



**THE CATHOLIC UNIVERSITY OF AMERICA  
SCHOOL OF LIBRARY AND INFORMATION SCIENCE**

LSC#888 The Special Library/Information Center

Instructor: Bruce Rosenstein

Summer Semester 2011

June 28 -August 4, 2011

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**Credit Hours: 3**

**Classroom: Marist 109**

**Days and hours of class meetings and labs or discussion sections**

Tuesdays and Thursdays 5:00-8:20 PM

**Instructor contact information:**

Bruce Rosenstein

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Office Hours: Please contact the instructor to schedule appointments.

**Course Description (from Cardinal Station <http://cardinalstation.cua.edu>)**

Survey of management, organization, and services within special libraries and information centers. Emphasizes ongoing changes within the profession and the organizational environment. Includes a customer service focus, knowledge management, and the move to virtual libraries/information centers.

**Instructional Methods: Lecture, discussions, readings, guest lectures, group meeting, on-site research in libraries, student presentations**

**Required Text: None**

**Recommended Text: None**

**Reading materials: see bibliography/reading list below; all readings will be on e-reserve through the Blackboard site for this course.**

**Other materials: None**

**Course Goals**

The goals of the course are to develop a deep understanding of the operation and management of special libraries/information centers. Students will also learn to identify and learn from the threats and opportunities facing special libraries and special librarians.

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.

It is strongly suggested that class members get student membership or, if you are already in the profession, a regular membership in the Special Libraries Association/SLA, in order to fulfill the requirements of this course. One of the two major assignments will require you to "virtually" follow the SLA annual conference (after the fact), on SLA websites and blogs, some of which are available to members only. For membership information, please see the SLA website, at [www.sla.org](http://www.sla.org)

### **Goals for Student Learning**

At the conclusion of the course, the student will demonstrate an ability to recognize and deal with 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. They will also demonstrate a familiarity with leadership opportunities within the profession, and within SLA as an organization.

**Professional Standards Addressed: N/A**

### **Course Requirements**

Assignments/Projects:

**Virtual SLA Conference project:** Due at the beginning of class July 21

This is a 10-12 page paper based (at least in part) on your monitoring of the SLA website and related websites and blogs for the 2011 Annual Conference. Details about the format will be given in class. This will be an exercise in how much you can learn about the conference by following it online, after the fact, 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 and related sites/blogs. 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 July 21st, based on their paper. 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.

**Site Visit Interview Project.** Due at the beginning of class August 4th

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 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 during your site visit to find out which of these activities are relevant for that particular library.

On August 4th 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.

### **8:00-8:20 Time Period:**

During the last 20 minutes of most classes, 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 4th 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.

**Examinations:** None

### **Expectations and policies**

**Academic honesty:** Academic honesty is expected of all CUA students. Faculty are required to initiate the imposition of sanctions when they find violations of academic honesty, such as plagiarism, improper use of a student's own work, cheating, and fabrication.

The following sanctions are presented in the University procedures related to Student Academic Dishonesty (from <http://policies.cua.edu/academicundergrad/integrityprocedures.cfm>): "The presumed sanction for undergraduate students for academic dishonesty will be failure for the course. There may be circumstances, however, where, perhaps because of an undergraduate student's past record, a more serious sanction, such as suspension or expulsion, would be appropriate. In the context of graduate studies, the expectations for academic honesty are greater, and therefore the presumed sanction for dishonesty is likely to be more severe, e.g., expulsion. ...In the more unusual case, mitigating circumstances may exist that would warrant a lesser sanction than the presumed sanction."

Please review the complete texts of the University policy and procedures regarding Student Academic Dishonesty, including requirements for appeals, at <http://policies.cua.edu/academicundergrad/integrity.cfm> and <http://policies.cua.edu/academicundergrad/integrity.cfm>.

### **Other Policies or Expectations**

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

Both assignments are to be handed in using hard copy only. Students will be expected to turn off cell phones during class.

**Accommodations for students with disabilities:** Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Please contact Disability Support Services (at 202 319-5211, room 207 Pryzbyla Center) to coordinate reasonable accommodations for students with documented disabilities. To read about the services and policies, please visit the website: <http://disabilitysupport.cua.edu>.

## Assessment

Virtual SLA Conference project: 40 percent of your grade.

Site Visit Interview Project: 40 percent.

Experiential/Class participation: 20 percent.

There will be no exams, or quizzes.

