Instructor: Molly Scheibler
Email: Scheibl2@uwm.edu
Virtual Office Hours: By appointment, phone, email

Meeting Time: Online. Our week will start on Sunday. All readings and assignments will correspond with this day.

GENERAL DESCRIPTION:
This course explores the roles performed by public libraries in meeting educational, informational, recreational, and cultural needs. Using a seminar format of reading and discussion, and drawing on real life perspectives the class will look at current and future challenges facing those in public library service. This course provides an overview and analysis of issues, current trends and concerns relating to public libraries in the United States.

OBJECTIVES:
Upon completion of the course, students will have an in-depth understanding of the:
- Role played by public libraries in American life
- Different library positions in the public library
- Real Life librarianship

ALA COMPETENCIES:
1C. The history of libraries and librarianship.

1H. The importance of effective advocacy for libraries, librarians, other library workers, and library services.

1I. The techniques used to analyze complex problems and create appropriate solutions.

1J. Effective communication techniques (verbal and written).

1K. Certification and/or licensure requirements of specialized areas of the profession.

4A. Information, communication, assistive, and related technologies as they affect the resources, service delivery, and uses of libraries and other information agencies.

4B. The application of information, communication, assistive, and related technology and tools consistent with professional ethics and prevailing service norms and applications.

4D. The principles and techniques necessary to identify and analyze emerging technologies and innovations in order to recognize and implement relevant technological improvements.

5A. The concepts, principles, and techniques of reference and user services that provide access to relevant and accurate recorded knowledge and information to individuals of all ages and groups.

5E. The principles and methods of advocacy used to reach specific audiences to promote and explain concepts and services.

5F. The principles of assessment and response to diversity in user needs, user communities, and user preferences.

5G. The principles and methods used to assess the impact of current and emerging situations or circumstances on the design and implementation of appropriate services or resource development.

7B. The role of the library in the lifelong learning of patrons, including an understanding of lifelong learning in the provision of quality service and the use of lifelong learning in the promotion of library services.

8A. The principles of planning and budgeting in libraries and other information agencies.

8B. The principles of effective personnel practices and human resource development.

8C. The concepts behind, and methods for, assessment and evaluation of library services and their outcomes.

8D. The concepts behind, and methods for, developing partnerships, collaborations, networks, and other structures with all stakeholders and within communities served.
METHOD:
Lecture/Discussion/Debate/Presentation

Students with special test and note-taking needs should contact the instructor as early as possible for accommodations.

TEXT:

REQUIRED:


Calendar

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<tr>
<th>Week 1</th>
<th>Intro-duct-ion</th>
<th>McCook chapter 2</th>
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| Sept. 4 -Sept. 9 (6 days) | Welcome The History of the Public Library | **Discussion**: Look up one of the many important people in the development of the public library. From the first paragraph of chapter 2. Read the introduction in Canvas from *The Public Library: A photographic essay* by Robert Dawson. Dawson, R., Moyers, Bill D., Patchett, Ann, Paqite, An, Patset, Ann, & 2014) . The public library: A photographic essay (First ed.). New York, New York: Princeton Architectural Press. **Additional reading**: *Part of our Lives: A People’s History of the American Public Library* by Wayne A. Wiegand.

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<thead>
<tr>
<th>Week 2</th>
<th>The American Public Library</th>
<th>McCook chapter 1&amp; 3</th>
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<tr>
<td>Week 3</td>
<td>The American Public Librarian</td>
<td>Read the PLA website. Go to <a href="http://www.al.org/pla/about">www.al.org/pla/about</a> Read all table underneath ABOUT PLA.</td>
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**Discussion:** What do you think that the monthly report is essential?

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**Discussion:** Do you feel that after reading this article about civic agents that librarians bridge communities?

**Additional Reading:** History of African Americans and the public library https://americanlibrariesmagazine.org/timeline-in-library-development-for-african-americans/  

