and Internet conference or internal session details);
- materials on the Blackboard website for INFO 542 (see 'Online information' for more on this), which will also be used to post announcements, and enable ongoing electronic discussion forums on topics or issues introduced in or out of class. Students are also encouraged to use Blackboard for information sharing, and to post questions for electronic and in-class discussion.

The study notes for each module include a section entitled 'Preparation for the weekly session'. You should make sure that you **complete the work listed in this section, including all the practical exercises and practice questions, before the weekly 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.

Using or quoting from course notes

The study notes used in the LIM programmes have been developed over a period of time. As a result, each set of modules 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 specifically for this course, 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.

Online information

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:

its-service@vuw.ac.nz

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

Internet conferencing

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

<https://conferencing.sim.vuw.ac.nz/>

There is also an 'i-Conferencing' button linking to this page in Blackboard.

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 LIM Room; additional Discussion Rooms are available for breakout groups, and as a "waiting room" if a class is proceeding in the main LIM 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.

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

Staff of the LIM programmes use the lim-students email discussion list to make important announcements, and to share news and ideas relating to the LIM programmes. **It is very important that you are subscribed to this list.** Please make sure that a current email address which you check regularly is subscribed. We suggest that you remain a member of this list until **after you graduate**, because the list is used as the main channel to communicate important administration messages (including those about arrangements for graduation).

Emails are sent to lim-students regularly, so if you have not received any list messages for a few weeks it is a good idea to make sure you are still subscribed. If a list message is rejected by your email account you will automatically be unsubscribed from the list.

To subscribe, unsubscribe, and change your email address or options, go to:

<http://lists.vuw.ac.nz/mailman/listinfo/lim-students>

Confirmation: When you subscribe or unsubscribe to lim-students, you will receive a confirmation message. To confirm the action, click reply and send. You will then receive a welcome or goodbye message.

VUW ADMINISTRATIVE INFORMATION

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/