

Summer 2009 Course Descriptions

School of Library and Information Studies

March 2, 2009

LIS 620: Field Project in Library and Information Agencies

The purpose of this course is to provide students with the opportunity to gain professional experience in an information agency. The course consists of 120 hours in the agency along with seminar meetings to discuss the placements and the application of professional theory to the work place. Students interested in taking this course must contact the placement coordinator in March. The placement coordinators are:

- For students in school libraries: Allison Kaplan, agkaplan@wisc.edu. Note: Students in school libraries will enroll in C&I 620, not LIS 620, and must work in two schools (one school for 70 hours and the other for 140 hours) for a total of 210 hours.
- PALS students: Complete the form found at <http://www.slis.wisc.edu/academics/PALS/PracticumStudentForm.pdf>
- For all other students: Andrea Poehling, student-services@slis.wisc.edu

LIS 640: Oral History & Storytelling

Description: Over the last half-century, oral history has become increasingly important in interpreting 20th and now 21st Century history. By interviewing people with first-hand accounts of past events and ways of life, a well-done oral history can add tremendously to the understanding of the individuals, events, institutions and forces that shape our history. At its best, oral history deepens our sense of who makes history and how.

In this course, a student would:

- * examine oral history as a method of historical research;
- * study a variety of uses of oral history;
- * record oral history interviews; and
- * interact with instructor and other students throughout each class session, “deconstructing” the various aspects of the oral history interview.

In the process, student would learn about all facets of the oral history process, including interview preparation and research, interview techniques, the nature of oral history evidence, transcribing and editing, and legal and ethical issues. Also, the process of oral history will benefit students as they continue their studies, move into the workforce, and become valued members of society.

LIS 754: Seminar in Information Agency Management: Marketing and Strategic Communication

How do we argue for our value within a larger community? This seminar will focus on deliberate, compelling, and ethical communication for libraries, NGOs, nonprofits, and other

information agencies. By the end of the course students should be able to analyze and write/design communication efforts using a variety of methods.

The course content will be divided into three equal parts. The first part is devoted to theories of communication. This section focuses on developing a perspective from which to analyze the later material. The second part will include a set of historical readings about the outreach and marketing efforts of several institutions (public libraries, the National Science Foundation, professional organizations). Our focus will be on understanding why specific communications decisions were made given their broader historical contexts. We will then critique the merit of these decisions for contemporary organizations. The third section will be student led and focus on marketing through the case study method. Each student will be expected to locate a case to discuss in class—we will analyze these cases with the help of our theoretical and historical perspective. The class will use these cases to generate ideas for a larger final project.

The final project will be a marketing analysis or consultant's report. This report can be about any organization (student selected), but students will be encouraged to contact their organizations during the assignment. In addition to the final project, assignments will include writing two short essays (of approximately 3-4 pages) to facilitate discussion, finding a case study for discussion, and participating in class.

The class will be taught as a seminar. Our focus will be on close reading and energetic class discussion.

LIS 847: Virtual Reference

Fortunately for this fast-paced course, we have a nice four chapter textbook -- *The Virtual Reference Handbook* by Diane K. Kovacs -- to work through. Beginning with a self-assessment of technical, communications and reference skills and knowledge, students will explore how to conduct a remote user reference interview, develop and communicate a search strategy, and deliver information. Students will pose questions to a virtual reference service and role play being the patron and librarian during the course. Students will also identify strategies for keeping up-to-date on resources and training. There are no exams or major papers but active participation in online discussions is a major component of the course grade.

LIS 847: Writing for Library Publications

The editor of *American Libraries*, Leonard Kniffel, will teach this one-credit course.

LIS 848: Topics in Literature for Children and Young Adults

Trends and issues in children's and young adult reading, viewing, and listening interests. Topics vary. Typical focuses: realistic young adult novel; publishing trends; rise of book clubs; illustrations and illustrators; mixed media programming.

LIS 855: Library Advocacy

Library advocacy emphasizes the voice of the individual actively speaking out in support of a cause and working together with other advocates in a formal group structure. This course provides a practical overview of the purpose, players, process, and plan in the development of library advocacy programs.

LIS 855: Managing Digital Resources

This is a three-credit online course on digital librarianship focusing on licensed, vendor-created electronic resources. This course is designed to give students an overview of the managerial, standards, legal, and technological issues related to the management of licensed resources such as e-journals, e-books, full text databases, digital audio and video files, and e-references resources. It has a significant copyright and licensing component. The course would be useful for students in all library tracks. The course has no prerequisites and no technical background is required, although we will cover some technical material from a managerial perspective.

LIS 861: Information Architecture

This course covers how traditional library science concepts such as organization of information and users and uses apply to web design, and examines the basics of usability, navigation, project planning, project management, web evaluation, and ongoing web information system management.

LIS 875: Introduction to Encoded Archival Description

A workshop that covers basic XML and a review of EAD documentation and gives students knowledge of EAD elements and structure, experience creating an EAD-encoded finding aid and an overview of issues related to EAD implementation."