

## **SYLLABUS**

**The Catholic University of America  
School of Library and Information Science  
LSC#818 The Special Library/Information Center  
Instructor: Bruce Rosenstein  
Summer Semester 2007  
May 16 -August 1, 2007  
Wednesdays 4:10-7:30 PM  
Marist 109**

### **INSTRUCTOR/CONTACT INFORMATION:**

Instructor: Bruce Rosenstein

brosenst@usatoday.com

alternate e-mail: topwrite@infionline.net

703-854-6318

Please contact the instructor at the above phone and/or e-mail to schedule appointments.

### **COURSE OBJECTIVES:**

Students will aim to develop a deep understanding of the operation and management of special libraries/information centers. It will emphasize as much as possible "real world" aspects of the profession by meeting with and interviewing various librarians, in and out of class. The class will emphasize how to set and achieve high standards and goals, both individually and library-wide.

We will discuss the ongoing changes within the profession and the world of organizations. Students will be encouraged to develop strong professional and interpersonal skills and the ability to recognize issues affecting their careers and organizations.

Class members should get student memberships in SLA, as one of the major assignments will require monitoring the SLA site, which has considerable members-only material.

## **ASSIGNMENTS:**

### **Site Visit Project. Due at the beginning of class July 18th**

Each student will choose a local special library to visit and to conduct an interview with someone who is knowledgeable about the entire library's operation. The library should not be one where you have worked in the past or now work in, or where you have a personal relationship.

Your report should be 10-12 double-spaced, typewritten or word-processed pages. Details about the format will be given in class.

Your research should encompass such topics as fee-based services, marketing/public relations, reference, library web sites, intranets, blogs, wikis, content management systems, cataloging, training (for library staff and others), approximate budget and institutional culture. Have they moved recently, or are they planning a move? How do they add value to their organization? Does the library have a mission statement?

Not every library will be involved in each of these activities, but you should ask to find out which of these activities are relevant for the library.

On July 18th each student will make a brief presentation in class. You may distribute handouts if you'd like, but there will be no PowerPoints or other technological aids. This presentation is mandatory but will not be graded.

### **Virtual SLA Conference project: Due at the beginning of class August 1st**

This is a 10-12 page paper based on your monitoring of the SLA website for the 2007 Annual Conference. This will be an exercise in how much you can learn about the conference by following it online, rather than being there in person. You will draw on material that goes online during and after the conference.

The paper should describe in as much detail as possible what you learned about the conference from blogs, conference papers and other information on the SLA site. In addition, please contact two librarians who attended the conference that you did not know previously, and conduct email or telephone interviews with them, for brief --one page each -- profiles. (Use your creativity and ingenuity in finding these librarians!)

Each student will make a brief presentation in class on August 1, based on their paper. As with the site visit project, the presentation segment of your assignment is mandatory, but will not be graded and will follow the no PowerPoints guideline.

## **CLASS ATTENDANCE AND DUE DATES FOR ASSIGNMENTS:**

You are expected to attend each class. If you cannot attend a session, please notify the instructor by telephone or e-mail. There will be a penalty for lateness for any assignments.

### **7:10-7:30 TIME PERIOD:**

During the last 20 minutes of each class, students will meet in groups to work on a Libraries/Social Entrepreneurship project to be discussed more completely during the first class. Each group will create a fictional nonprofit organization, and will design a library to serve it.

You can learn more about social entrepreneurship at [www.socialedge.org](http://www.socialedge.org). One representative of each group will make a very brief presentation to the class on August 1, to describe your organization and its library. No written work will be required. This will be a fairly informal exercise that will count towards the 20% portion of your "experiential/class participation" grade.

## **GRADING:**

**Site Visit Project:** 40 percent.

**Virtual SLA Conference project:** 40 percent of your grade.

**Experiential/Class participation:** 20 percent.

There will be no exams, or quizzes.

