

**School of Library and Information Science  
University of Kentucky**

**LIS 645 001 Public Libraries – Spring 2007  
Semester: January 10 – April 27  
Class Assignments are due on Tuesdays, by 6 p.m.**

**Instructor: Susan Moore**

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**Office Hours: by appointment**

**Course Syllabus**

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The course description reads: LIS645 PUBLIC LIBRARIES. This course examines historical development of the public library and its roles in society. Topics considered include the environment of public libraries; organization and management; information needs of client groups; information resources and services provided to clients; and trends and developments in public libraries.

**Format:** This will be an online course. Weekly participation is expected and will be part of student grading.

**Objective:** This survey course will provide the student with an introduction and overview of the public library in the US. Readings will cover the inception and evolution of the institution, significant developments and issues in its history, the all-important context within which the public library exists and competes for resources, as well as issues facing the institution today.

**General Requirements**

**Required Readings:**

**1. Text:** This book is required for the course: Kathleen de la Peña McCook, *Introduction to Public Librarianship* (New York: Neal-Schuman, 2004). “McCook” in the class schedule refers to this book.

**2. Additional Readings:** In the class schedule I include readings in addition to the McCook text. Most of the articles and essays are available through the University of Kentucky Library full text online journals databases.

**Assignments:** are due on the date they appear and appear in bold throughout the syllabus. Papers will follow any standard style (Turabian, Chicago Manual of Style, MLA, or APA) with appropriate citations, grammar, and use 11 point Times New Roman font. List your name in the top right corner of the assignment. No assignments will be accepted late. Group assignments will be distributed by Week 1. All assignments requiring signup, will be taken care of in the first two weeks of class.

**Participation:** Students are expected to actively participate every week in discussions with comments and questions. The quality of comments and questions will take into consideration student understanding of assigned materials as well as insights from applying these materials to topical discussions. 30 points

**Consider the culture and perceptions of libraries and librarians:** Visit a public library, watch two movies, reflect on your experiences with public librarians, and share your ideas with the class. 15 points

**Essay on Public Library Philosophy:** Write a 2 to 3 page essay outlining your philosophy of public library service. What is the role of the public library in the 21<sup>st</sup> century? What are the biggest challenges facing public librarians? What is the role of the public library in shaping the future of the community? 15 points

**Group Project:** students will work in assigned groups of two to facilitate discussions beginning with week 2. The group will be responsible for creating questions, facilitating discussion for the week and compiling discussions for

submission. Each group will be graded on their ability to facilitate discussion, engage students, and the quality of questions. 15 points

**Interview a Public Library Leader:** Conduct an informational interview with a library director or other professional in a leadership position at a public library. Ideally, this will be a face to face meeting that will afford you the opportunity to gain insights about leadership, how leaders developed their philosophy and skills, what gives meaning to their work, and what challenges they face. These can be turned in as soon as they are completed. 15 points

**Issues and Answers:** choose an issue or trend relevant to the course, conduct a literature review, describe the issue and write a salient position or solution paper defending your idea. Post a summary of your issue and answer paper for class comments that is no longer than two pages, citing your sources in a standard style. You may submit a more detailed paper of up to 10 pages for grading, but keep in mind that the purpose of this assignment is to succinctly frame an issue, summarize options and propose the best answer or position for others to consider. Your ability to summarize the topic with a cogent position is as important as the research you conduct to prepare it. Sign up for a topic and the week you will post your findings the first two weeks of class. No more than two issue papers per week will be allowed. 25 points

A posting of issue ideas will be provided the first week of class. You are also encouraged to submit an issue or topic of your choosing for approval.

Or . . . Analyze Public Library Annual Reports from the last 3 years: Obtain three to five annual reports from different public libraries and summarize what you learn about funding, trends and issues. Post your findings for the class. Submit copies of the annual report available to professor, if they can not be posted for class consideration.

**Grading:** At the end of the course I will convert points to course grade on the basis of:

90 and above	=	A
80 to 90	=	B
70 to 80	=	C
below 70	=	E

**I assign the grade of I (incomplete) only when I am convinced the student's circumstances warrant it.**

## Class Schedule

**Week 1 January 16:** Introductions, Questions, View Films featuring libraries and/or librarians and discuss the culture of libraries and librarianship.

