Course Syllabus for LIS 7330: Serials Management  
Summer 2011, St. Catherine University MLIS program  
Meeting times: 8:30 - 3:30 p.m. on June 11-12, June 25-26 and July 16-17 in CdC 17  
Jennifer A Sippel, Librarian & Instructor, Minneapolis Community & Technical College  
Office Hours: during class breaks, immediately following class (up to 1 hour), & by appointment  
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612.239.2088 (mobile)

Course Description
An overview of serial publications, their genesis, forms, handling procedures and use. A study of manual and mechanized procedures, content, selection and bibliographic control, library policy and administration of the serials function and national and international cooperative serial programs. 3.0 Lecture credits.

Course Materials
There is no required text. All readings will be provided through the Library, the open web, or in the course Moodle site.

Recommended Texts:


Annual NASIG proceedings, published annually in The Serials Librarian


MLIS Student Learning Outcomes:
1. Identify and analyze information needs and opportunities of individuals and organizations.
2. Demonstrate critical thinking by integrating relevant models, theories, research and practices.
3. Demonstrate management, interpersonal and organizational skills.
4. Demonstrate leadership and advocacy skills.
5. Communicate knowledge from library and information studies and related disciplines.
6. Demonstrate information technology fluency.

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7. Demonstrate understanding of the selection, acquisition, licensing, organization, preservation, retrieval, and use of recorded knowledge and information resources.
8. Promote and model the professional values of ethical responsibility, intellectual freedom, and universal access to information.
9. Demonstrate awareness of diverse groups and how to serve them effectively.
10. Teach others to identify, analyze, organize, and use information.
11. Articulate a philosophy of service that demonstrates an understanding of the history, philosophy, principles, policies, and ethics of library and information science and technology.
12. Participate in ongoing professional development.

**Course Learning Outcomes**

Students will:
- Understand the place of serials in libraries today, including their significance
- Develop collection development/budget plan and criteria specific to serials
- Review, analyze and synthesize literature on selected topic related to a contemporary serials issue
- Exposure to broad range of serials topics, including:
- Participate in discussions with instructor, colleagues, and practicing professionals
- Collaborate in teams to complete projects
- Investigate an issue and present an in-depth, team-based research project and submit an accompanying paper
- Demonstrate strategic problem solving methods in final exam

This course will consist of a combination of lecture, discussion, independent and team-based projects, presentations, field trips & guest speakers.

**Assignments & Course Requirements**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Notes</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>Because of the concentrated nature of our meetings, attendance is critical. PLEASE make every effort to attend each class for the entire duration. Missing more than 1 class meeting or being more than an hour late for 2 or more class meetings will result in loss of all attendance points.</td>
<td>10%</td>
</tr>
<tr>
<td>ALCTS e-forum</td>
<td><strong>Participate/read messages in e-forum on June 15-16 &amp; write a reflective summary.</strong> Please see details about this assignment below</td>
<td>10%</td>
</tr>
<tr>
<td>Participation</td>
<td>We all bring our own unique knowledge, expertise and relevant life experiences to this class, but we can only learn</td>
<td>15%</td>
</tr>
</tbody>
</table>
from one another if we all participate. Please participate fully in class discussions, online discussions, and engage with our guest speakers.

3-4 Writing assignment requirements will be announced when assigned

I will set up some initial discussion topics/questions. Online discussion participation requirements:

- You must post at least one original response post to each topic question I create
- You must post at least one response to another person’s post within each topic
- You must create at least two (total) new topic questions

Because new discussion topics may be added several times throughout the week, you will need to check in several times each week to read and respond to discussion.

