VALDOSTA STATE UNIVERSITY
DEWAR COLLEGE OF EDUCATION & HUMAN SERVICES
DEPARTMENT OF LIBRARY & INFORMATION STUDIES
Master of Library & Information Science Degree
MLIS 7400 Collection Development
Syllabus—Fall Semester 2014
Three Credit Hours

Instructor:
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(use BlazeVIEW email for course correspondence)

Course Description
Principles and processes for building and maintaining library and information center collections. Identification, evaluation, selection, acquisition, and preservation of materials in all formats will be emphasized. The contexts of all types of libraries, needs of diverse patrons, and legal and ethical issues will be considered. Prerequisite or corequisite: MLIS 7000 or consent of instructor.

Grade Requirements
All students admitted fall 2011 and thereafter must earn a grade of "B" or better in these core courses: MLIS 7000, 7100, 7200, 7300, 7700, and 7800.

MLIS Program Objectives (PO)

Graduates of the VSU MLIS Program will:

PO 1. Perform administrative, service, and technical functions of professional practice in libraries and information centers by demonstrating skills in information resources, reference and user services, administration and management, and organization of recorded knowledge and information.

PO 2. Use existing and emerging technologies to meet needs in libraries and information centers.

PO 3. Integrate relevant research to enhance work in libraries and information centers.

PO 4. Demonstrate professionalism in their work in libraries and information centers.

MLIS 7400 includes an assignment called Collection Development Project (CDP) that partialy fulfills the MLIS Program Objective 1. You will find it marked as "necessary to fulfill requirements for this course" on page 3 of this syllabus. You will need a subscription to LiveText and must submit the final copy of the Research Proposal to your LiveText account. Other guided electives that include the required Collection Development Project (CDP) are: MLIS 7440, and students in the Youth Services Track or Dual Program may count MLIS 7420.

Student Learning Outcomes (SLOs)

Students will:
    SLO 1. Discuss principles of collection development in any type of library or information center
    SLO 2. Conduct a needs assessment that effectively can inform a collection development process

SLO 3. Contribute to the identification, evaluation, selection, acquisition, and preservation of materials in all formats.
SLO 4. Formulate collection development practices that meet the needs of diverse patrons
SLO 5. Incorporate knowledge of legal and ethical issues into collection development
SLO 6. Use relevant documentation and tools.
(measures that assess these student learning outcomes appear on page 3 of this syllabus)

Textbook

Johnson, Peggy. (2014). *Fundamentals of Collection Development and Management.* 3rd Edition.
ISBN 13: 978-0-8389-1191-4

Please familiarize yourself with the MLIS policy that prohibits the use of VSU's Interlibrary Loan service for obtaining textbooks at http://www.valdosta.edu/mlis/student_resources/documents/ILL_Textbooks.pdf

Assessment Portfolio and Your Subscription to LiveText

There are a number of assessments developed to meet ALA accreditation requirements on student learning outcomes. These assessments are part of all the MLIS core courses plus certain electives. LiveText is the software that the MLIS Program selected for keeping track of these assessments, and all MLIS students are REQUIRED to purchase access to the LiveText system. The LiveText subscription is not tied to when you entered the program or to when you plan to graduate. Once you purchase your subscription to LiveText, it is good for up to five years. You will also have personal access to other LiveText features you may find useful once you have your subscription. Please consider the purchase of your LiveText subscription as you would the purchase of any other textbook or piece of software required for a course.

Instructor Availability & Support

By institutional policy, instructors communicate with students online through VSU accounts (BlazeVIEW and VSU e-mail). Non-degree students receive VSU accounts as well.

All discussion posts and assignment submissions for this online course must be sent via BlazeVIEW. Your BlazeVIEW username and your Single Sign On (SSO) password serve as your BlazeVIEW login. The SSO started in summer 2013. If you have not reset your former BlazeVIEW password to the SSO, see the section on "Technical Requirements" on this syllabus for contact information in the case you need technical help.

Attendance

This is a Web-delivered course, with one required online presentation. The instructor will schedule real-time instruction using tools in BlazeView such as Chat or Live Classroom. To receive full credit for your participation in the Live Classroom debates, you must remain present for the entire session in which you present your debate and either attend or view the archives of all other debates.

Assignments in Brief

The following list is a brief overview of the assessments used to measure learning outcomes included in this course. Complete instructions for each assignment along with grading criteria will be posted on the BlazeView course site in advance of that assignment's due date (see next page).