## **ADA ACCOMODATION:**

Students with disabilities requiring accommodation under federal regulations must present a written accommodation request to the instructor by the second class meeting .

It is strongly recommended that the student contact the Office of Disability Support Services, Suite 207, Pryzbyla Center (202-319-5211; email [cua-disabilityservices@cua.edu](mailto:cua-disabilityservices@cua.edu), web <http://disabilitysupport.cua.edu/>).

This is the University office responsible for disability accommodation and services, and its staff can answer questions about services and requirements regarding documentation. Special accommodations or other arrangements cannot be made without documentation approved by this office.

## **ACADEMIC HONESTY:**

You'll find Academic Affairs policies on "Academic Dishonesty" and on "Unethical Practices" in the University Policies and Procedures web page at <http://policies.cua.edu/> .

You are held responsible for adhering to these policies. Incidences of academic dishonesty, defined by the University as "failure to observe rules of fairness in taking exams or writing papers, plagiarism, fabrication, and cheating" will result in a grade of F (0 points) on the project or exam in question, and will be reported to the Dean for possible further action (including failure in the course and/or dismissal from the academic program). Talk with the instructor if you have questions about what is involved in such offenses.

Plagiarism, which includes "[1] intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise; [2] failure to attribute any of the following:

Quotations, paraphrases, or borrowed information from print sources or websites; [3] buying completed papers from other to use as one's own work", will not be tolerated. For more on what constitutes plagiarism and how to avoid it, please carefully read Margaret Proctor's "How to Avoid Plagiarism" (<http://www.utoronto.ca/writing/plagsep.html>).

## **SCHEDULE & BIBLIOGRAPHY**

**Note on Readings:** All readings are from the periodical articles below, and will be placed on e-reserves.

There is no text book for this course. You will find these articles highly relevant not only for this class, but for comps preparation.

### **Wednesday May 16, 2007**

Introduction and Overview, discussion of assignments, etc.

### **Wednesday May 23, 2007**

Library Careers and Non-Traditional Careers, Changing Nature of the Profession, Types of Special Libraries, Screening of Bruce Rosenstein's 20 minute DVD interview of Peter Drucker, "The Ultimate Knowledge Worker"

#### **READINGS:**

Anderson, Janice C., Kathleen Jordan and Claudette Lloyd: "Evolution and Survival of the Fittest in Library and Information Services." *Information Outlook* 7 (2) February 2003: 20-24.

Corcoran, Mary, Anthea Stratigos and Lynn Dakar. "The Changing Roles of Information Professionals: Excerpts From Outsell, Inc. Study." *Online* 24 (2) March/April 2000: 28-34.

"The Icon Speaks: An Interview with Peter Drucker." *Information Outlook* 6 (2) April 2002: 6-11.

Jones, Rebecca and Special Committee on Competencies for Special Librarians. "Competencies for Information Professionals of the 21st Century - Introduction." *Information Outlook* 7 (10) October 2003: 11-21.

Matarazzo, James and Toby Pearlstein. "Corporate Score." *Library Journal* February 1, 2007: n.p.

Musher, Rafi. "The Changing Role of the Information Professional." *Online* 25 (5) September/October 2001: 62-64.

Newman, Nils C., Alan L. Porter and Julie Yang: "Information Professionals: Changing Tools, Changing Roles." *Information Outlook* 5 (3) March 2001: 24-30.

Rosenstein, Bruce. "Peter Drucker: A Life of Knowledge." *Information Outlook* 9 (12) December 2005: 32-33.

**Wednesday May 30, 2007:**

Budgeting/Planning, Library Facilities, Disaster planning, Special guest lecture on budgeting by Greg Harness, director of the U.S. Senate Library

READINGS:

Asantewa, D'Llle. " Holistic Budgeting: A Process." *Information Outlook* 7 (8) August 2003: 14-18.

Bolger, Laurie. "Scared or Prepared: Disaster Planning Makes the Difference." *Information Outlook* 7 (7) July 2003: 26-30.

