

**Dewar College of Education and Human Services  
Valdosta State University  
Department of Library and Information Studies**

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**MLIS 7400  
Collection Development  
Three Credit Hours**

**Guiding Principles (DEPOSITS)**

(Adapted from the Georgia Systemic Teacher Education Program Accomplished Teacher Framework)

**Dispositions** Principle: Productive dispositions positively affect learners, professional growth, and the learning environment.

**Equity** Principle: All learners deserve high expectations and support.

**Process** Principle: Learning is a lifelong process of development and growth.

**Ownership** Principle: Professionals are committed to and assume responsibility for the future of their disciplines.

**Support** Principle: Successful engagement in the process of learning requires collaboration among multiple partners.

**Impact** Principle: Effective practice yields evidence of learning.

**Technology** Principle: Technology facilitates teaching, learning, community-building, and resource acquisition.

**Standards** Principle: Evidence-based standards systematically guide professional preparation and development.

**ALA's Core Competences of Librarianship**

(Extracted from ALA's Core Competences of Librarianship 2009, available from <http://www.ala.org/education-careers/sites/ala.org.educationcareers/files/content/careers/corecomp/corecompetences/finalcorecompstat09.pdf>)

1. **Foundations of the Profession:** The librarian understands the role of library and information professionals in the promotion of democratic principles and intellectual freedom (including freedom of expression, thought, and conscience), the legal framework within which libraries and information agencies operate; and the certification and/or licensure requirements of specialized areas of the profession.
2. **Information Resources:** The librarian understands the concepts and issues related to the lifecycle of recorded knowledge and information; the acquisition and disposition of resources; and the management and maintenance of various collections.
3. **Organization of Recorded Knowledge and Information:** The librarian understands and uses the principles involved in the organization, representation, and classification of recorded knowledge and information.
4. **Technological Knowledge and Skills:** The librarian understands and uses information, communication, assistive, and related technologies consistent with professional ethics and prevailing service norms and applications.

5. Reference and User Services: The librarian understands and uses the concepts, principles, and techniques of reference and user services to provide access to relevant and accurate recorded knowledge and information to individuals of all ages and groups.
6. Research: The librarian understands and uses the fundamentals of quantitative and qualitative research methods to evaluate and assess the actual and potential value of new research.
7. Professionalism. The librarian understands the necessity of continuing professional development of practitioners in libraries and other information agencies; the role of the library in the lifelong learning of patrons; and the application of learning theories, instructional methods, and achievement measures in libraries and other information agencies.
8. Administration and Management: The librarian understands the principles of planning and budgeting in libraries and other information agencies; the principles of effective personnel practices and human resource development; the assessment and evaluation of library services and their outcomes; and the issues relating to, and methods for, principled, transformational leadership.

## **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. *[ALA CORE COMPETENCES 1,2,3,5,8]*
- PO 2. Use existing and emerging technologies to meet needs in libraries and information centers. *[ALA CORE COMPETENCE 4]*
- PO 3. Integrate relevant research to enhance work in libraries and information centers. *[ALA CORE COMPETENCE 6]*
- PO 4. Demonstrate professionalism in their work in libraries and information centers. *[ALA CORE COMPETENCE 7]*

## **INSTRUCTOR**

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Website: <http://www.valdosta.edu/colleges/education/master-of-library-and-information-science/faculty.php>

## **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.

## REQUIRED TEXTBOOKS / RESOURCE MATERIALS

Johnson, Peggy. (2014). *Fundamentals of Collection Development and Management*. 3rd Edition. Chicago: American Library Association. 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/colleges/education/master-of-library-and-information-science/documents/MLISPolicyonILLRequestsforTextbooks.pdf>

## COURSE OBJECTIVES (with alignment to MLIS Program Objectives)

Upon completion of this course, the student will be able to meet these Student Learning Outcomes (SLOs):

- SLO 1. Discuss principles of collection development in any type of library or information center (ALA Core Competence 2, MLIS PO 1).
- SLO 2. Conduct a needs assessment that effectively can inform a collection development process (ALA Core Competence 8, MLIS PO 1).
- SLO 3. Contribute to the identification, evaluation, selection, acquisition, and preservation of materials in all formats (ALA Core Competence 2, MLIS PO 1).
- SLO 4. Formulate collection development practices that meet the needs of diverse patrons (ALA Core Competence 2, MLIS PO 1).
- SLO 5. Incorporate knowledge of legal and ethical issues into collection development (ALA Core Competence 2, MLIS PO 1).
- SLO 6. Use relevant documentation and tools (ALA Core Competence 2, MLIS PO1).

