



**BLACK HILLS STATE UNIVERSITY**  
**College of Education**  
*The Mission of the College of Education is to prepare  
competent, confident, and caring professionals.*

**LIBM321: Organization & Administration of the Library  
Media Center (3 credits)**

**Instructor:** Roberta "Bobbi" Sago

**Office:** Room 201, E.Y. Berry Library/Learning Center

**Phone:** (605) 642-6361

**Email:** [RobertaSago@bhsu.edu](mailto:RobertaSago@bhsu.edu)

**Office Hours:** Live chat to be set at the beginning of the semester.

Otherwise, I am generally in my office Monday-Friday 8-12, 1-5. Exceptions to these office hours may result from meetings or other special commitments.

**Credit hours:** 3 semester hours, applicable to Library Media Minor [B.S. Ed (Teaching) and B.S. (non-teaching)] and South Dakota library certification requirements.

**Course Description:** This course includes the principles of organization and administration of the media center. Some of the problems studied are the standards for media centers, the media center as an educational force, library practices, personnel, supervision of staff, arrangement of library media center, and budgeting

**Course Goals:**

The goal of Organization & Management of the Library Media Center is to provide a theoretical and practical introduction to: 1) library administration; 2) the supervision and management of human and media resources; and 3) and evaluation of library service.

**Course Objectives:** [Administrative Rules of South Dakota 24:15:06:17]

- Identify management concerns as they pertain to different types of libraries and understand how the mission of a given library drives all service and management decisions [Unit 2 project]

- Develop the skills and habits of a manager and professional. [Participation assignment]
- Understand policy making process and examine public service. [Unit 3 Project]
- Understand management issues as they pertain to Collection development, Technical Services, and Library Technology. [Unit 4 & 5 Project Assignment]
- Examine the issues and procedures related to human resource management [Unit 6 project]
- Examine the issues and procedures relating to managing physical and fiscal resources [Units 7 & 8]
- Understand budgeting and planning procedures and identify fiscal development opportunities. [Unit 8 and Unit 10, Unit 10 Project]
- Understand the economic, political, cultural, and technological influences on the dissemination of information. [Unit 9]
- Understand the possibilities and/or results of cooperative efforts between libraries and other segments of society. [Unit 9]
- Explore development options [Unit 10 Project Assignments]

**Required Textbook:** Moorman, John A., editor. Running a small library, New York: Neal-Schuman, 2006.

**Preferred Style Manual:** Gibaldi, Joseph. MLA Handbook for Writers of Research Papers. 6th ed. New York: Modern Language Association of America, 2003.

**Supplementary Readings Assigned:** Supplementary reading available online through NetLibrary and the online databases will be required. One book you will be using frequently is: *Libraries mission and marketing: Writing mission*

*statements that work* by Linda K. Wallace. Another is *Becoming a Fundraiser: The Principles and Practice of Library Development*, by Victoria Steele & Steven D. Elder. As with Library Reserves in the library, you may have trouble accessing this book if someone else is using it. So don't wait until the last minute to read these assignments.

**Supplementary Readings Independent:** You will be expected to use independent supplemental readings for class and assignments. Sources should include articles and/or books found through searching books and full text articles found on Aleph, the Online Public Access Catalog, the Internet, and if it is available at your library, the Library Literature Index (Database), and books and journals available at your local library or through Inter Library Loan.

**Information Resources:** Information for your papers and projects can be located at the [E.Y. Berry Library](#). Writing help is available at the [Writing Center](#) located in the E.Y. Berry Library.

**Accommodations:** Reasonable accommodations, as arranged through the Disabilities Services Coordinator, will be provided students with documented disabilities. Contact the BHSU Disabilities Services Coordinator at 642-6009 (room 123 in the Student Union) for more information."

**Academic Freedom and Responsibility:** Freedom in Learning. Students are responsible for learning the content of any course of study in which they are enrolled. Under Board of Regents and University policy, student performance shall be evaluated solely on an academic bases and students should be free to take reasoned exception to the data or views offered in a course of study. Students who believe that an academic evaluation is unrelated to academic standards but is related instead to judgment of their personal opinion or conduct should contact the dean of the college which offers the class to initiate a review of the evaluation.

**Academic Dishonesty Statement:** A student who, in connection with his or her studies, disrupts a class, plagiarizes, cheats, or otherwise violates reasonable standards of academic behavior may, at the discretion of the faculty member involved, have his or her enrollment canceled and/or be given a reduced or failing grade.

## COURSE OUTLINE

- Mission statements
- Public Service & Policies
- Collection Development & Technical Services
- Staffing

- Facilities & Security
- Budgeting & Planning
- Governing Boards & Community partnerships
- Friends Groups & Development

## METHOD OF INSTRUCTION

Online lectures; class discussions; student projects including a large final project

## ASSIGNMENTS, ATTENDANCE, AND GRADING

### Assignments:

Are due to the instructor **by 9:00 a.m. Central Time (8 a.m. Mountain Time)** on the date listed in the syllabus. Students may work ahead and assignments may be handed in early. *Late assignments will result in points being taken off your grade.*

### Attendance policy:

Students are expected to log into the class **three days a week**. Class discussion is mandatory. Students will find it difficult to participate in the discussion if they have not been logging into the class and reading assignments, etc. **Note:** You need to post to the discussion board during the time allotted for the study of that topic.