Failure to meet minimum requirements will result in a lower score. Posts should demonstrate an understanding of the reading and/or should ask thoughtful questions.

| Literature Review Paper & Presentation | Conduct a literature review on a Serials Management Topic. You should consult a minimum of 7 sources—preferably articles from peer reviewed journals or professional publications, but depending on the topic you could also include books and/or other resources such as websites or webinars, etc. | 15% |

Possible broad topics might include:

- e-journals
- aggregated databases
- ownership vs. access
- pricing & budgets
- scholarly publication/communication
- open access
- cataloging serials
- serials workflow
- licenses & contracts/negotiation
- publisher/platform
- copyright
- ILL
- storage/space
- archives
- digitization

You must tell me your topic selection by **Sunday, June 19th.**
| **Team Presentation w/ individual paper** | This project is 1 part team-based and 1 part to be done independently.  
Working in teams of 2 or 3, you will prepare one of the following to present to the class on our final meeting day:  
- A Case Study paper of a Library or Information Agency  
- A Series of Informational Interviews with Professionals working with Serials  
- A Poster Presentation with accompanying Talking Points outline  
- A Research Paper/ article for publication  
- A Hands On Workshop with accompanying Outline  
- Other projects as approved  
You will be expected to give, as a team, a 30 minute presentation. Be creative! Graphics, visuals, use of technology are all encouraged.  
I recommend you keep a running journal or notes as you work on your project as you will also submit an individual reflection paper, separately, to complement your team presentation. Your individual paper will be submitted to me and should include a description of the process, how you collaborated with your team (distribution of workload, communication, organization, etc), and any additional insights you wish to add that were not part of the presentation.  
Both the team project and individual paper should include references, properly cited, to any outside sources consulted.  
**Due: July 17** | 25% |
| **Final Exam (essay)** | This final exam will consist of several Serials Management scenarios. You will write short essays outlining how you would respond to the scenarios.  
**July 17 (in class)** | 10% |
| **Collection** | This is an in-class assignment. You will work in teams of 2 | 15% |
Development/Budget Plan
or 3 to create a collection development/budget plan. More details will be provided in class.

Due: June 25

Assessment

<table>
<thead>
<tr>
<th>GRADE</th>
<th>NUMERIC EQUIVALENT/DEFINITION</th>
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<tbody>
<tr>
<td>A</td>
<td>4.0 Outstanding achievement. Student performance demonstrates full command of the course materials and evinces a high level of originality and/or creativity that far surpasses course expectations; nearly flawless work.</td>
</tr>
<tr>
<td>A-</td>
<td>3.67 Excellent achievement. Student performance demonstrates thorough knowledge of the course materials and exceeds course expectations by completing all requirements in a superior manner.</td>
</tr>
<tr>
<td>B+</td>
<td>3.33 Good solid work. Student performance demonstrates strong comprehension of the course materials and exceeds course expectations on all tasks as defined in the course syllabus.</td>
</tr>
<tr>
<td>B</td>
<td>3.0 Satisfactory acceptable work. Student performance meets designated course expectations, demonstrates understanding of the course materials and performs at an acceptable level.</td>
</tr>
<tr>
<td>B-</td>
<td>2.67 Marginal work. Student performance demonstrates incomplete, substandard understanding of course materials, or absence of required work; indicates danger of falling below acceptable grading standard.</td>
</tr>
<tr>
<td>C+</td>
<td>2.33 Unsatisfactory work. Student performance demonstrates unsatisfactory understanding of course materials and inability to meet course requirements.</td>
</tr>
<tr>
<td>C</td>
<td>2.0 Unacceptable work. Student performance demonstrates incomplete and inadequate understanding of course materials.</td>
</tr>
<tr>
<td>C-</td>
<td>1.67 Poor work.</td>
</tr>
<tr>
<td>WF</td>
<td>0.00 Failing grade. Due to not attending class.</td>
</tr>
<tr>
<td>F</td>
<td>0.00 Failing grade.</td>
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</tbody>
</table>

Please speak with me right away if you require any special accommodations.

