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Meeting Time/Location: Thursday, 5:30 - 8:15 p.m. in Hornbake Room 1108
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COURSE DESCRIPTION

This course provides an opportunity for an investigation of quantitative and qualitative methods used to plan and evaluate the effectiveness of library and information services. Planning and evaluation methodologies will be analyzed and critiqued. Selected methods will be demonstrated and/or utilized.

COURSE OBJECTIVES

The objectives of the course are to provide a critical assessment of library effectiveness research and planning methods and to provide the students with the knowledge and skills needed to plan and conduct library effectiveness studies in a variety of institutional settings. The students will learn how to plan and to conduct an evaluation project in a library and to make the needed numerical and statistical analysis required for clear presentation of the findings of a study by participating in an evaluation project. Students will also learn to critically evaluate library effectiveness research and interpret and utilize the results of this body of research. Project planning and monitoring methodologies will also be studied and utilized.

TEXTBOOKS & REQUIRED READINGS

Note: Additional required or recommended readings will be provided during the term.


RECOMMENDED READINGS


**Counting Online Usage of Networked Electronic Resources** http://www.projectcounter.org/

Evidence Based Library and Information Practice http://ejournals.library.ualberta.ca/index.php/EBLIP


NISO Standardized Usage Statistics Harvesting Initiative (SUSHI) [http://www.niso.org/committees/SUSHI/SUSHI_comm.html](http://www.niso.org/committees/SUSHI/SUSHI_comm.html)


**TOPICS TO BE ADDRESSED**
- Project planning and control
- Environmental scanning
- Concepts of organizational change
- General statistical concepts
- Surveys and focus group interviews
- Library evaluation models and their assumptions
- Information seeking models and their assumptions
- General evaluation research and logic models
- Evaluation research of print, hybrid, and digital libraries
- Effectiveness measures for different types of libraries and library functions

**STUDENTS’ RESPONSIBILITIES**
- Complete reading assignments in a timely manner
- Complete all exams and class presentations as scheduled
- Participate in class discussions
- Take an active part in the class project(s)
GRADING DETERMINATION POLICY

- 10% Class discussions
- 20% Annotated bibliography and class presentation of effectiveness measures for a type of library
  o Read a number of research articles or reports which have these basic elements:
    - Stated purpose or hypothesis
    - Review of the literature (nominally present)
    - Methodology
    - Data Analysis
    - Findings
    - Conclusions
    - Future Steps (nominally present)
  o The number of articles or reports will vary with your topic and prior knowledge of the topic selected.
- 25% Participation in team project(s) and report and present the findings
  - Basic sections for the report will include:
    - Stated purpose or hypothesis
    - Methodology
    - Data Analysis
    - Findings
    - Recommendations
- 45% Exams (in class midterm and take home final)

UNIVERSITY POLICIES AND PROCEDURES

DISABILITIES
The University has a legal obligation to provide accommodations for students with disabilities. Please inform me at the start of the semester if you have a physical or learning disability that will require accommodation. We will work with the staff at Disability Support Services (Counseling Center, 0126 Shoemaker Building 301-314-7682 or http://www.counseling.umd.edu/DSS/) to ensure that accommodations are made for you.

RELIGIOUS HOLIDAY OBSERVANCE
Please see the University’s policy regarding Assignments and Attendance on Dates of Religious Observance http://www.president.umd.edu/policies/iii510a.html

ACADEMIC INTEGRITY INFORMATION
The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all undergraduate and graduate students. As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit http://www.shc.umd.edu.

To further exhibit your commitment to academic integrity, remember to sign the Honor Pledge on all examinations and assignments: "I pledge on my honor that I have not given or received any unauthorized assistance on this examination (assignment)." See http://www.shc.umd.edu for additional information.
1. - 1/28/10

Pretest, introductions, class and individual goals, and your library mind map (small groups)

The Mind Map Book by Tony Buzan with Barry Buzan (1996)

2. - 2/4/10


Part I: Evaluation: Process and Models

Chapter 1: Evaluation Issues

Chapter 2: Evaluation Models

http://www.unesco.org/webworld/ramp/html/r8722e/r8722e1c.htm


3. - 2/11/10


Part II: Methodology Concerns

Chapter 3: The Right Tools for the Job

Chapter 4: Qualitative Tools


4. - 2/18/10


Chapter 5: Quantitative Tools
Chapter 6: Analysis of Data

5. - 2/25/10
Part III: Evaluation of Library Services
Chapter 7: Library Users and Non-Users
Chapter 8: Evaluation of the Physical Collection

6. - 3/4/10
Chapter 9: Evaluation of Electronic Resources
Chapter 10: Evaluation of Reference Services
Chapter 11: Evaluation of Technical Services

7. - 3/11/10 Mid term – in class; project discussions

3/18/10 *Spring Break – no class this week*

8. – 3/25/10
Chapter 12: Evaluation of Interlibrary Loan
Chapter 13: Evaluation of Online Systems
Chapter 14: Evaluation of Bibliographic/Library Instruction and Information Literacy
Chapter 15: Evaluation of Customer Service

9. – 4/1/10
10. – 4/8/10


Chapter 18: Economic Impacts
Chapter 19: Evaluation of Social Impacts
Chapter 20: Communicating the Value of the Library

11. – 4/15/10  Project working sessions

12. – 4/22/10  Individual class presentations

13. – 4/29/10  Individual class presentations

14. – 5/6/10  Class project presentations; take home exam provided

15. – 5/13/10  Final exam due at normal class time 5:30 p.m.

OFFICAL SPRING 2010 TERM CALENDAR

Classes Start 1/25/10 (Monday)
Spring Break 3/15/10 (Monday) through 3/19/10 (Friday)
Last Class 5/11/10 (Tuesday)
Study Day 5/12/10 (Wednesday)
Final Exams Start 5/13/10 (Thursday)
Final Exams End 5/19/10 (Wednesday)
Senior Day 5/20/10 (Thursday)
Main Spring Commencement Ceremony 5/20/10 (Thursday evening)
College Commencement Ceremonies 5/21/10 (Friday)