

LIS 615

COLLECTION MANAGEMENT

Fall 2006

Instructor: Dr. Kovacs

Office: 302 Curry Building
Telephone: (336) 334-3479
Fax: (336) 334-5060
E-mail: Bea_Kovacs@uncg.edu
Office hours: Tuesday 2 – 4 p.m., Wednesday 2 – 4 p.m.
Other times by appointment only
Time/place: Wednesday 5:30 – 8:20 p.m., HHRA 1210

Course description:

Study of the principles and procedures involved in the building of library collections, including collection development, collection evaluation, and collection maintenance. (Prerequisites: none; 3 credit hours; core course).

Course objectives:

Upon completion of LIS 615, the learner will be able to:

- Verbalize the role of collection management with relation to other library and information activities.
- Demonstrate knowledge of the principles and purposes of collection management.
- Recognize the strengths and weaknesses of the various tools available for selection of library materials.
- Articulate through verbal and written means, current library issues involving collection management and their impact on the library's collections.
- Discuss the social and technological forces influencing the management of library collections.

Teaching strategies:

The teaching strategies for this course include presentation of course materials via Blackboard[®] along with assigned chapters in the textbook, student interaction using the Blackboard[®] Discussion Forum, and discussion and clarification during class sessions throughout the course.

Course outline:

- A. The Library in its environment
 - 1. Needs assessment framework
 - 2. Institutional framework
 - 3. Resource-sharing and networking framework
 - 4. Standards and guidelines
- B. Types of libraries
 - 1. Public libraries
 - 2. School library/media centers
 - 3. Special libraries
 - 4. Academic libraries
 - a. Community colleges
 - b. Colleges
 - c. Universities
- C. Collection development policies
 - 1. Design requirements
 - 2. Subject structure
 - 3. Levels of collection
 - 4. Gifts and exchange
 - 5. Deselection or weeding
 - 6. Evaluation of collections
- D. Selection processes
 - 1. Criteria for judging materials
 - 2. Selection aids and reviewing sources
 - 3. Electronic information sources
 - a. types of sources available
 - b. selection criteria
 - 4. Electronic resource management
- E. Acquiring materials
 - 1. Preliminaries
 - 2. Suppliers
 - 3. Purchase methods
 - 4. Other types of information accessibility
- F. Publishers and publishing
 - 1. Types of publishers
 - 2. Nature of published materials
 - 3. Production and new technologies
- G. Marketing; budgeting
 - 1. Marketing from producers
 - a. direct mail
 - b. review copy plans
 - c. advertising
 - d. other marketing methods
 - i. by publishers
 - ii. by vendors
 - 2. Budgeting
 - a. for collections
 - b. by allocations
- H. Collection evaluation
 - 1. Statistical methods
 - 2. Usage studies
 - 3. Core lists
 - 4. Other research methodologies
- I. Deselection or weeding
 - 1. Deselection
 - 2. Theft
 - 3. Inventory
 - 4. Storage
- J. Censorship
 - 1. Confidentiality and patron's rights
 - 2. Reconsideration requests
 - 3. Selection vs. censorship
- K. Copyright
 - 1. Impact on developing collections
 - 2. Impact on resource sharing and interlibrary lending
 - 3. Implications for print/non-print collections
- L. Conservation and preservation
 - 1. Materials conservation/preservation
 - 2. Methods
 - 3. Considerations
- M. Collection management in the future
 - 1. Issues for future access
 - 2. Concerns about future access
 - 3. Predictions

Course calendar:

Date	Topic(s) / Presentations (Course Outline Section)	Assignments
Session 1 Aug. 16	Introduction to course	Read Chapt. 1
Session 2 Aug. 23	Framework for collections (A 1, A 2)	Submit topic ; read Chapt. 2
Session 3 Aug. 30	Framework for collections (A 3, A 4)	Chapter 15
Session 4 Sep. 6	Types of libraries (B)	Read "Variations in selection", pp. 71-82
Session 5 Sep. 13	Collection development policies (C)	Chapter 3 Exam 1 posted
Session 6 Sep. 20	Selection processes (D)	Skim chapters 4, 6, 7, 8, 9 Exam 1 due
Session 7 Sep. 27	Acquisitions (E)	Chapters 10, 11
Session 8 Oct. 4	Publishers and publishing (F)	Chapter 5
Session 9 Oct. 11	Marketing (G.1) Budgeting (G.2)	Chapter 12 Exam 2 posted
Session 10 Oct. 18	Collection evaluation (H); Deselection/weeding (I)	Chapters 13, 14 Exam 2 due
Session 11 Oct. 25	Censorship (J); Copyright (K)	Chapters 17, 18
Session 12 Nov. 1	Conservation and preservation (L)	Chapter 16.
Session 13 Nov. 8	Collection management and the future (M)	TERM PAPERS DUE
Session 14 Nov. 15	Presentations	Exam 3 posted
Nov. 22	THANKSGIVING BREAK	NO CLASS
Session 15 Nov. 29	Presentations Discussion and wrap-up	Exam 3 due

Requirements:

Text: G. Edward Evans, *Developing Library and Information Center Collections*. 5th ed. Englewood, CO: Libraries Unlimited, 2005.