**Watch two movies about libraries and librarians.** A filmography of movies with librarians can be found at <http://emp.byui.edu/raishm/films/introduction.html>

Watch one of these movies: Because of Winn-Dixie, Desk Set or Sophie's Choice  
Watch one more of your choosing from "group A" of the list provided at the above website.

**Visit a public library and observe what's happening.** Share your impressions about what you observed, how service occurred, and what has changed with the class. Consider the difference in your perceptions from childhood, to what was portrayed in the movies, to what you observed and ask yourself what would excellence look like at the library? If you are working at a library, choose a library branch or system other than where you work, so you can experience the library as a new patron might when they enter the doors.

**Week 2 January 23:** no class

**Week 3 January 30:** Public library defined; number of public libraries in the US, total and by population served; contrasting views of the public library today.

**McCook chapter 1:** The Landscape of Public Libraries at the Beginning of the Twenty-First Century (1-12). "New Study Reveals Growth in Library Usage," *American Libraries* April 2006, 4.

Sallie Tisdale, "Silence, Please: The Public Library as Entertainment Center," *Harper's Magazine*, March 1997, 65-74; Susan Goldberg Kent, "American Public Libraries: A Long Transformative Moment," *Daedalus*, Fall 1996, 207-220; Lynne Zeiher, "Selfcheck Success," *Library Journal* December 1, 2006, supplement, vol. 131, p6-8.

<http://search.ebscohost.com/login.aspx?direct=true&db=aph&AN=23480010&site=ehost-live>.

**Group 1: creates questions, facilitates discussions and compiles comments.**

**Essay on public library philosophy:** submit your draft philosophy this week. You are encouraged to reflect on your philosophy as the course continues and adjust it as you continue to study. Your final essay is due by April 3.

**Week 4: February 6:** History of the public library in the US (I): from the "first" public library through 1876; the important precedent of school district libraries; the public library as a "public good" (McCook p. 49); state enabling legislation; the education role; the significance of 1876

**McCook chapter 2:** Brahmins, Bequests, and Determined Women: The Beginnings to 1918 (13-60)

*Upon the Objects to be Attained by the Establishment of a Public Library: Report of the Trustees of the Public Library of the City of Boston (1852)*; Michael Harris, "The Purpose of the American Public Library: A Revisionist Interpretation of History," *Library Journal* September 15, 1973, 2509-2514.

**Group 2: creates questions, facilitates discussions and compiles comments.**

**Week 5: February 13:** History of the public library in the US (II): 1876 through World War I; Carnegie's contribution.

William F Poole, "Some Popular Objections to Public Libraries," *Library Journal* July 1993, S5-S6 (originally published in November 1876); Zanne Jefferies, "Instant Landmarks," *Kentucky Humanities* April 2006, 21-27 (Carnegie Library Program, with particular reference to Kentucky); Joseph C Rizzo, "Preserving the Past by Looking into the Future," *American Libraries* April 2006, 58-60 (the Carnegie legacy).

Optional: George S Bobinski, *Carnegie Libraries: Their History and Impact on American Public Library Development* (Chicago: ALA, 1969); Abigail A Van Slyck, *Free to All: Carnegie Libraries & American Culture 1890-1920* (Chicago, University of Chicago Press, 1995); Wayne A Wiegand, "An Active Instrument of Propaganda": *The American Public Library During World War I* (New York: Greenwood, 1989).

**Group 3: creates questions, facilitates discussions and compiles comments.**

**Week 6: February 20:** History of the public library in the US (III): end of World War I to the present; Public Library Inquiry; "evolution of the public library message" (McCook pp. 70-75)

**McCook chapter 3:** Public Library Growth and Values: 1918-2004 (61-82)

Douglas Raber, "Everything Old Is New Again," *American Libraries* September 1999, 52-54 (on *The Public Library Inquiry*); Eric Friedenwald Fishman & Laura Dellinger, "Building Public Will," *Library Journal*, February 1, 2006 <http://www.libraryjournal.com/article/CA6299836.html>

Optional: Douglas Raber, *Librarianship and Legitimacy: The Ideology of the Public Library Inquiry* (Westport CT: Greenwood, 1997). The Public Library Inquiry led to the publication of seven books, listed at the end of the Raber article. The one to start with is Robert D Leigh, *The Public Library in the United States: The General Report of the Public Library Inquiry* (New York: Columbia University Press, 1950). Redmond Kathleen Molz & Phyllis Dain, *Civic Space/Cyberspace: The American Public Library in the Information Age* (Cambridge: MIT Press, 1999).