Dimenstein, Catherine: "Executing a Library Move: A Planned Approach to Moving Your Library." *Information Outlook* 8 (1) January 2004: 37-42.

Finnerty, Chuck: "Library Planning in the Electronic Era: Are the Stacks Necessary?" *Information Outlook* 6 (8) August 2002: 6-13.

Zach, Lisl: "A Librarian's Guide to Speaking the Business Language." *Information Outlook* 6 (6) June 2002: 18-24.

**Wednesday June 6, 2007:**

Management, Leadership, One-Person Libraries, Reinventing Special Libraries

READINGS:

Fisher, Donna M. "Flying solo? Involve Your Patrons in Your Work; Involve Your Library in Theirs." *Information Outlook* 8 (9) September 2004: 23-24.

Goble, David S. "Managing in a Change Environment." *Library Administration & Management* 11 (3) Summer 1997 151-156.

Hibberd, Betty Jo.: "Achieving Information Center Excellence." *Information Outlook* 11 (1) January 2007: 8-13.

Leandri, Susan: "Why Best Practices Still Matter And How Libraries Can Benefit From Them." *Information Outlook* 9 (7) July 2005: 20-22.

Nielsen, Tom. "Four Steps I Took That Transformed My Solo Corporate Library." *Computers in Libraries* 23 (9) October 2003: 22-

O'Connor, Steve: "The Heretical Library Manager of the Future." *Information Outlook* 11 (3) March 2007: 10-16.

Schachter, Debbie. "Leadership Skills For Library Managers." *Information Outlook* 9 (1) January 2005: 10-12.

Zipperer, Lorri and Sara Tompson: "Systems Thinking: A New Avenue for Involvement and Growth." *Information Outlook* 10 (11) November 2006: 16-20.

**Wednesday June 13, 2007:**

Marketing/Promotion, Customer Service, Outsourcing, Special Guest Lecture by Guy St. Clair on The Most Important Skills and Knowledge for a New Special Librarian

READINGS:

Hill, Cynthia: "Insourcing the Outsourced Library: The Sun Story." *Library Journal* 123 (4) March 1, 1998: 46-48.

Siess, Judith. "Marketing Without Much Money: You Don't Need Big Bucks to Get the Word Out. Here Are More Than a Few Ideas." *Information Outlook* 8 (10) October 2004: 29-31.

St. Clair, Guy. "Toward World-Class Knowledge Services: Emerging Trends in Specialized Research Libraries. Part One: The Management Perspective." *Information Outlook* 7 (6) June 2003: 10-18.

St. Clair, Guy. "Toward World-Class Knowledge Services: Emerging Trends in Specialized Research Libraries. Part Two: The Customer Perspective." *Information Outlook* 7 (7) July 2003: 10-16.

Strand, Jill. "Strike Up the Brand: How to Market Your Value to the Rest of the World; Information Professionals Must Counter Stereotypes." *Information Outlook* 8 (5) May 2004: 11-15.

Sympson, Penny S. "How I Made a Library Indispensable and Saved It From Outsourcing." *Information Outlook* 9 (3) March 2004: 29-30.

**Wednesday June 20, 2007:**

Reference, Knowledge Management, Blogs, Semantic Web, Special Guest lecture on effective Web search techniques by Gary Price in the SLIS computer lab

READINGS:

Henzel, Sue. "Supporting the KM Environment: The Roles, Responsibilities, and Rights of Information Professionals; Constructive Thoughts on Knowledge Management." *Information Outlook* 8 (1) January 2004: 14-19.

"How to Make Your Ideas Stick: It Takes More Than Knowledge To Craft a Memorable Message/Interview with Chip Heath." *Information Outlook* 10 (11) November 2006: 24-28.

Leandri, Susan: "5 Ways to Improve Your Corporate Blogs." *Information Outlook* 11 (1) January 2007: 14-18.