Principles Analysis   **(SLO 1, SLO 5)**   **15 points**
Identify 12 principles of collection development derived from the textbook chapters assigned.
List these principles and a statement under each principle on its effect on selection of materials (worth 12
points). Worksheet called **Principles Analysis Table** provided. Post your worksheet to the **Principles
Analysis Discussion** board **in the group assigned to you.** Write a response post (worth 3 points).

Debates on Methods of Collection Development   **(SLO 3)**   **15 points**
You will work in pairs to present talks on the characteristics of a particular method used in collection
development. There will be two debates – one on acquisitions methods and one on collection evaluation
methods. Choose <u>**one**</u> of these debates. See the section on Attendance (above) for participation requirements.

Reactions to Debates   **(SLO 3)**   **5 points**

Adopt-a-Library PESTLE/SWOT Analysis   **(SLO 2)**   **15 points**
Select a library and identify the internal and external factors that effect or may influence collection
development in the library you designated as the site you plan to "adopt." Analysis template provided.

Collection Development Project (CDP)   **(SLO 3, SLO 4, LO 6)**   **40 points**
This project assesses your overall abilities to contribute to the development of a small-scale collection on a
self-selected topic suitable for adult users of a public, academic, or special library. **Successful completion
of this project is necessary to fulfill requirements for this course.**

Marketing Tool Project   **(SLO 1, SLO 4)**   **10 points**
Using the collection and user base that you describe in your CDP, create a media-based marketing tool
(i.e., an ad that can be published to the Web - a PowerPoint or video trailer, an online press release, or a
poster or flier saved as a pdf file). Design your ad to reach an inclusive audience (i.e., take special needs
of potential users into consideration).

Graded Course Requirements
As a student in this class, you are expected to: (1) read or view all assigned background materials;
(2) participate in class activities including one Live Classroom debate; (3) attend or view archives for all debates
and all lectures presented in Live Classroom; (4) visit a library to examine its collection and policy on collection
development; (5) attain an acceptable score (35-40 points) on the Collection Development Project (CDP);
(6) submit all projects on time and according to the format designated by the instructor; and (7) conduct your
research and composition according to the rules of academic integrity (see Academic Honesty section on p. 5).

Principles of Collection Development Project	15 points
Adopt-a-Library PESTLE/SWOT Analysis	15 points
Participation in a Live Debate	15 points
Discussion Post Reaction to Debates	5 points
Collection Development Project (CDP)	40 points
Marketing Tool Project	10 points

100 – 90 points = A   89 – 80 points = B   79 – 70 points = C   69 – 60 points = D   Below 60 points = F

Standards for core courses: **No grade below a C will be credited toward a VSU graduate degree.**

To be eligible to receive an A in this course requires completing <u>every</u> assignment.

**An overall grade of zero can be assigned to an entire paper or project if the instructor determines
that its contents, or parts of its contents, were completed by a second party or copied into a paper or
project from a source without proper citing**. **Noncompliance with rules on appropriate use of
resources will result in zero credit for those parts of the assignment affected**. If you are unsure about
the parameters of an assignment, ask for clarification.

Your final grade will be one of these letter grades:

Exceptionally exceeds minimum standards	A
Exceeds minimum standards	B
Meets minimum standards	C
Barely meets minimum standards	D
Fails to meet minimum standards	F

Technical Requirements

All class materials will be placed on a password-protected Web site using the BlazeVIEW course management program. Login using your old BlazeVIEW ID and the new Single Sign-On (SSO) password. The Desire2Learn (D2L) course management software powers the BlazeVIEW system. See the section on Distance Learning Support (below) for help contacts for D2L.

To meet all class requirements, you should be prepared to: (1) open and save or print all documents that are required background reading - this requires the Adobe Acrobat Reader on your computer; (2) view all PowerPoints placed on the course BlazeVIEW site – these are saved to **Powerpoint 97-2003** and will open in all higher versions; (3) participate in Live Classroom sessions – login links and instructions will be available through your BlazeVIEW course homepage; (4) check discussion groups as needed; and (5) keep electronic backup copies of each assignment and project you submit.

