LIS 5733 Evaluation Methods
Guided Elective: Research, Production, and Evaluation

Course Description
Methods of evaluation in libraries and information centers; policies, processes and procedures; use of evaluation in planning for continuous quality assessment and improvement. For non-thesis option.

Prerequisites/Co-requisites
LIS 5033 Information and Knowledge Society
LIS 5023 Management of Information and Knowledge Organizations
LIS 5043 Organization of Information and Knowledge Resources
LIS 5053 Information Users in the Knowledge Society

Student Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify, analyze, and synthesize professional research literature effectively to support evaluation activities.
- Articulate the commonalities and differences between research and evaluation and the uses of each in library administration
- Identify appropriate measures and methodologies for evaluation of library services, products, and administrative functions
- Plan and implement evaluation activities
- Utilize evaluation outcomes in planning and management
- Present evaluation results to diverse audiences
- Recognize the value of evidence-based research and practice.

Teaching/ Learning Methods
This course will use lecture and class discussion, guest lectures, independent reading and exercises, and small group exercises. Assignments are process-oriented to demonstrate comprehension of background knowledge and ability to translate to professional practice.

Evaluation Methods
Evaluation will be based on a combination of written and oral reports, exams, and exercises designed to foster critical thinking and synthesis of course concepts.

Possible assignments:
Assignment 1. Developing an evaluation plan.
Students will develop an evaluation plan for one area of service or organizational effectiveness. The plan will include:
- a description of the library, project timeline,
- a definition of the problem or question
- a discussion of the purpose of the evaluation
- the selection of appropriate measure(s) and rationale for its selection
- an action plan, including staff, time commitments, training, and scheduling
- a cost assessment
- a plan for analysis
- a plan for dissemination
Assignment 2. Presenting results
Students will be provided with a data set and descriptions of three different audiences. Students will use the data to prepare three presentations, one for each audience and with a different purpose.

Possible Background Texts


Topics

The Nature of Evaluation
- Assessment, Evaluation, and Research: Characteristics and Purposes
- Contexts: Societal, Professional, Institutional, Administrative, Functional, Technological, User-centered, Political; Legal
- Data, values, and decisions

Primary Areas of Library Evaluation and Related Measures
- Models of Organizational Effectiveness: Goal Model; Critical or Crucial Constituencies Model; Resource Model; Human Resource Model; Natural or Open Systems Model; Decision-Process Model; Customer Service Model
- Service Provision: organization, collections, access services, reference

Evaluation Methods: Exploring Options
- Type of measures: Inputs, Outputs, Outcomes
- Criteria for Selection: Requirements; Appropriateness; Resource requirements (expertise, time, finances); Impact (staff, users, operations)
- Measures: Qualitative and Quantitative
- Comparative methods: Professional standards and guidelines, Benchmarking

Gathering Data: Planning the Program
- Type of data: External (community data, state and national databases); Internal (routine statistics, interviews, user surveys)
- Type of data: Pre-existing; Library generated; Accidental
- Project planning
- Staff training

Analyzing and Interpreting Data: Finding Meaning
- Tools: spreadsheets and databases; statistical software
- Contexts

Using Data: Making Decisions
- Operations and administration (procedures and policies)
- Resource allocation
- Strategic planning
- Advocacy and community relations

Presenting Data: Telling the Story
- Tools: charts, graphs, narratives;
- Formats: presentation software; brochures, newsletters
- Tailoring presentations by audience and purpose
DEPARTMENT: SCHOOL OF LIBRARY & INFORMATION STUDIES

CHANGE(S) REQUESTED: COURSE ADDITION

COURSE TO BE OFFERED FOR: GRADUATE CREDIT

UNIVERSITY WIDE GENERAL EDUCATION: NO

DEPARTMENT PREFIX: LIS COURSE NUMBER: 5733 CREDIT HOURS: 03
LONG TITLE: EVALUATION METHODS
SHORT TITLE: EVALUATION METHODS
CROSSLIST DEPT(S):
GRADING SYSTEM: LETTER CATEGORY OF INSTRUCTION:

COURSE DESCRIPTION:
EVALUATION METHODS.
PREREQUISITE: 5033, 5023, 5043, AND 5053
METHODS OF EVALUATING LIBRARY AND INFORMATION CENTER POLICIES, PROCESSES AND PROCEDURES; USE OF EVALUATION IN PLANNING FOR CONTINUOUS QUALITY ASSESSMENT AND IMPROVEMENT. (SP)

REASON FOR REQUEST: NEEDED TO PROVIDE STUDENTS A CHOICE IN THE RESEARCH/PRODUCTION/EVALUATION CATEGORY OF GUIDED ELECTIVES IN ORDER TO EQUIP STUDENTS WITH THE SKILLS AND KNOWLEDGE NEEDED IN THE DAILY PRACTICE IN THE INFORMATION PROFESSIONS

APPROVALS:
Chairperson/Director: 09-28-2007 BESSIE ELLEN

College Dean:

Graduate College Dean:

Academic Programs Council:

Provost:

O U Regents: REPORT FOR INFORMATION ONLY

State Board of Regents: REPORT FOR INFORMATION ONLY

DATE SIGNATURE

[Signature]

[Signature]
I. EFFECT OF COURSE ON ORIGINATING DEPARTMENT
A. THIS COURSE IS PRIMARILY:
   A GUIDED ELECTIVE FOR: 1601M
B. APPROPRIATENESS OF SUGGESTED NUMBER:
   COURSE NUMBER FITS SCHOOL'S NUMBERING SCHEME
C. RELATIONSHIP TO OTHER COURSES IN DEPARTMENT:
   EXPANDS TOPICS WITHIN THE RESEARCH/PRODUCTION/EVALUATION
   GUIDED ELECTIVE CATEGORY
D. ANTICIPATED SEMESTER ENROLLMENT: 0050  FREQUENCY OF OFFERING: SPRING
E. IS THIS CHANGE RELATED TO OTHER CHANGES IN THE OFFERINGS OF THE DEPARTMENT?
   POSSIBILITY THAT SOME EVALUATION COMPONENTS IN OTHER LIS
courses would be eliminated or taught at a different level.

II. EFFECT OF COURSE ON OTHER DEPARTMENTS
A. HOW IS THIS CHANGE RELATED TO OTHER OFFERINGS IN OTHER DEPARTMENTS?
   NO DUPLICATION
   EVALUATION GUIDED ELECTIVE CATEGORY

III. EFFECT OF COURSE ON THE UNIVERSITY
A. HOW WILL THE COURSE BE STAFFED?
   CURRENT FACULTY
B. WHAT ADDITIONAL LIBRARY, LABORATORY, OR OTHER EXPENSES WILL BE NECESSARY?
   NONE

IV. COURSE INVENTORY
A. AREA OF SPECIALIZATION:  CIP CODE: 250101  HEGIS CODE: 1601
B. NUMBER OF CONTACT HOURS: 048-048
C. NUMBER OF TIMES A COURSE CAN BE REPEATED: NONE
D. MODE OF INSTRUCTION: LECTURE OR LECTURE WITH DISCUSSION/OTHER ACTIVITIES
E. REASON FOR VARIABLE CONTENT:
F. LIBERAL ARTS AND SCIENCE: NO
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