## University grades

The University grading system is available at

<http://policies.cua.edu/academicundergrad//gradesfull.cfm#II> for undergraduates and

<http://policies.cua.edu/academicgrad//gradesfull.cfm#iii> for graduate students.

Reports of grades in courses are available at the end of each term on <http://cardinalstation.cua.edu> .

## Course Schedule

### Tuesday June 28, 2011:

Introduction and Overview, discussion of assignments

Readings:

None

### Thursday June 30, 2011:

Library Careers and Non-Traditional Careers, Types of Special Libraries, Library Change and Evolution, Background on SLA conference, Management part one, Screening of Bruce Rosenstein's 20 minute DVD interview of Peter Drucker

Readings:

Abram, Stephen. "Getting the Most Out of Your Conference Experience." *Information Outlook* 12 (6) June 2008: 68-71.

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.

De Stricker, Ulla. "Creating Influence through 'Being There.'" *Information Outlook* 13 (5) July-August 2009: 12-16.

Fisher, Bill and Dav Robertson: "Is Evidence-Based Management Right for You?" *Information Outlook* 11 (12) December 2007: 10-15.

"The Icon Speaks: An Interview with Peter Drucker." *Information Outlook* 6 (2) February 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.

Pearlstein, Toby and James Matarazzo. "Survival lessons for libraries: corporate libraries--a soft analysis and a warning..." *Searcher* 1 June 2009 (17) 6: 14

Rosenstein, Bruce. "Virtual SLA: Conference Experience in the Classroom." *Information Outlook* 12 (6) June 2008: 33-37.

## **Tuesday July 5, 2011:**

Budgeting/Planning, Management part two, Leadership, Special guest lecture on budgeting in special libraries by Kimberly Ferguson, Library of Congress

### Readings:

Asantewa, D'Llle. "Holistic Budgeting: A Process." *Information Outlook* 7 (8) August 2003: 14-18.  
De Stricker, Ulla. "The Successful Workplace: Our Shared Responsibility." *Information Outlook* 12 (10) October 2008: 11-14.

Kennedy, Mary Lee. "The Art of Critical Thinking." *Information Outlook* 14(4) June 2010: 31-34.

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

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

Ojala, Marydee. "SLA leaders work on creating the future." *Information Today* 27 (3) 1 March 2010: 30.

Schachter, Debbie. "Critical Management Skills for Information Professionals." *Information Outlook* 14(5) July/August 2010: 33-34.

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

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

## **Thursday July 7, 2011:**

Marketing/Promotion, Copyright/Intellectual Property, Outsourcing, Special Guest Lecture on social entrepreneurship by Jane Kinney Meyers of the Lubuto Library Project

### Readings:

Badertscher, Eric and Kathy Reese. "Taking the Confusion Out of Copyright in an Internet Age." *Information Outlook* 12 (6) June 2008: 62-67.

Dempsey, Kathy. "The Key to Marketing Success." *Information Outlook* 14(8) December 2010: 6-9.

Glushko, Robert M. "The Future of Copyright." *Information Outlook* 14(7) October/November 2010: 14-16.

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.

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.

## **Tuesday July 12, 2011:**

Embedded Librarianship, Knowledge Services, Systems Thinking in Libraries, special guest lecture on Embedded Librarianship by Mary Talley, Information Management Consulting Services; President, DC/SLA 2011

### Readings:

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

Shumaker, David. "A Wide Range of Approaches." *Information Outlook* 14 (1) January/February 2010: 10-11.

Shumaker, David and Mary Talley. "Models of Embedded Librarianship: A Research Summary." *Information Outlook* 14 (1) January/February 2010: 26-27, 33-35.

St. Clair, Guy and Dale Stanley. "Knowledge Services: The Practical Side of Knowledge Management; With Knowledge Services, Information Professionals Are "Putting KM to Work" (Part 1)." *Information Outlook* 12 (6) June 2008: 54-58.

St. Clair, Guy and Dale Stanley. "Knowledge Services: The Practical Side of Knowledge Management; With Knowledge Services, Information Professionals Are "Putting KM to Work" (Part 2)." *Information Outlook* 12 (7) July 2008: n.p.

Talley, Mary. "Success and the Embedded Librarian." *Information Outlook* 15 (3) April/May 2011: 25-28.