Marvin, Stephen. "Discovering Corporate Virtual Reference Services." *Information Outlook* 7 (9) September 2003: 20-26.

Rosenstein, Bruce. "Searching for News Online and on the Web: A Head to Head Comparison." *Online* 25 (4) July/August 2001: 60-64.

Spivack, Nova. "Minding The Planet -- The Meaning and Future of the Semantic Web." *Minding The Planet* (blog) November 6, 2006: n.p  
[http://novaspivack.typepad.com/nova\\_spivacks\\_weblog/2006/11/minding\\_the\\_pla.html](http://novaspivack.typepad.com/nova_spivacks_weblog/2006/11/minding_the_pla.html)

Trudell, Libby: "4 Steps to Creating a Knowledge Sharing Plan." *Information Outlook* 10 (9) September 2006: 27-30.

### **Wednesday June 27, 2007:**

Virtual Libraries, Web. 2.0 and library technology, Special guest lecture in the computer lab on library technology by R. James King, director of the U.S. Naval Research Laboratory

#### READINGS:

Boyd, Stephanie. "A Traditional Library Goes Virtual." *Online* 26 (2) March/April 2002: 41-45.

Boyd, Stephanie. "What's Next For Corporate Virtual Libraries?: The Elimination of a Paper Collection and the Need For a Walk-in Library Space Frees the Information Specialist to Choose Their Optimal Work Space." *Online* 28 (6) November/December 2004: 14-22.

Coombs, Karen A.: "Building a Library Web Site on the Pillars of Web 2.0." *Computers in Libraries* 27 (1) January 2007 : n.p

Gladden, Paul. "Managing the Paradox of IT." *Information Outlook* 10 (1) January 2006: 32-33.

Heyman, Martha K. "Building Successful Relationships with IT Professionals." *Information Outlook* 5 (4) April 2001: 34-42.

King, R. James. "The Future of the Special Library: In This Librarian's View, the Future Will Be More Digital, More Collaborative." *Information Outlook* 8 (9) September 2004: 10-16.

Putnam, Laurie. "Distance Teamwork: The Realities of Collaborating with Virtual Colleagues." *Online* 25 (2) March/April 2001: 54-58.

**Wednesday July 4, 2007: (no class, Federal holiday)**

**Wednesday July 11, 2007:**

Intranets, Cataloging/Indexing/Taxonomies, Technical Services, Special guest lecture in the computer lab by cataloger Suzanne C. Pilsk of the Smithsonian Institution Libraries

READINGS:

Cote, Jo Anne: "Knowledge Taxonomies: What's the Role For Information Professionals?" *Information Outlook* 9 (6) June 2005: 45-52.

Head, Alison J. "Demystifying Intranet Design." *Online* 24 (4): July/August 2000: 36-42.

Head, Alison J. "Web Redemption and the Promise of Usability." *Online* 23 (6): November/December 1999: 20-32.

Konovalov, Yuri: "Cataloging as a Customer Service: Applying Knowledge to Technology Tools." *Information Outlook* 3 (9) September 1999: 25-27.

Matthews, Joe. "The Value of Information in Library Catalogs." *Information Outlook* 4 (7) July 2000: 18-24.

Pilsk, Suzanne; Sandy McIntyre Colby, et al. "Organizing Corporate Knowledge: The Ever-Changing Role of Cataloging and Classification." *Information Outlook* 6 (4) April 2002: 30-40.

**Wednesday July 18, 2007: Site visit project presentations and discussions; how to get the most out of the symposium (see July 25)**

**Wednesday July 25, 2007: The 12th Special Libraries Symposium, to be held at USA TODAY, Washington, D.C. bureau, 1100 New York Avenue (one block from Metro Center), Details TBA**

**Wednesday August 1, 2007: Presentations and discussions for Virtual SLA Conference project, debriefing of The 12th Special Libraries Symposium.**

