UNIVERSITY OF WISCONSIN-MILWAUKEE
School of Information Studies
L&I SCI 736 – Public Libraries Online
SYLLABUS
Fall 2019
We will be using Canvas for this course

Instructor: Molly Scheibler
Location: Online

Email: Scheibl2@uwm.edu - this is the best way to contact me. Please use the course number in your subject line. Or you may also send an email to me through Canvas.

Virtual Office Hours: By appointment, phone, email.

Meeting Time: Online. Our week will start on Monday and end Sunday. All readings and assignments will correspond with these days.

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 as well as 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.
II. 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.
**Expectations:** Students are expected to involve 150 hours of engagement and participation for readings, discussions, and assignments for the entire semester.

**Discussion Posts:** **Active participation is required.** I expect at least three discussion posts per week. These are to be engaging posts. Not just you agreeing with another student. Your participation in discussion posts will be graded throughout the semester. I will pick a random week of your discussion posts and grade that week. During the weekly discussions you need to respond to your classmates and to the materials.

*Please be advised that there will be weeks when there will be two discussions. This allows the discussion to continue on topic throughout the week.*

**TEXT:**

<table>
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<th>REQUIRED:</th>
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<th>RECOMMENDED:</th>
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(ISBN 978-1555707316)

**Calendar**

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<tr>
<th>Week 1</th>
<th>Introduction</th>
<th>McCook chapter 2</th>
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**Discussion:** Look up one of the many important people in the development of the public library and comment on one of them. This is taken from the first paragraph of chapter 2. Please cite your sources.
### Additional reading for extra credit


<table>
<thead>
<tr>
<th>Week 2</th>
<th>McCook chapter 1 &amp; 3</th>
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<tbody>
<tr>
<td>September 9-15</td>
<td>The American Public Library</td>
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<td></td>
<td>The Good, the Bad and the Ugly</td>
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**Discussion 1:** On page 100 in the Willingham article, there are questions asked of the role of the public library. Please read these specific questions and try and answer them in the best way that you can. Put these thoughts into your discussion for this week.

**How can libraries add value in a networked world where the public may have access to information, but may lack public space or the ability to connect with others to use that information meaningfully to solve public problems?**

**Discussion 2:** On page 71 in McCook it states, “Social justice is activated when librarians work to provide all community members with inclusive services regardless of age, ethnicity, language, physical or mental challenges or economic class.” Please comment on how best a public librarian can implement this work.

**Additional Reading for extra credit:**

History of African Americans and the public library
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<tr>
<th>Week 3</th>
<th>The American Public Librarian</th>
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| September 16-22 | **Read the PLA website. Go to **www.alala.org/pla/about** **Read the table underneath ABOUT PLA.**  
**Monthly Report example**  
These topics are included in the employee’s monthly report. This is the work that the librarian does on a daily, weekly and monthly basis:  
*Collection Management*  
*Reference desk*  
*Programming*  
*Outreach*  
*Displays*  
*Required reading in your field*  

**Discussion**: Why do you think that the public librarians monthly report is an essential exercise? Is there a connection to the public libraries administration?  

**Additional Reading for extra credit:**  

| Week 4  | Policies and Procedures  
State libraries |
|---------|-----------------------------|
| September 23-29 | **McCook chapter 5 pages 105-122**  
Please focus on page 111 under Library Laws and Legislation.  
Dealing with upper management, Library Boards, Policies and procedures  
Surveys, Focus groups, Comment cards,  

**Discussion 1**: What do you think is the most important way to get patron feedback? Surveys? Focus groups? Comment cards?  
What is the best way to reach out to the non-library users of the community?  
**Discussion 2**:  
Please research minutes from a library board meeting of your choice and discuss any interesting items that you discovered. |
| Week 5  
September 30-  
October 6 | The public library:  
Small library,  
District library,  
Large urban library  
The Library Board and staff |
|---|---|
| **Sunday, September 29, (Sunday) Library Data assignment due** | **McCook chapter 6**  
**FOIA**  
This is a great video of what FOIA means. Remember, public libraries are government institutions that are liable to FOIA.  
https://www.youtube.com/watch?v=VpAfQUIWGhg  
**Discussion 1**: FOIA: What is it and why is it important?  
**Discussion 2**: Look through the ALA website and the library association website for your state. Pick one committee in each of these associations that would be of interest to you. Find their mission statement for each and identify which committees you would be interested in joining.  
**Annotated Bibliography of the Real Public Library due October 6, (Sunday)**  
**Additional Reading for extra credit:**  
| Week 6  
October 7-13 | Budgets and Finance  
Review of budget assignment  
**McCook chapter 5 focus on pages 122-140**  
Important chart on page 130 displays the Personnel as being the largest percentage of money spent.  
**Discussion**: As you look on page 130 in McCook and look at figure 5.7. What surprises you about how money is spent? Please comment on the two articles about library budgets.  
**October 13, (Sunday) Librarian Interview must be scheduled by this date. Please drop a one-page assignment of who you are meeting and when into the drop box. |
### Additional Reading:

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<td><strong>Discussion:</strong> What is the most important part of customer service when you are a librarian? Please use the chapters from Defusing the Angry Patron as your resource.</td>
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<td><strong>Additional viewing for extra credit:</strong> Ex Libris movie about the NYPL</td>
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<tr>
<th>Week 8</th>
<th>Grant writing</th>
<th>McCook chapter 10</th>
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<tr>
<td>October 21-27</td>
<td>Business partnerships</td>
<td>Small fundraising and grant writing.</td>
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<td></td>
<td>Fundraising Consortia</td>
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**Basic Fundraising Strategies for Libraries. The New York Library Association.**

**Brooklyn Public Library website. Scroll down to all the Corporate sponsors.**

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**Discussion 1:** Please also comment on the readings above. (did anyone notice the amazing number of sponsors on the Brooklyn Public Library website?)

**Discussion 2:** Please share one of the things that you cut in your budget and why?

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*October 27, (Sunday). Budget assignment 3 percent increase due

**Additional reading for extra credit:**
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<tr>
<th>Week 9</th>
<th>Programming and outreach</th>
<th>McCook chapter 4</th>
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<td>October 28- November 3</td>
<td>Public library Association Performance measurement: Introduction to project outcome. <a href="http://www.ala.org/pla/initiatives/performancemeasurement">http://www.ala.org/pla/initiatives/performancemeasurement</a></td>
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<td></td>
<td><strong>Discussion</strong>: From the readings and in your own opinion what makes a program successful? Should the focus of success in programming and outreach be quality or quantity? Focus on pages 81-85 in McCook.</td>
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<td><strong>November 1, (Friday) - Research Paper on the Future of Public Libraries. Just one paragraph stating what topic you have decided.</strong></td>
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<td><strong>November 3, (Sunday) Program Brochure assignment due</strong></td>
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<th>Week 10</th>
<th>YA, YS, Banned Books Inclusion</th>
<th>McCook Chapter 8</th>
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**Intellectual Freedom:**

**Discussion 1:** Please use McCook chapter 8 to go into depth in your discussion about the many different literacy/teen programs available and how they have been used in library service? Also, sometime during the discussion please mention to the class what program you chose for your program pamphlet.

**Discussion 2:** Please find an example of a public library that has programs/services for immigrants.

**Additional reading for extra credit:** American Library Association. Banned books
http://www.ala.org/advocacy/bbooks

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<th>Week 11 November 11-17</th>
<th>Adult services, Circulation, Tech Services, etc.</th>
<th><strong>McCook chapter 9</strong></th>
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**Discussion 1:** Go to a library website, this can be your home library or any other library and find adult services, check to see if they have book clubs, adult events like movies or anything else that looks different. Share with the class any programs that you feel is unique. Mention what library you used to find this research. Use that same website and see if you can find the check-out time for an adult fiction book. Please add that as well.

**Discussion 2:** As you look at the charts on page 277 in McCook about Adult Services in 2008. Please mention what you would add to the list for 2019 and why.
| Week 12 | Ebooks, Audible, Hoopla, Lilly, Kanopy, Overdrive etc. | **McCook chapter 11**  
*Read* The State of American’s Libraries 2018 in Canvas  
**Discussion**: 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.  
**Additional Reading for extra credit**: Please read Chapter 5 from Creating Makers by Megan Egbert in Canvas. |
|---|---|---|
| Week 13 | Thanksgiving Break - No classes | **McCook Chapter 7**  
https://www.forbes.com/sites/panosmourdoukoutas/2018/07/21/amazon-should-replace-local-libraries-to-save-taxpayers-money/#785c9e1360a8 This is a recent article from July 2018 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.  
**ALA preparedness guide** [http://www.ala.org/advocacy/disaster-preparedness](http://www.ala.org/advocacy/disaster-preparedness)  
**Discussion 1**: Based on the readings this week, please provide your opinion on the amount of money spent on whether remodeling public libraries and the upkeep of bookmobiles is justified. Please also discuss |
your opinion on whether bookmobiles do improve library outreach and justify their upkeep costs.

**Discussion 2:** Please research and discuss an instance in the past ten years when a public library became a shelter for its community during a time of unrest or following a natural disaster. Please write a few sentences or a small paragraph of what you discovered and the impact it had on the community.