*September 16th (Sunday) Interview must be scheduled by this date. Please drop a one page assignment of who you are meeting and when in the drop box.*
<table>
<thead>
<tr>
<th>Week 4</th>
<th>Policies and Procedures</th>
<th>McCook chapter 5 pages 105-122</th>
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<tbody>
<tr>
<td>Sept 24-30</td>
<td>State libraries</td>
<td>Dealing with upper management, Library Boards, Policies and procedures Surveys, Focus groups, Comment cards,</td>
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<td><strong>Discussion:</strong> What do you think is the most important way to get patron feedback? Surveys? Focus groups? Comment cards?</td>
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<tr>
<th>Week 5</th>
<th>The public library: Small library, District library, Large urban library</th>
<th>McCook chapter 6</th>
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<tr>
<td>Oct 1-7</td>
<td>The Library Board and staff</td>
<td>Look through the ALA website and the Library association website for your state. Please mention anything of interest during discussion.</td>
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<td><strong>Sunday October 7 (Sunday) Library Data assignment due</strong></td>
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<td><strong>Discussion:</strong> FOIA: What is it and why is it important?</td>
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<th>Week 6</th>
<th>Budgets and Finance</th>
<th>McCook chapter 5 focus on pages 122-140</th>
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<tr>
<td>Oct 8-14</td>
<td>Review of budget assignment</td>
<td>The important part of a budget</td>
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<td><strong>October 14th (Sunday). Librarian Interview Assignment due</strong></td>
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### Week 7  
Oct 15-21

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<th>Discussion</th>
<th><strong>Please share one of the things that you cut in your budget and why?</strong></th>
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**Customer service**  
Dealing with the public. Learning to deal with all the things that they didn’t teach you in library school.

**Read:** *Defusing the Angry Patron. (will be in Canvas)*  


**Discussion:** What is the most important part of customer service and librarianship?

**Additional viewing:**  
Ex Libris movie about the NYPL

### Week 8  
Oct 22-28

| Grant writing  
Business partnerships  
Funding Consortia | **McCook chapter 10**  
Small fundraising and grant writing.  
*October 22, (Sunday). Budget assignment 3 percent increase due*  
**Additional reading:**  
*Small Business and the Public library Strategies for a successful Partnership* by L. Weiss, S Serlis-McPhillips and E. Malafi. |

### Week 9  
Oct 29-Nov 4

| Programming and outreach | **McCook chapter 4**  
*November 4, (Sunday) Brochure assignment due*  
Public library Association Performance measurement: Introduction to project outcome. [http://www.ala.org/pla/initiatives/performanceevaluation](http://www.ala.org/pla/initiatives/performanceevaluation) |
| Week 10 Nov 5-11 | YA, YS, Banned Books Inclusion | **McCook Chapter 8**  
https://www.ila.org/publications/ila-reporter/article/77/teen-services-a-fresh-perspective  
http://publiclibrariesonline.org/2015/01/ten-things-a-childrens-librarian-needs-to-know/  
Kilen, Mike, (Feb.28, 2018). Drive to ban library books with LGBTQ content erupts in Orange City. USA today. Retrieved from  
**Discussion:** Banned books  
**Additional reading:** American Library Association. Banned books  
http://www.ala.org/advocacy/bbooks |
|-----------------|-----------------------------------|-----------------------|
| Week 11 Nov 12-18 | Adult services, Circulation, Tech Services, etc. | **McCook chapter 9**  
**November 18 (Sunday). Annotated Bibliography due**  
Morehart, Phil. (February 11, 2018). Imagining a fine free future. Public Libraries Online. Retrieved from  
https://americanlibrariesmagazine.org/blogs/the-scoop/imagining-fine-free-future/ |
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<th>Week 12</th>
<th>Nov 19-25</th>
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<tr>
<td><strong>Thanks giving</strong></td>
<td>Break</td>
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<td>No classes from Wednesday to Sunday</td>
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<th>Week 13</th>
<th>Nov 26-Dec 2</th>
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<td><strong>Ebooks, Audio-books, Hoopla, Lilly, Kanopy Overdrive etc.</strong></td>
<td><strong>McCook chapter 11</strong></td>
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<td><strong>Technolog y, Maker spaces</strong></td>
<td><strong>November 29 (Thursday). Future of the public library TOPIC due</strong></td>
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<td><strong>The Digital Divide</strong></td>
<td><strong>Additional Reading</strong>: Please read Chapter 5 from Creating Makers by Megan Egbert in Canvas</td>
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<td><strong>Discussion</strong>: Please use your home library card or your UWM library card and discover these online resources for ways to get library materials and describe your use as a patron.</td>
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<td><em><strong>December 2 (Sunday). Extra Credit due</strong></em></td>
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<th>Week 14</th>
<th>Dec 3-9</th>
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<td><strong>The public library Building Running a building, Maintenance, heating and cooling. Using your</strong></td>
<td><strong>McCook Chapter 7</strong></td>
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<td><a href="https://www.forbes.com/sites/panosmourdoukoutas/2018/07/21/amazon-should-replace-local-libraries-to-save-taxpayers-money/#785c9e1360a8">https://www.forbes.com/sites/panosmourdoukoutas/2018/07/21/amazon-should-replace-local-libraries-to-save-taxpayers-money/#785c9e1360a8</a> This is a recent article from July about how Amazon should replace public libraries. Read and let me know your thoughts. Also, I am sure you are as outraged as I am. If time allows read some of the comments from non-librarians.</td>
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<td>Week 15 Dec 10-13 (short week)</td>
<td><strong>Support staff</strong></td>
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**McCook chapter 12**

*December 13 (Thursday) Future of the Public Library paper due*

**Discussion**: Read the Afterword on page 379 and comment about the most interesting thing that you learned from these pages.

