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School of Information Management

## **INFO542 MANAGEMENT OF LIBRARY SERVICES**

Trimester 3, 2012

### **COURSE OUTLINE**

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#### **Names and Contact Details**

<b>Course Coordinator:</b>	<b>Name</b>	Dr Philip Calvert
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#### **Schedule**

#### **Trimester Dates**

**19 November 2012 – 15 February**

#### **Class Times**

There will be one class per week. It will be an Internet conference session held on Thursdays between 5.00 and 6.30 p.m.

Timetable	Topic
Week 1: 22 November	Collection management in context
Week 2: 29 November	Materials selection
Week 3: 6 December	Financial & cost management
Week 4: 13 December	Collection evaluation & cooperation
Week 5: 20 December	Weeding & storage
Break	
Week 6: 10 January	Policies on collections
Week 7: 17 January	Key concepts in marketing
Week 8: 24 January	Practical library marketing
Week 9: 31 January	Business communication
Week 10: 7 February	Staff planning & recruitment
Week 11: 14 February	Buildings

## **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before 30 November.
2. The standard last date for withdrawal from this course is 25 January.

After the last date stated in #2, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

## **Expected Workload**

**You should expect to spend about 150 hours 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 recommended texts and articles -- you are expected to have read these before the relevant 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.

## **Course Description**

INFO 542 examines practical aspects of library and information centre management. These include marketing, staff planning, building design, and collection management.

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 library managers, in particular the significant area of collection management that is a continuing theme throughout 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 practical marketing, with particular reference to marketing libraries and information centres.
2. Identify major functions and concepts in human resource management -- in particular, planning and selection of staff.
3. Outline the main issues in collection management, and describe all collection management processes and techniques.
4. Write a collection management policy suitable for a small library.
5. Prepare a budget proposal suitable for a small library.

## **Readings**

There is no set text for this course.

These books will be very useful through the course:

- Johnson, P. (2009). *Fundamentals of collection development and management* (2nd ed.). Chicago: ALA
- Evans, G. E. & Saponaro, M. Z. (2005). *Developing library and information center collections* (5th ed.). Westport, Conn.: Libraries Unlimited.

## Assessment

This course is internally assessed, with all the following assignments to be completed in order to satisfy the mandatory course requirements.

**Full details, including explanatory notes and criteria, are available in the "Assessment" section on Blackboard.**

Assignments	Date due	Value	Length
Budget proposal [relates to Learning Objectives 3 & 5]	Monday 17 December	30%	1500 words max.
Policy critique [relates to Learning Objectives 3 & 4]	Monday 21 January	30%	1500 words max.
Marketing plan [relates to Learning Objectives 1 , 2 & 3]	Monday 18 February	40%	2500 words max.

### Penalties

Assignments submitted 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 well before the due date, and must state a reason for the extension.

### 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%.

### Mandatory Course Requirements

1. Complete all the assessments (given above).
2. Attend at least 75% of the classes.

### 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]

### Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

### Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.