### Grading policy:

**Class Assignments** will be graded on (a) treatment of topic and attention to detail [75%]; (b) grammar and spelling [25%]

**Final Project** will be graded on (a) treatment of topic and use of sources [60%]; (b) grammar and spelling [20%]; and (c) effective use of technology [20%]

Projects will 70% of the total grade, and **online discussion will be 30% of the total grade**

## SCHEDULE OF CLASSES

### Unit 1: Introductions and Mission Statements, September 1-12

Discussion will consist of class members introducing themselves. Discussion will be on the missions of different types of libraries and mission statements.

**Reading Assignment:** Supplemental books available at NetLibrary through the library home page. *Libraries mission and marketing: Writing mission statements that work* by Linda K. Wallace. Chapter 1, pp. 1-4, Chapter 2, pp. 5-12, &

Chapter 3, pp. 13-23. **Note:** there is an appendix with mission statements that you will want to review. Also read "Mission and Goals of the School Library Media Program" (2 page excerpt for the book *Information Power*)  
<http://www.ala.org/ala/aasl/aaslproftools/informationpower/informationpower.cfm>

**Project Assignment:** Choose a type of library and draft a mission statement. You may select a real library that you know, or you may make up a library. Briefly explain the library and the community served and write the mission statement. Explain with adequate detail, why you chose to draft the statement the way you did. This should be a one or two page paper. **Assignment will be due September 15.** You may wish to use this scenario in future projects.

**Participation Assignment:** Part of being a professional is keeping up with current issues and trends in your field. Though out this course, you need to monitor current journals. Then need to post a message about what you have read on the Desire to Learn (D2L) discussion board. Your message should be posted by **9:00 a.m. (Central time) November 30**, earlier is better. Please be kind to all of us and don't wait until the last minute, remember that you too will have to read responses and may wish to reply. Instructions for these assignments are at the end of the syllabus and posted on D2L.

## **Unit 2: Public Service & Policies, September 13-27**

Discussion on managing public service and developing library policies.

**Reading Assignment:** Chapters 15 & 16 pp. 199-231, and Chapter 7, p. 79-90 in the textbook, "Deconstructing the earth's largest library" by Jose-Marie Griffiths *Library Journal*, August 2002, vol. 125 issue 13, pp.44-47, "Conducting user surveys: An ongoing information imperative", by George R. Plosker, *Online*, Sept/Oct 2002, vol. 26 issue 5 pp. 64-68, and "Program Administration Principles of School Library Media Programs" 91 page excerpt from the book, *Information Power*)  
<http://www.ala.org/ala/aasl/aaslproftools/informationpower/informationpower.cfm>

**Project Assignment:** Select a type of library you may use the library from the first assignment or select a different type of library. Describe the library then create a patron survey. Explain the goal of the survey, how it will be administered, and how you will use the data gathered. Narrative should be 2 – 3 pages and survey should be 1-2 pages. **Assignment will be due October 5.**

**Project Assignment:** Select a type of library and an area of library operations and write policy statement. You may use the library from the first assignment or

select a different type of library. Either way please briefly describe the library and the community served. Provide adequate detail, this should be two to three pages. **Assignment is due October 5.**

### **Unit 3: Collection Development & Technical Services, September 28-October 8**

Discussion on Collection Development and Technical Services

**Reading Assignment:** Chapters 17-20, pp. 235-268 in the textbook and lecture notes found in the content area of your class.

**Project Assignment:** Select a topic relating to Collection Development or Technical Services and write a three to five page paper. Remember to write from the management perspective. You don't need footnotes, but should use internal citations. **Assignment due October 19**

### **Unit 4: Staffing, October 9-23**

Discussion on library staffing

**Reading Assignment:** Chapter 8, pp. 91-106

**Project Assignment:** To prepare for this assignment review library job announcements on the MPLA, PNLA or SDLA library association websites.

Websites:

MPLA <http://www.mpla.us/>

PNLA <http://pnla.org/jobs/index.htm>

SDLA <http://lib.sdstate.edu/lib18/SDLAPos.html>

Then create or describe a library setting. You may use a fictional setting (the one from the first assignment is ok) or a real one. Select a staff position, it may be one to which you aspire or one for a staff member that you need. There are three parts to this assignment: 1) write a job description 2) write an advertisement for the position described 3) and create a list of interview questions selecting questions that are meaningful to your described setting. Total the assignment should be 3-5 pages. **Assignment will be due November 10**