Trimble, Jeanne Slater. "Reflecting Corporate Strategy: MITRE's Information Services Clusters." *Information Outlook* 14 (1) January/February 2010: 22-25.

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

## **Thursday July 14, 2011:**

Reference, Knowledge Management, special guest lecture on knowledge management by Gretchen Sauvey, U.S. Institute of Peace

### Readings:

Abram, Stephen. "The Future of Reference in Special Libraries Is What Information Pros Can Make It." *Information Outlook* 11 (10) October 2007: 35-37.

Aker, J. Brooke. "Staying Ahead of the Search Curve." *Information Outlook* 13 (6) September 2009: 30-34.

Green, Phillip. "Social Libraries: The Next Generation of Knowledge Management." *Information Outlook* 12 (12) December 2008: 10-15.

Henczel, 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.

Jarche, Harold. "Personal Knowledge Management: Working and Learning Smarter." *Information Outlook* 14(6) September 2010: 13-15.

King, James. "Measuring the Impact of Research." *Information Outlook* 15 (2) March 2011: 17-19.

Prusak, Larry. "You Can Never Have Too Much Knowledge." An Interview With Larry Prusak. *Information Outlook* 13 (8) December 2009

**Tuesday July 19, 2011:**

Digital/Virtual Libraries, Library technology/Mobile applications/Social Networking Part one, special guest lecture on technology in special libraries by Amanda J. Wilson, Director, National Transportation Library, U.S. Department of Transportation

Readings:

Boone, Tom. Ensuring the Visibility of Librarians. *Information Outlook* 15 (1) January/February 2011: 10-12.

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.

Dames, K. Matthew and Jill Hurst-Wahl. "Digitizing 101." *Library Journal netconnect*, Winter 2007 (January 15, 2007): 2-4.

<http://www.libraryjournal.com/article/CA6404146.html>

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

**Thursday July 21, 2011:**

One-Person Libraries, Special guest lecture by solo librarianship with Eileen Boswell of Community Transportation Association of America, Virtual SLA paper due, Virtual SLA presentations

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.

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

**Tuesday July 26, 2011:**

Library technology/Mobile applications/Social Networking Part two, Special guest lecture on the future of special libraries, and the importance of membership in SLA, by James King, National Institutes of Health Library and Past President of DC/SLA (2010)

Readings:

Abram, Stephen. "The Emerging New Library/Librarian Experience." *Information Outlook* 14(5) July/August 2010: 35-36.

Abram, Stephen: "A Year of Innovation." *Information Outlook* 12 (1) January 2008: 36-37.

Castronova, Edward. "When the Crowd Isn't Wise, Trust Your Librarian." *Information Outlook* 14(3) April/May 2010: 18-20.

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

Heyman, Martha K. "Building Successful Relationships with IT Professionals." *Information Outlook* 5 (4) April 2001: 34-42.  
Huwe, Terence K. "The Joy of Finding Out What People Don't Want." *Computers in Libraries* 28 (1) January 2008: 26.  
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.  
Washburn, Bruce. "Library Mobile Applications: What Counts as Success?" *Information Outlook* 15 (1) January/February 2011: 13-15.

#### **Thursday July 28, 2011:**

The 16th Special Libraries Symposium, Details TBA, to be held at CUA Marist Building Information Commons

#### **Tuesday August 2, 2011:**

Library Facilities, Disaster planning, Cataloging/Indexing/Taxonomies, debriefing of The 16th Special Libraries Symposium, Special guest lecture on cataloging in special libraries by Suzanne Pilsk of the Smithsonian Institution

#### Readings:

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.  
Cote, Jo Anne: "Knowledge Taxonomies: What's the Role For Information Professionals?" *Information Outlook* 9 (6) June 2005: 45-52.  
Finnerty, Chuck: "Library Planning in the Electronic Era: Are the Stacks Necessary?" *Information Outlook* 6 (8) August 2002: 6-13.  
Hedden, Heather. "Taxonomies and the Information User." *Information Outlook* 14(8) December 2010: 10-13.  
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.  
Raman, Praveena and Lisl Zach. "Protecting Information Resources Before and After Emergencies." *Information Outlook* 14(3) April/May 2010: 25-27.

#### **Tuesday August 4, 2011:**

Site visit project papers due, presentations and discussions, and Libraries/Social Entrepreneurship group project due/presentations.

#### Readings:

None

#### **Bibliography:**

See readings above. All readings will be on e-reserve through the Blackboard site for this course.