**Group 4: creates questions, facilitates discussions and compiles comments.**

**Week 7: February 27:** Efforts to measure performance/define success: from national standards to local determination; from inputs to outcomes via outputs; from *Standards for Public Libraries* (1933) to *The New Planning for Results* (2001)

**McCook chapter 4:** Statistics, Standards, Planning, and Results (83-106)

"Standards for Public Libraries," *Bulletin of the American Library Association* November, 1933, 513-514 (the first national standards); Lowell A Martin, "The Public Library: Middle-age Crisis or Old Age?" *Library Journal* January 1, 1983, 17-22; Edward J Elsner, "The Evolution of PLA's Planning Model," *Public Libraries*

July/August 2002, 209-215; Thomas J Hennen, "Great American Public Libraries: The 2005 HALPR Rankings," *American Libraries* October 2005, 42-48.

**Group 5: creates questions, facilitates discussions and compiles comments.**

**Week 8: March 6** Political economy of the public library; public library/ians and politics; funding; "referenda"

**McCook chapter 5:** Organization, Law, Funding, and Politics (107-134)

Norman Oder, "Ripple Effects," *Library Journal* January 2006, 59-61 (*LJ's* annual report on public library budgets); Norman Oder, "Tipping Point," *Library Journal* January 2005, 61-63 (*LJ's* annual report on public library budgets); Charity L Cree and Mijung Yoon, "Public Library Circulation Decreases, Expenditures Rise," *American Libraries* November 2005, 57-58; Nann Blaine Hilyard, "The Public Library Funding Crunch: A Decennial Event?" *Public Libraries* September/October 2003, 284-287; Anne Marie Gold, "By the People," *Library Journal* March 15, 2006, 40-44 (report on public library "referenda" during 2005); Marilyn Gell Mason, "Politics and the Public Library: A Management Guide," *Library Journal* March 15, 1989, 27-32; Mary Baykan, "Maryland's Successful Campaign to Increase Library Funding", *Computers In Libraries*, Vol. 26, Issue 8, September 2006, 7 p.

Optional: Library Fund Raising: A Selected Annotated Bibliography. LARC (Library and Research Center) Fact Sheet Number 24. <http://www.ala.org/library/fact24.html>

**Group 6: creates questions, facilitates discussions and compiles comments.**

**Week 9 March 13:** Spring Break

**Week 10: March 20:** Delivering service (I): a labor-intensive organization; public library and the digital divide (Digital divide is an example of a topic to be addressed in the course that has multiple entries in the McCook index, to several chapters. Because of this, where I place the topic in the syllabus is somewhat arbitrary.)

**McCook chapter 6:** Administration and Staffing (135-162)

**McCook chapter 7:** Structure and Infrastructure (163-182)

John Carlo Bertot et al, "Impact of External Technology Funding Programs for Public Libraries: A Case Study of LSTA, E-Rate, Gates, and Others," *Public Libraries* May/June 2002, 166-171; Brian Kenny, "After Seattle," *Library Journal* August 2005, 34-37 (Seattle Public Library's central library, which opened in May 2004 to rave architectural reviews, is referred to as "the first 21<sup>st</sup>-century library"); *Toward Equality of Access: The Role of Public Libraries in Addressing the Digital Divide*, Bill & Melinda Gates Foundation (February 2004)

<http://www.gatesfoundation.org/nr/Downloads/libraries/uslibraries/reports/TowardEqualityofAccess.pdf>

Optional: *E-Rate and the Digital Divide* [http://www.urban.org/pdfs/erate\\_FR921.pdf](http://www.urban.org/pdfs/erate_FR921.pdf)

ALA, E-Rate and Universal Service <http://www.ala.org/ala/washoff/WOissues/techinttele/erate/erate.htm>

**Group 7: creates questions, facilitates discussions and compiles comments.**

**Week 11: March 27:** Delivering service (II): audiences served; what remains of the education role? McCook and "abdication of responsibility" (McCook p. 192); readers advisory; the public library and the public sphere

**McCook chapter 8:** Adult Services (183-210)

John A Berry III, "The Library Haines Built," *Library Journal* February 1, 2005, 38-41 (on Haines Borough, Alaska, Public Library, *Library Journal* Best Small Library in America 2005); John A Berry III, "Five Steps to Excellence," *Library Journal* June 15, 2005, 33-35 (on Fayetteville, Arkansas, Public Library, *Gale/Library Journal* Library of the Year); Aja Carmichael, "The Changing Role of Librarians" *Wall Street Journal*, New York, NY, January 2, 2007, page B8.