Unless otherwise stated, assignments must be submitted using a word processing program compatible with Microsoft (MS) Word. BlazeVIEW accepts attached documents in **MS Word 97-2003 or higher**. If you are using WordPerfect or sharing documents with classmates who have a different version of Word, save your documents in Rich Text Format (rtf). The instructor returns documents that cannot be opened on VSU equipment. Documents that cannot be opened on VSU equipment will be returned to you for re-formatting.

Distance Learning Support

The university's Information Technology department provides step-by-step guides on how to use VSU's email and other sources. The IT Help Desk is at http://www.valdosta.edu/helpdesk/guides/ and their phone hotline is 229-245-4357. BlazeVIEW is powered by the Desire2Learn (D2L) course learning system. D2L provides 24/7 support 365 days a year. To contact D2L, go to https://D2LHelp.view.usg.edu or call the hotline at 855-772-0423.

To ask questions about **availability or location of VSU online resources**, use the VSU Library's Live Chat or E-mail at: http://www.valdosta.edu/library/ask.php. You may also phone the VSU Library's reference service at (229) 333-7149. Please do not ask librarians to provide answers or to conduct research for graded assignments (see Academic Honesty section on p. 5).

Compliance with Class Participation Policies

You are expected to meet deadline dates for class assignments from the beginning to the end of the semester in all courses in which you enroll. VSU allows students who cannot meet course assignment obligations during the first half of the semester to withdraw without academic penalty by the midterm date posted on the VSU Academic Calendar. "Students will not be allowed to withdraw after the midterm point of the term as published in the school calendar as required by Board of Regents' policy" (VSU Graduate Catalog).

The VSU policy on application for grades of Incomplete states that a student qualifies if the student "was doing satisfactory work at the end of the term but, for non-academic reasons, was unable to complete all

requirements for the course" (VSU Graduate Catalog). A petition for an Incomplete must be submitted with documentation to the professor <u>at the time an assignment is missed</u>. Students who have not participated fully in class assignments in the first half of the semester who elect to remain in a course after the midterm withdrawal deadline, and who are not able to submit a substantial percentage of the work owed (as deemed acceptable by the course instructor) by the last week of classes, will not be eligible to apply for Incomplete as a final grade.

In cases where hardship circumstances occur after the midterm deadline date for withdrawal, students may petition for withdrawal through the Dean of Students' office. A hardship withdrawal petition requires that a student withdraw from all courses in that given term.

Late or Missing Submissions and Grace Periods

Deadline dates appear on your Syllabus, Assignment Calendar, and in the Dropbox tool in BlazeVIEW. The BlazeVIEW dropboxes report late submissions by the hour. There are one-day grace periods (24 hours) for all assignments in this course. After that, late submissions accrue these penalties: 25-48 hours late, automatic 10% loss of points; 49-72 hours late, 20% loss of points; 73-96 hours late, 50% loss of points. After 97 hours (5 days late), I reserve the right to assign a grade of zero. If you inform me of hardship circumstances **before** the due date, we will discuss a solution for submitting an assignment without penalty. Illness (your own or that of a dependent in your care) requires a doctor's note.

Completely skipping an assignment is not acceptable in graduate school. To be eligible to receive an A in this course requires submitting <u>every</u> assignment within the specified grace periods.

Academic Honesty

Valdosta State University expects that graduate students will pursue their academic endeavors and conduct themselves in a professional and ethical manner. All work that a student presents to satisfy course requirements should represent his or her own efforts, including appropriate use and acknowledgement of external sources.

The *Guide to Ethical Conduct* is a booklet created for VSU MLIS students (http://www.valdosta.edu/mlis/student_resources/documents/GuidetoEthicalConductWebversion.pdf). It contains guidelines on appropriate conduct and outlines the ethical principles that instruct the profession of library and information science. Specific regulations related to student conduct and behavior are contained in the *Student Handbook, Student Code of Ethics*. Please acquaint yourself with the full policy at http://www.valdosta.edu/academic/AcademicHonestyPoliciesandProcedures.shtml.

It is **your responsibility** to make sure you understand how to avoid breeches of academic integrity. The instructor posts rules for citing, quoting, and appropriate use of resources for assignments that require written compositions, reviews, or commentary.

Asking librarians or staff in a library to provide answers or to conduct research to fulfill any part of a graded course requirement is an infraction of academic integrity. The same policy applies to contacting any free or commercial reference service for assistance with a graded assignment.