Readings: Required readings are identified in the course calendar. In addition, students are expected to read current issues of professional journals to identify and explore current issues and concerns relating to collection management on their own.

SIGNIFICANT JOURNALS:

The student should regularly examine current issues (when available) in the following:
COLLECTION BUILDING; COLLECTION MANAGEMENT; LIBRARY ACQUISITIONS: PRACTICE AND THEORY; LIBRARY RESOURCES & TECHNICAL SERVICES; PUBLISHER'S WEEKLY, THE SERIALS LIBRARIAN

Electronic resources: Students must have email addresses and regular access to the Internet.

Assignments/Activities/Projects: There is one term paper, **due at the start of Session 13**. Students are expected to participate in threaded **Blackboard**[®] discussions and to contribute regularly, and to provide a brief presentation (NO MORE THAN 8 minutes) in which you will share the interesting things you learned while doing your term paper. There are three exams, identified in the course calendar.

Academic Honor Code: Each student is required to sign the honor statement on all major work submitted for the course. The appropriate statement can be found at:

<http://academicintegrity.uncg.edu/complete/>

Attendance policy: Students are required to attend class and to participate in discussions for all class sessions. If a student is unable to attend class or to participate in a class session, the instructor must be notified prior to that session, if possible. Each unexplained absence from class or lack of posting to the Discussion Board will reduce the final grade, as explained below.

Grading policy/Percentages:

Attendance and participation/Online discussion (30% of final grade)

As part of attendance and participation, the student is required to attend class and to take part in **Blackboard**[®] threaded discussions, to contribute experience and knowledge to the class. The extent to which the student participates will determine the grade for this requirement. Students will be evaluated on how effectively they incorporate what they have seen and learned into discussions and writing assignments. Each unexplained non-participation will result in a half-grade reduction.

Term paper (25% of final grade)

During Session 1 or Session 2, the student is required to select a topic relating to **collection management**, in consultation with the instructor. (A list of previous topics is provided at the end of the syllabus as a guide.) The student may be asked to act as a resource person for the topic chosen, and will provide a brief presentation for classmates at a time to be identified later. The paper is due **during Session 13**.

Examinations (45% of final grade)

Exam 1 will cover Course Outline Sections A through C after Session 5. Exam 2 will cover Course Outline Sections A through F after Session 8. Exam 3 will cover Course Outline Sections A through M (due at the end of Session 15). Each examination will count as 15% of the final grade. Those who score an A on the first exam and continually submit thoughtful and/or insightful entries on the Discussion Board **might** be exempt from subsequent exams.

LIS Grading Scale:

A = Superior; **exceeds** course requirements; demonstrates the ability to: integrate concepts covered in class sessions and readings; think abstractly, logically, critically, and ethically about issues; analyze problems objectively, identify needs, set goals, and formulate original and creative solutions; and communicate clearly and concisely.

B = Good; **meets** course requirements; demonstrates the ability to: understand concepts covered in class sessions and readings; apply concepts to practical problems; and communicate clearly and concisely.

C = Weak; **but acceptable** on a limited basis for graduate credit.

F = Failure; **does not meet** course requirements.

I = Incomplete; indicates the inability, for reasons **beyond his/her control**, to complete course requirements by the end of the term in which the course is offered. (A grade of Incomplete is not encouraged, and is available **only** in consultation with the instructor).

W = Withdrawal; withdraws from the course **within the time period specified** by the University.

NC = No Credit (for those who audit the course).

POSSIBLE TOPICS FOR TERM PAPERS

PUBLISHING AND/OR PRODUCTION OF INFORMATION

Recent trends in:

- the publishing business.
- the production of print materials.
- the production of audio or visual materials.
- marketing materials to libraries and librarians.
- production of electronic information sources.
- electronic information sources.
- electronic resource management.

COPYRIGHT

- in relation to school library/media centers.
- in relation to academic libraries.
- the Texaco decision in relation to special libraries.
- in relation to public libraries.
- use of videos in violation of the current copyright law.
- recent legislation by the U. S. Congress affecting access and use of information.
- piracy of copyrighted works and the international scene.
- the impact of the Tasini decision.

NEEDS ASSESSMENT

- needs assessment for an information setting (i.e., academic, public, special library, or other setting).

CENSORSHIP

- in the state.
- in the region.
- in the nation.
- recent legislation by the U. S. Congress affecting access and use of information.
- recent censorship problems involving the Internet.

RESOURCE SHARING

- in public libraries.
- in academic libraries.
- in special libraries.
- unusual or non-traditional resource sharing among libraries, affecting collection management.

MISCELLANEOUS

- budgeting for library collections.
- issues in conserving/preserving library collections.

OTHER TOPICS MAY ALSO BE CONSIDERED, INCLUDING AREAS TO BE DISCUSSED DURING THE COURSE, AS LISTED IN THE SYLLABUS.