



SCHOOL OF INFORMATION MANAGEMENT

INFO 542: Management of Library Services

Trimester Three 2010

COURSE OUTLINE

Contact Details

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Communication of Additional Information

If you have questions or comments about course material and activities, the preferred “channel” is the appropriate Blackboard discussion forum, so that all students can see your message, and participate in any subsequent discussion.

The Blackboard discussion forums will be regularly checked for new messages. However, if you prefer to send your message via email (particularly if it is sensitive or involves personal information), you should begin the subject line with

[INFO 542]

Schedule

INFO 542 will be held in the third trimester (15 November 2010-13 February 2011) of the 2010 academic year. There will be no classes during the mid-term break (20 December-9 January).

Please note that INFO 542 will be offered via distance learning only. The weekly Internet conference sessions will be held on Wednesdays from 6.45-8.15 p.m.

Timetable	Topic
Week 1: Nov. 17	Marketing: Theory
Week 2: Nov. 24	Marketing: Practical applications
Week 3: Dec. 1	Buildings
Week 4: Dec 8	Staff planning & recruitment
Week 5: Dec. 15	Collection management in context
Christmas Break (20 Dec 2010-9 Jan 2011)	
Week 6: Jan. 12	Collection management & development policies
Week 7: Jan. 19	Selection of resources
Week 8: Jan 26	Collection evaluation
Week 9: Feb. 2	Preservation and weeding
Week 10: Feb. 9	Cooperative collection development

Teaching Period: From 15 November (the first day of trimester) to February 13.

Withdrawal from Courses:

Your fees will be refunded if you withdraw from this course on or before **21 November 2011**. The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **28 January 2011**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute

<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Course Description

INFO 542 examines practical aspects of library and information centre management. These include marketing, staff planning, 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 over 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 steps in marketing, with particular reference to libraries and information centres.
2. Identify major functions and concepts in human resource management -- in particular, planning and selection.
3. Outline the main issues in collection management, and describe collection management processes and techniques.
4. Ensure the creation and maintenance of collections that are relevant and responsive to stakeholder expectations.
5. Deal with the complexities of acquisitions of both print and digital resources.
6. Outline the main issues in preservation and evaluation of resources, both print and digital.

Time commitment and workload

You should expect to spend about 12 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. Marketing essay	Friday, 10 Dec. 2010	50%	2000 words
2. Collection management essay	Friday, 28 Jan. 2011	50%	2000 words

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

Assignments submitted or postmarked after they are due will have a 10% penalty imposed. Assignments submitted more than one week late without an extension will be given a zero grade. All requests for extensions must be made in writing or via email before the due date, and must state a reason for the extension.

Submission

All assignments for INFO 542 will be submitted digitally; remember to keep a copy of each assignment you send us, just in case the original goes astray. **See the Assessment section for details.**

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 assignment policies, including information regarding presentation and plagiarism, will be found in the Information Studies pages under the 'My Organizations' tab on Blackboard.

Mandatory course requirements

Students must complete all of the assignments in the required timeframe. Attendance will not be monitored; whether you choose to attend the online sessions, rely instead on the session recordings, or focus on the textbook and readings is entirely up to you

- you know how you learn best. However, in my experience the quality of an assignment is directly related to level of attendance.

Prescribed text

The required text for INFO 542 is:

Johnson, P. (2009). *Fundamentals of collection development and management* (2nd ed.). Chicago: ALA.

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 be used to post study guides and readings, 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 Information Studies 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

You will be required to use the online resources for this course that are available in the Blackboard online learning environment:

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

The Blackboard pages will contain study guides and readings, a Web-based forum for discussion of issues related to the course, links to sites of interest, announcements and additional information, updates, etc.

If you have any difficulties logging on please contact the Help Desk, at:

its-service@vuw.ac.nz

All students will also be automatically enrolled in the Information Studies community under 'My Organizations' 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 Windows 7, Vista, or XP, 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 'Internet Conferencing' button linking to this page in your course website on 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 IST Room; additional Discussion Rooms are available for breakout groups, and as a “waiting room” if a class is proceeding in the main IST 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; further details, including screen name conventions, are also available on the Information Studies pages under ‘My Organizations’ on Blackboard.

For problems with the Internet Conferencing site itself, first check the online help information. If your problem is not resolved please contact our in-house IT Support, which is available only during the evening Internet Conferencing sessions:

- **Freephone:** 0800 116 299 (5-8 p.m. only) -- office phone forwarded directly to distance education support analyst during evenings
- **Email:** simconferencing@vwu.ac.nz

If for some reason a session does not run, check on Blackboard for an announcement of any alternative arrangements that the lecturer is making. Recordings of all distance sessions are also available for downloading from Blackboard.

Students email list

Staff of the Information Studies Programmes use the **ist-students email discussion list** to make important announcements, and to share news and ideas relating to the 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 ist-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/ist-students>

General University 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/policy>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/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/