Academic Integrity is expected. Please don’t cheat.
Relevant Professional Organizations & Resources:

Association for Library Collections & Technical Services (ALCTS)
http://www.ala.org/ala/mgrps/divs/alcts/about/misshist/history.cfm

ISSN www.isnn.org

NASIG http://www.nasig.org/about_history.cfm

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NISO  http://www.niso.org/about/
NISO PIE-J  http://www.niso.org/workrooms/piej
UKSG  http://www.uksg.org/about
Society for Scholarly Publishing  http://www.sspnet.org/
http://scholarlykitchen.sspnet.org/

List Servs
ERIL (archive:  http://listserv.binghamton.edu/archives/eril-l.html )
SCHOLCOMM (http://www.ala.org/ala/mgrps/divs/acrl/issues/scholcomm/scholcommdiscussion.cfm )
SERIALIST (archive:  http://list.uvm.edu/archives/serialist.html )

Course Calendar (subject to change, of course)

Readings (for June 11):


Saturday, June 11:
8:30-9:30- introductions, class overview
9:30-10:30- serials overview
10:30-11:30- serials librarianship overview
11:30-1:30- lunch break + writing assignment “Serials Impressions” in Moodle
1:30-2:30 discuss readings
2:30-3:00- serials evolution overview
3:00-3:30- form 2-3 person team for final project; prep for tomorrow

Readings (for June 12):

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Freedman, Jenna. “AACR, Bendable but Not Flexible: Cataloging Zines at Barnard College”


Terrill, Lori J. "Notes on Operations: Evaluating and Improving the Presentation of Serials Information in the Online Catalog." Library Resources & Technical Services 52, no. 3 (July 2008): 192-204.


Sunday, June 12
8:30-10:30- serials: issues in cataloging
10:30-12:30 - Jenna Freedman, guest speaker--cataloging zines
12:30-1:30- lunch
1:30-2- re-cap & discuss readings (the case of the changing title/format/size/frequency)
2-3- publishing, agents, vendors; collection development; work-flow;
3:00-3:30-prep for e-forum, other online discussions & lit review assignment

Wednesday, June 15 & Thursday, June 16, 8-4- ALCTS e-Forum
Information about the e-forum is here: http://www.apa.org/ala/mgrps/divs/alcts/conevents/upcoming/e-forum/061511.cfm
Sign up for free e-forum mailing list here: http://lists.ala.org/wws/info/alcts-eforum
  • Discussion will take place over the course of 2 days.
  • You do not need to be present to participate and you can read messages any time, so long as you are signed up to receive them.

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• Write a summary reaction connecting e-forum discussion to what you are learning/reading about in this course. It’s okay to use the e-forum discussion summary as an opportunity to ask questions, investigate topics, etc.
• Summary reaction must be posted to Moodle by midnight, Sunday, June 19th

Readings (for online discussions & June 25):


Saturday, June 25
9-11- meet at the U of MN for guided tour of MLAC & self-guided tour of Wilson
11-12:30-lunch on your own & return to campus CdC 17 by 12:30
12:30-1-discuss tour & e-forum
1-2- Maintenance (storage, retention) & weeding; usage data & statistics; budget & cancellations
2-3- work on collection project

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3-3:30- present a summary of project draft to class

Readings (for online discussions & June 26):

The Art of the Deal Negotiation Series:


Sunday, June 26
8:30-11:30- licensing & negotiating; ILL & copyright
11:30-12:15-lunch
12:15-1-discuss readings
1-2:45- individual Lit Review presentation on Serials Issues (10 min. each)
2:45-3:30-check-in & time to work on team project

Readings (for online discussions & July 16-17):


Cleary, Colleen. "Why the “Big Deal” Continues to Persist." Serials Librarian 57, no. 4

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Saturday, July 16 (final schedule TBD)
8:30-11:30 - OpenURLs; ERMs; access; teaching users to use serials
11:30-12:15 - lunch
12:15-1 - discuss readings
1-2:45 - Guest Speaker (digitization, print archives, shared collections)
3-3:30 - time to work on finalizing details of team project

Sunday, July 17
8:30-11 - discuss readings; new work-flows; predicting the future
11-11:30 - 1st presentation
11:30-12:30 - *special lunch*
12:30-1:30 - 2nd & 3rd presentations
1:30-3:30 - Final Exam (typed essay format)
Selected Reading List (alpha order):


"Binding dilemma: Changing horses mid stream—Or why we stopped binding periodicals at HKBU." *Library Collections, Acquisitions, & Technical Services* 31, no. 2 (June 2007): 85-95.


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