VALDOSTA STATE UNIVERSITY
MASTER OF LIBRARY & INFORMATION SCIENCE
MLIS 7400 Collection Development
Syllabus—Fall Semester 2013
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 2012 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 7130, MLIS 7150, MLIS 7440, and students
in the Youth Services Track or Dual Program may count MLIS 7420. If you submitted a copy of the
CDP to LiveText for a previous course, notify your instructor.**

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 pages 3 of this syllabus)

Textbook

Johnson, Peggy. (2009). *Fundamentals of Collection Development and Management.* 2nd Edition.
ISBN-10: 0838909728   **ISBN 13**: 978-0838909720

Note: Excerpt from the book (Chapter 1 and Index) may be previewed at:
http://www.alastore.ala.org/pdf/9780838909720_excerpt.pdf.

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 no required face-to-face meetings. 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 of Collection Development Paper   **(SLO 1, SLO 5)**   **15 points**
Prepare a paper on three principles of collection development using assigned chapters in your textbook as your guide. Format in APA style.

Adopt-a-Library PESTLE/SWOT Analysis   **(SLO 2)**   **15 points**
Select a library and identify the internal and external factors that do or may influence collection development. Analysis template provided.

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 **one** of these debates. See the section on Attendance (above) for participation requirements.

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

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 pp. 4-5).

Principles of Collection Development Paper	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 every 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.

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.

Late or Missing Submissions and Grace Periods

Most graded assignments are due Monday, 11:59 pm. You have a one-day grace period to submit assignments for full credit. Assignments received after Tuesday, 11:59 pm, lose points. Completely skipping an assignment is not acceptable in graduate school. To be eligible to recive an A in this course requires completing every assignment and submitting within the specified deadlines.

A grade of Incomplete is not an option unless a non-academic situation interferes with completion of assignments after the option to withdraw without academic penalty passed (October 3). A petition for an Incomplete must be submitted with documentation to the professor at the time an assignment is missed. Withdrawal from a course after October 4 requires a petition to the VSU Dean of Student Affairs.

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.

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.

Special Needs 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. Students requiring classroom accommodations or modifications because of a documented disability should discuss this need with the professor at the beginning of the semester. Students requesting classroom accommodations or modifications due to a documented disability must contact the Access Office for Students with Disabilities located in Farber Hall. The phone numbers are 229- 245-2498 (V); 229-375-5871 (VP); and 229-219-1348 (TTY).

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 12: First day of classes. BlazeVIEW sites open for distance learning students.

Friday, August 16: Drop-Add period ends.

Monday, September 2: Labor Day. All VSU services closed, including the Odum Library.

*Tuesday, September 3: Submit your finished **Principles Paper** to the BlazeVIEW **Dropbox**.

*Monday, September 16: Submit your **PESTLE-SWOT Analysis** to the BlazeVIEW **Dropbox**.

Thursday, September 19: Live Classroom on Acquisitions, 8 pm.

Thursday, October 3: 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 October 3rd.

Wednesday-Thursday, October 2-3: Live Classroom Debates on **Acquisitions, Round #1**, 8 pm.

*Monday, October 7: Reaction posts to Round #1 Debates due. (**Debaters do not submit reaction posts**.)

*Monday, October 7: Students **not** preparing debates - Submit the **subject** that you plan to develop or expand upon for a small-scale collection for your adopted library to the CDP Discussion board.

October 9-11: GA COMO conference in Macon. All MLIS faculty attending.

Thursday, October 17: Live Classroom on Evaluating Collections, 8 pm.

*Monday, October 21: Students **not** preparing debates - Submit the **subject** that you plan to develop or expand upon for a small-scale collection for your adopted library to the CDP Discussion board.

Wednesday-Thursday, October 23-24: Live Classroom Debates on **Evaluation Methods, Round #2**, 8 pm.

*Monday, October 28: Reaction posts to Round #2 Debates due. (**Debaters do not submit reaction posts**.)

*Monday, November 11: Submit your **Materials List** to the BlazeVIEW **Dropbox**.

*Monday, November 18: Submit your **final CDP report** to the BlazeVIEW **Dropbox**.

November 25-29: Thanksgiving break. University services closed. The Odum Library is open Nov. 25-26.

*Monday, December 2: Submit your **Media-based Marketing Tool** to the BlazeVIEW **Dropbox**.

December 6: Fall semester ends.

December 9: All grades dues to the Registrar by 9:00 am.

   *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.