## Unit 5: Facilities & Security, October 24-November 6

Discussion on library facilities and security

**Reading Assignment:** Chapter 9, pp. 170 and Library Security Guidelines

Document on the LAMA website

<http://www.ala.org/ala/lama/lamapublications/librarysecurity.htm>, "Redesigning a library space for collaborative learning", by Ralph B. Gabbard, Anthony Kaiser, and David Kaunelis in *Computers in Libraries* May 2007, Vol. 27 no. 5 pp.6-11, "Esprit de place", by Sam Demas and Jeffrey A. Scherer, *American Libraries*, April 2002, Vol. 33 Issue 4, pp.65- 68, and the Planning & Assessment portion on <http://www.ala.org/ala/aasl/aaslproftools/informationpower/informationpower.cfm>

**Project Assignment:** Assess an actual library facility for safety and security considerations. You may use the library in which you work or one where you are a patron. But, I want you to use your posers of observation in a real world situation. Examine the facility for potential hazards and for things that seem to work well. Write a 2-3 page report. **Assignment due November 25**

## Unit 6: Budgeting & Planning, November 7- November 20

Discussion on budgeting and planning

**Reading Assignment:** Chapters 9, pp. 69-78 and Chapter 10, pp. 131-150 in the textbook and Supplemental book available at NetLibrary through the library homepage. *Budgeting for information access* by Murray S. Martin Chapter 10, pp. 99-114.

**Project Assignment:** Using your library scenario, or creating a new one plan your action in the following situation. It has been 15 years since any significant changes have been made in your library facility. A donor has given you \$10,000 to go toward updating your facility. Explain what it is you would do and why. Review vendor websites for furniture and equipment. Create a budget for the project. Your plan and budget should be detailed. If you can prove a need, you may be able to get another \$5,000 from the donor. So include some contingency plans and support them. Assignment should be 4-5 pages or more if necessary. Have fun with this. **Assignment will be due on November 25**

*Note:* The April Issue of Library Journal is devoted to building design issues.

## Unit 7: Governing Boards & Community Partnerships, November 21-December 1

Discussion on governing boards and community partnerships

**Reading Assignment:** Chapter 11, pp. 151-162 & Chapter 13, pp. 175-188

## **Unit 8: Friends Groups & Development, December 2-11**

Discussion on Friends groups and development

**Reading Assignment:** Chapter 12, pp. 163-174, & Chapter 14, pp. 189-197 and Supplemental book available at NetLibrary through the library homepage. *Becoming a Fundraiser: The Principles and Practice of Library Development*, by Victoria Steele & Steven D. Elder. Chapter 2, pp. 21-37, "The secret of library marketing: Make yourself indispensable, by Marylaine Block, *American Libraries*, September 2001, vol. 32 issue 8, pp.48-50

**Project Assignment:** Students have the choice between two assignments. Option 1) Write a development plan for a particular library. It may be real or imagined (the one from your first assignment is ok). Briefly describe the library lay out your plan and explain why you made the choices you did. Assignment should be 2-3 pages and contain sufficient detail. Option 2) Choose a particular library either real or fictional (the one from the first assignment is ok) Find a source of grant funding and draft a proposal. If you select an organization with very extensive applications, such as IMLS or NEH, you may do only the Institutional Narrative, the project narrative, and the budget. This should so be 2-3 pages in length and contain sufficient detail. **Assignment due December 15**

**Final Project:** Students will choose a topic and create an employee in service training presentation. You can select any topic of your interest, some *examples* are: Diversity training, ADA compliance, Privacy issues, a technology application, etc. Brainstorm and come up with a topic that is of interest to you or pertinent in your current situation. You will write a script and create a power point presentation. The script should be complete and when presented should take at least 30 minutes. Your slide presentation can and should take less time to page through. You will submit the script to the instructor and mount the PowerPoint presentation for the class to view. You will be expected to view the other student's presentations. **Assignment due December 4**

**Participation Assignment:** Part of being a professional is keeping up with current issues and trends in your field. Though out this course, you need to monitor current journals. Then need to post a message about what you have read on the Desire to Learn (D2L) discussion board. Your message should be posted by **9:00 a.m. (Central time) November 30**, earlier is better. Please

be kind to all of us and don't wait until the last minute, remember that you too will have to read responses and may wish to reply. Instructions for these assignments are at the end of the syllabus and posted on D2L. You can review current issues of library issues online in the EBSCOhost or ProQuest databases. You can select journals from the following list.

EBSCOhost – Publications

- Library Journal (PDF)
- American Libraries (PDF)
- Computers In Libraries (PDF)
- Knowledge Quest (PDF)

ProQuest - Publication

- Library administration & management (PDF)
- Library Journal (html)
- School Library Journal (html)
- Computers In Libraries (PDF)
- Knowledge Quest (PDF)

Instructions for access follow:

Go to the library home page

Under "Browse Databases" click on "General"

Select a database (EBSCOhost or ProQuest)

For EBSCOhost

- Click on EBSCOhost
- Select Academic Search Premier
- Select "Publications List"
- Type the title of the journal you wish to view in the "Browse Publications" pane and click on search
- When your results list comes up, click on the title
- Select a year (the most current year for this assignment)
- The select a volume and issue, a list of article titles will come up
- Select and read articles

For ProQuest

- Click on ProQuest
- Click on the "Publications" tab
- Enter the journal title in the search box
- Select the issue a list of article titles will come up
- Select and read articles