THE CATHOLIC UNIVERSITY OF AMERICA
SCHOOL OF LIBRARY AND INFORMATION SCIENCE

LSC#888 The Special Library/Information Center
Instructor: Bruce Rosenstein
Summer Semester 2010
June 29 - August 5, 2010

Credit Hours: 3

Classroom: TBA

Days and hours of class meetings and labs or discussion sections
Tuesdays and Thursdays 5:00-8:20 PM

Instructor contact information:
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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, student presentations

Required Text: None

Recommended Text: None

Reading materials: see bibliography 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.

Class members should 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

**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 itself.

**Professional Standards Addressed: N/A**

**Course Requirements**

**Assignments/Projects:**

**Virtual SLA Conference project:** Due at the beginning of class July 22nd

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 2010 Annual Conference. 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 22nd, 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 5th

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 5th 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. One representative of each group will make a very brief presentation to the class on August 5th 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 29, 2010:**
Introduction and Overview, discussion of assignments, 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 President of DC/SLA

**Thursday July 1, 2010:**
Library Careers and Non-Traditional Careers, Background on SLA conference, Types of Special Libraries, Library Change and Evolution, Part one, Special Guest Lecture on social entrepreneurship by Jane Kinney Meyers of the Lubuto Library Project

**Tuesday July 6, 2010:**
Library Change and Evolution, Part two, Budgeting/Planning, Special guest lecture on budgeting in special libraries by Kimberly Ferguson, Securities and Exchange Commission Library

**Thursday July 8, 2010:**
Embedded Librarianship, Management part one, Reinventing Special Libraries part one, special guest lecture on Embedded Librarianship by David Shumaker of CUA SLIS and Mary Talley, Information Management Consulting Services; Vice-President/President Elect, DC/SLA 2010; Alignment Ambassador; Chair, DC/SLA Professional Enhancement Committee

**Tuesday July 13, 2010:**
Marketing/Promotion, Management part two, One-Person Libraries, Reinventing Special Libraries part two, Special guest lecture by solo librarianship with Eileen Boswell of Community Transportation Association of America, Screening of Bruce Rosenstein's 20 minute DVD interview of Peter Drucker

**Thursday July 15, 2010:**
Reference, Knowledge Management, Leadership, special guest lecture on knowledge management by Gretchen Sauvey, U.S. Institute of Peace

**Tuesday July 20, 2010:**
Digital/Virtual Libraries, Web. 2.0 and library technology Part one, special guest lecture on technology in special libraries by Amanda J. Wilson, Director, National Transportation Library, U.S. Department of Transportation

**Thursday July 22, 2010:**
Digital/Virtual Libraries, Web. 2.0 and library technology Part two, Copyright, Knowledge Services, Virtual SLA paper due, Virtual SLA presentations

**Tuesday July 27, 2010:**
Library Facilities, Disaster planning, Technical Services, The New Librarian

**Thursday July 29, 2010:**
The 15th Special Libraries Symposium, Details TBA

**Tuesday August 3, 2010:**
Cataloging/Indexing/Taxonomies, debriefing of The 13th Special Libraries Symposium, Outsourcing, Special guest lecture on cataloging in special libraries by Suzanne Pilsk of the Smithsonian Institution

**Tuesday August 5, 2010:**
Site visit project papers due, presentations and discussions, and Libraries/Social Entrepreneurship group project due/presentations.

**Bibliography**

The following articles will be placed on e-reserves at the Blackboard site for this course. You will find these articles highly relevant not only for this class, but for comps preparation.


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

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


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