Equal Opportunity Statement

Valdosta State University is an equal opportunity educational institution. It is not the intent of our institution to discriminate against any applicant for admission or any student or employee of the institution based on the sex, race, religion, color, national origin, or the handicap of the individual. It is the intent of the institution to

comply with Title VI of the Civil Rights Act of 1964 and subsequent executive orders as well as the Title IX section 504 of the Rehabilitation Act of 1973.

Special Needs Statement

From VSU's Access Office http://www.valdosta.edu/access/facresources.shtml): Students with disabilities who are experiencing barriers in this course may contact the Access Office for assistance in determining and implementing reasonable accommodations. The Access Office is located in Farber Hall. The phone numbers are 229-245-2498 (V), 229-375-5871 (VP) and 229-219-1348 (TTY). For more information, please visit http://www.valdosta.edu/access/ or email: access@valdosta.edu.

Student Agreements

Enrollment in this class signifies that you agree to abide by and adhere to the policies and regulations specified above. It is understood that the instructor may adapt or change this syllabus and the assignments contained within it if extraordinary circumstances arise during the course of the semester.

By taking this course, you agree that all required course work may be subject to submission for textual similarity review to TurnItIn, a tool within BlazeVIEW**.** For more information on the use of TurnItIn at VSU, go to http://ww2.valdosta.edu/academic/turnitin.shtml.

Assignment Calendar

You will find a week-by-week assignment calendar that highlights readings and activities and lists due dates for all assignments in the BlazeVIEW website.

Important Dates

Monday, August 18: First day of classes. BlazeVIEW sites open for distance learning students.

Friday, August 22: Drop-Add period ends.

Monday, August 25: Submit "My Profile" Survey to Dr. Ondrusek's BlazeVIEW email.

Monday, September 1: Labor Day. All VSU services closed, including the Odum Library.

*Tuesday, September 2: Submit your finished **Principles Analysis** to the **Discussion board**.

Thursday, September 4: Live Classroom on Acquisitions, 8 pm.

Monday, September 8: Submit your reaction post to the **Principles Analysis Discussion board**.

Wednesday-Thursday, September 17-18: Live Classroom Debates on **Acquisitions, Round #1**, 8 pm.

*Monday, September 22: Reaction posts to Round #1 Debates due. (**Debaters do not submit reaction posts**.)

Thursday, September 25: Live Classroom on Evaluation Methods, 8 pm.

Thursday, October 2: Midterm. **Last day to withdraw from a class without academic penalty.**
If you have questions about your progress in this course, consult with your instructor before mid-term.

October 1-3: GA COMO conference in Augusta. All MLIS faculty attending.

Wednesday-Thursday, October 8-9: Live Classroom Debates on **Evaluation Methods, Round #2**, 8 pm.

*Monday, October 13: Reaction posts to Round #2 Debates due. (**Debaters do not submit reaction posts**.)
   AND
*Monday, October 13: Submit the **name of the library** you plan to "adopt" as the site for your projects to the CDP Discussion board.

*Monday, October 20: Submit a post to the Adopt-a-Library Discussion board that includes required information.

*Monday, October 27: Submit your **PESTLE-SWOT Analysis** to the BlazeVIEW **Dropbox**.
     AND
*Monday, October 27: Post the **subject** that you plan to develop or expand upon for a small-scale collection for your adopted library to the CDP Discussion board.

*Monday, November 10: Submit a **draft** of your **Materials List** to the BlazeVIEW **Dropbox**.

*Monday, November 17: Submit your **final CDP report** to the BlazeVIEW **Dropbox**.

November 24-28: Thanksgiving break. University services closed. The Odum Library is open Nov. 24-25 & Nov. 29-30.

*Monday, December 8: Submit your **Media-based Marketing Tool** to the BlazeVIEW **Dropbox**. Post copies of your project to your classmates using the BlazeVIEW email classlist.

December 12: Fall semester ends. Submit **a copy of the final CDP report to your LiveText account.**

December 15: All grades due to the VSU Registrar by 9:00 am. Instructors must post grades by 9 am. If you owe work due to non-academic reasons (e.g., extended illness), you must contact your professor to discuss an Incomplete **before grades are posted.**

 *There is a one-day grace period on all assignments. Monday assignments posted by Tuesday11:59 PM will be accepted without penalty. Tuesday assignments posted by Wednesday 11:59 pm will be accepted without penalty. Late submissions are subject to deductions as explained in the **Late or Missing Submissions and Grace Periods** section on this syllabus.