*December 8, 2019 (Sunday) Librarian Interview due.*

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<th>Week 15 December 8-13 short week</th>
<th>Public Libraries as impartial spaces/ The Future of Public Libraries</th>
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**Discussion 1:** Define impartial space? Do you believe that the public library can be an impartial space? Use the Rooney-Browne article to validate your discussion.

**Discussion 2:** Read the Afterword on page 379 and comment about what resonated with you? After reading these pages what future changes do you see coming to the public library? Please quote the afterword to support your findings.

*December 13 - Extra Credit due (Friday)*

**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.
*Try and have these libraries be different in some way. (urban versus suburban, large library system versus village library, etc.)
*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 at and compare them. (or one where you are currently working)
There are many places to find this information including census.gov, fact finder, IMLS or the library or village website. This will help you receive information for the library that you may want to 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 page of information including your insight into this news.

**Due: September 29, 2019 (Sunday)**

**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 **October 13, 2019 (Sunday)**.*

*Use APA style for the 10 questions. Please try to only ask 10 questions.*

*Please also send either a written thank you note to the librarian or email when the interview is over.*

*Then write a 1000-word count 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 for the paper and place it in the drop box by: **December 8, 2019 (Sunday)** This date allows you extra time to schedule this interview and time for you two to meet.*

*Interview set up due date and ten questions due **October 13, 2019 (Sunday)**

**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).*

*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 the hand out 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 3, (Sunday)**

**Annotated Bibliography of the Real Public Library**
Write an annotated bibliography with ten sources on what is the most relevant or important issue in the public library of today.

*Please use APA style. For help with APA style please check the [Purdue Owl](https://www.apastyle.org).*

*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.)*

- Shrinking Budgets
- Opioid addiction
- Inclusion
- Homelessness
- Feeding and Reading programs
- Fee free Public Libraries
- Senior citizens
- The Angry Patron
- Multicultural programs-Best practices
- LGBTQ services
- Immigration

**Due: October 6, 2019 (Sunday)**

**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 it double spaced.*

*Include both the previous budget and the future budget.*

*More instruction will be given in Canvas*

**Due: October 27, (Sunday)**

Write a research 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.*

*Cover page, double spaced, reference page, Times New Roman font 12 pt. font, standard margins.*

*With this assignment you need to have at least 2000 words. You will be graded by not exceeding your word limit.*

**Topic due: November 1, (Friday)- just one paragraph stating what topic you have decided.**
Final Research Paper Due: November 17, 2019

All Assignments
You must use APA style in all the papers and stay within the page limits. If you need help with APA style, please reference the Purdue Owl.
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html
*Late assignments will be marked down two points per day.
*If an assignment does not have a name on it or a cover page with your name on it then it will be automatically returned.

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: 20 points
Discussion check in: 5 points
Total points: 100
Extra Credit: 2 points

Extra credit: Within some of the weeks assignments there is listed Additional Reading section. If you would like to receive an extra 2 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 Canvas by the due date. Please stay within 250-300 words.
Due: December 13, 2019. (Friday)

Discussion:
I expect at least three discussion posts per week. These are to be engaging posts not just you agreeing with another student. Your participation in discussion posts will be graded throughout the semester. I will pick a random week of your discussion posts and grade that week. During the weekly discussions you need to respond to your classmates and to the materials. Try and participate in the discussion throughout the week and not three times late on the final day.

Discussion Rubric

<p>| 5 points | 3 points | 0-1 point |</p>
<table>
<thead>
<tr>
<th><strong>Responses</strong></th>
<th>Interacts with other students-three times during the week.</th>
<th>Interacts with other students-two times during the week</th>
<th>No interaction.</th>
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<tbody>
<tr>
<td><strong>Displays Critical Thinking</strong></td>
<td>Uses evidence from the readings when stating posts. Makes the reader think.</td>
<td>Post could be improved, little evidence shown from the readings.</td>
<td>Little to no critical thinking.</td>
</tr>
<tr>
<td><strong>Clarity</strong></td>
<td>Posts are understandable and interesting.</td>
<td>More time could have been put into detail.</td>
<td>Cannot understand the point well.</td>
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<tr>
<td><strong>Punctuality</strong></td>
<td>Three responses distributed <strong>throughout</strong> the week.</td>
<td>Two responses distributed <strong>throughout</strong> the week</td>
<td>One or less response <strong>throughout</strong> the week.</td>
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<tr>
<td><strong>Creative and deliberate post</strong></td>
<td>Post that triggers a well thought out discussion.</td>
<td>Occasional good discussion post.</td>
<td>No thought to discussion.</td>
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