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**Assignments**

**Library Data Assignment**

*Collect data from two public libraries that you are either working in currently or have a desire to work in in the future.*

This data can be collected from a variety of sources. Include the mission statement or library vision and any strategic plan that has been written for the library in the past few years.

*Library information and data spreadsheet:*

Try and have these libraries be different in some way. Use either a library that you are interested in working at or your home library or even two libraries that you may like to work or currently work and compare the two of them.

There are many places to find this information including [census.gov](http://census.gov) or fact finder or IMLS or the library or village website. This will help you receive a lot of information for the library that you may work in someday.

Use a chart form for each library either in Excel or Microsoft word and compare the two in the chart. Then I would like you to scan any important news that has been written on the library in the past year. The news can be a paragraph of information.

**Due: October 7, 2018**
Librarian Interview
Start this early in the semester by contacting a librarian that has the position that you are interested in or any type of librarian that works in a public library. Contact this individual by email preferably or through the library’s chat. After initial contact set up an interview with this person, preferably in person. Have a set of 10 questions to ask the librarian and then please include these questions in your assignment. The ten questions will be due earlier than the paper. Make sure that you put the questions in the drop box by September 16.

Please use APA style for the 10 questions. Please only ask 10 questions as librarians are very busy. Please also send either a written thank you note to the librarian or email.

Then write a 3 to 4 page paper with what transpired in the interview, what you learned, what surprised you and any other information that you feel is important. Use APA style and place it in the drop box by October 14, 2018.

Interview set up due date and ten questions due September 16, 2018.

Program Brochure and Plan
Design a program for a Public Library. This can be in Youth, Young Adult, Adult Services or Outreach.

Program Plan:
Develop a library program to promote. Choose a topic that is of interest to the population that you will be targeting. Either Adult, Young adult, Youth or Outreach. Include in this assignment a one to two page description of the program that you will be having and a list of your budget that you will need to incorporate it (but not going over your budget). Also, include a pamphlet, poster and a social media post all promoting your program. Your budget for this program is 200 dollars. Please show how you will be using the allotted money. You have a free program room that is inside the library for you to use that has a capacity of 100 people.

*Make a hand out of a threefold pamphlet.
*Include a social media post that you would use to promote this program and a section of text promoting your program on your libraries website. This blurb can just be two sentences.
*Include all three in the drop box. Publisher, Microsoft Word, Photoshop can all be used. *Use color and make it catchy. Remember you want people to come to your program.

Due: November 4, 2018

Annotated Bibliography of the Real Public Library
Write an annotated bibliography of ten sources on what the Public library of today is most relevant or important in 2018. Here is a list of ideas to begin: If you have another idea in mind that is not on this list please let me know BEFORE you begin your assignment. Due: November 18, 2018.

Shrinking Budgets
Opioid addiction
Inclusion
Homelessness
Budget assignment
Take the Budget that is in Canvas and subtract 3 percent from the Budget for the next fiscal year of 2019. The fiscal year is between January and December. Explain your actions and why you subtracted from each place. Give your reasoning and support your decisions with good evidence. Write a 2-3 page bullet pointed document with your subtractions and your explanations. Make is double spaced. Including the previous budget and the future budget.

Due: October 22, 2018

Reference Paper
Write an 8 to 10 page paper about the future of public libraries and what you feel is the most important topic that public libraries will face in the future. Include 8 references and include them on your reference list, using APA style. You will be graded by not exceeding your page limit.

Use APA style in all of the papers and stay within the page limits.

Topic due: November 29, 2018- just one paragraph stating what topic you have decided.

Paper Due December 13, 2018

Grading:

Library Data assignment: 10 points
Librarian Interview: 15 points
Program Pamphlet: 10
Annotated Bibliography: 10 points
Budget-10 points
Reference Paper-20 points
Discussion: 25 points

Extra credit: During every week there is listed an Additional Reading section. If you would like to receive an extra 3 points you can do one journal review for the book or article in journal format that you would find in Kirkus, School Library Journal, Booklist etc. This can be added to the dropbox.

Due: December 2.