## COURSE ACTIVITIES/ASSIGNMENTS/REQUIREMENTS

MLIS 7400 includes an assignment called *Collection Development Project (CDP)* that partially fulfills the MLIS Program Objective 1. You will find it marked as "necessary to fulfill requirements for this course" on page 4 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.

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.

## 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.

### **Principles of Collection Development Analysis** (SLOs 1, 5) **10 points**

Use the Principle Analysis Worksheet (it's a table you fill in) located in this module to identify who-what-when influences associated with the 12 major principles of collection development listed on the table. Each entry is worth one (1) point. Post your worksheet to the **Principles Analysis Discussion board in the group assigned to you.**

### **Principles Analysis Discussion Responses** (SLOs 1, 5) **5 points**

Write a response post summarizing what you noticed in terms of commonalities and differences in the who-what-when entries listed by members of your group.

### **Debates on Methods of Collection Development** (SLO 3) **10 points**

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 (p. 5) for participation requirements.

### **Reactions to Debates** (SLO 3) **10 points**

Watch all debates (in-person or the archives) and post your reactions (5 points for each Debate).

### **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)** (SLOs 3, 4, 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** (SLOs 1, 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).

## COURSE GRADES

Students can earn a maximum of 100 points in this course. Course grades will be awarded as follows:  
100 – 90 points = A    89 – 80 points = B    79 – 70 points = C    69 – 60 points = D    Below 60 points = F

Standards for MLIS 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

## **COURSE EVALUATION**

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 the web conference debates; (3) attend or view archives for all debates and all lectures presented as web conferences; (4) visit a library to examine its collection and policy on collection development; (5) attain an acceptable score (30-40 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 the *COEHS Policy on Plagiarism* on page 6 and the *MLIS Guide to Ethical Conduct* at <http://www.valdosta.edu/colleges/education/master-of-library-and-information-science/documents/GuidetoEthicalConductWebversion.pdf> ).

## **ATTENDANCE POLICY**

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 the Collaborate Classroom. To receive full credit for your participation in the 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.

## **COMMUNICATION**

Please post course-related questions that may be relevant to the class on the **Ask** discussion board. You are expected to read the discussion boards regularly. If you have a personal question please send it to the instructor via BlazeView course e-mail. If you would like to speak with the instructor in person or by telephone please make contact during office hours.

## **SUBMITTING WRITTEN ASSIGNMENTS**

All written work must be submitted as instructed on the BlazeView course website using Word formats (.doc or .docx suffixes only) or other formats designated by the instructor. The university's Information Technology (IT) department provides step-by-step guides on how to use VSU's e-mail system and other resources. The IT Help Desk is at <http://ww2.valdosta.edu/helpdesk/index.shtml>. Their telephone 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.

## **LATE POLICY**

Most graded assignments are due Monday, 11:59 pm. You have a one-day grace period to submit assignments for full credit – Tuesday, 11:59 pm is the deadline. Assignments received after Tuesday, 11:59 pm, lose points. Completely skipping an assignment is not acceptable in graduate school. To be eligible to receive 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 (March 10). 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 March 10 requires a petition to the VSU Dean of Student Affairs.

## **PROFESSIONALISM**

The Department of Library and Information Studies expects that MLIS 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 student will be timely and complete with assignments and other engagements. The student will communicate in a professional manner in both speech and writing. The student will maintain a professional attitude, being respectful to others and their viewpoints, and seek to maintain objectivity. The student will exercise an awareness of the pervasiveness of the online environment and strive to maintain a professional online presence.

## **DEWAR COLLEGE OF EDUCATION & HUMAN SERVICES POLICY ON PLAGIARISM**

<http://www.valdosta.edu/colleges/education/deans-office/policy-statement-of-plagiarism.php>

## **ACCESSIBILITY STATEMENT**

Valdosta State University is an equal opportunity educational institution. It is not the intent of the institution to discriminate against any applicant for admission or any student or employee of the institution based on the age, sex, race, religion, color, national origin, disability, or sexual orientation of the individual. It is the intent of the institution to comply with the Civil Rights Act of 1964 and subsequent Executive Orders as well as Title IX, Equal Pay Act of 1963, Vietnam Era Veterans Readjustment Assistance Act of 1974, Age Discrimination in Employment Act of 1967, and the Rehabilitation Act of 1973.

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](mailto:access@valdosta.edu).

## **STUDENT OPINION OF INSTRUCTION**

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous, and instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the responses until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.