**Group 8: creates questions, facilitates discussions and compiles comments.**

**Week 12: April 3: McCook chapter 9:** Youth Services (211-240)

Neighborhood Matters: Selected Findings from the Project on Human Development in Chicago Neighborhoods.

Elaine Meyers, "The Coolness Factor: Ten Libraries Listen to Youth." *American Libraries* 30, 10 (1999): 42-45; Andrew K.Shenton, and Pat Dixon, "The Nature of Information Needs and Strategies for Their Investiga-

tion in Youngsters." *LISR* 26, 1 (2004): 296-310; Mary K. Chelton, "Three in Five Public Library Users are Youth: Implications of Survey Results from the National Center for Educational Statistics." *Public Libraries*, 36, 2 (1997): 104-108. Joan Costello, Sam Whalen, and Julie Spielberger, e. "Promoting Public Library Partnerships with Youth Agencies." *Journal of Youth Services in Libraries* 15, 1 (2001): 8-15; Edward T. Sullivan, "Teenagers Are Not Luggage: They Don't Need Handling." *Public Libraries*, 40, 2 (2001): 75-77.

**Group 9: creates questions, facilitates discussions and compiles comments.**  
**Final Essay of Library Philosophy due today.**

**Week 13: April 10: Marketing & Community Analysis; Partnerships; and McCook chapter 10: Connections (241-264)**

Helen Ruth Fleming, "Library CPR: Savvy Marketing Can Save Your Library," *Library Journal* September 15, 1993, 32-35 (This excellent article is about how one public library, that serving Charlotte and Mecklenburg County, North Carolina, went about making connections. It was the Gale Research/Library Journal Library of the Year for 1995.); John Berry, "Public Library of Charlotte & Mecklenburg County," *Library Journal* June 15, 1995, 32-35 (about that year's Library of the Year); Michael Sullivan, "Giving Them What They Want in Small Public Libraries." *Public Libraries*, 39, 3 (2000): 148-149, 152-155.

Shontz, Marilyn L., Jon C. Parker, and Richard Parker. "What Do Librarians Think about Marketing? A Survey of Public Librarians' Attitudes toward the Marketing of Library Services." *LQ* 74, 1 (2004): 63-84.  
<http://www.journals.uchicago.edu/LQ/journal/contents/v74n1.html>

Optional: Beth Bala and Denice Adkins. "Library and Information Needs of Latinos in Dunklin County, Missouri." *Public Libraries*, 43, 2 (2004): 119-122.

**Group 10: creates questions, facilitates discussions and compiles comments.**

**Week 14: April 17: The Library As Place:** Public library as place, as community center, as cultural center, as commons; the notion of "third places"

**McCook chapter 12:** Twenty-First Century Trends in Public Librarianship (293-306)

Jean Preer, "Where Are Libraries in *Bowling Alone*?" *American Libraries* September 2001, 60-62.

Robert D Putnam, "Bowling Alone: America's Declining Social Capital," *Journal of Democracy* January 1995, 65-78); Robert D Putnam and Lewis M Feldstein, *Better Together: Restoring the American Community* (New York: Simon & Schuster, 2003) (chapter 2, "Branch Libraries: The Heartbeat of the Community," looks at Chicago Public Library's branch libraries);

Optional: Robert D Putnam, *Bowling Alone: The Collapse and Renewal of American Community* (New York: Simon & Schuster, 2000); Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989); Ray Oldenburg, ed, *Celebrating the Third Place* (New York: Marlowe, 2001).

**Group 11: creates questions, facilitates discussions and compiles comments.**

**Week 15: April 27: Leadership & Envisioning the Future:** further evidence of the impact of leadership on new directions in librarianship affecting the profession, community building, and global perspectives. Review and summing up the climate for the public library today; public library and the public sphere; the public library and the ownership society.

**McCook chapter 11:** Global Perspectives on Public Libraries (265-292).

"Long Overdue: a fresh look at public and leadership attitudes about libraries in the 21<sup>st</sup> Century," available to download at <http://publicagenda.org>. ; Christine Mackenzie, "The Future of Public Libraries," *Aplis*, 19(4), 141-144, December 2006.

Optional: Pat Molholt, Libraries as bridges; librarians as builders. In *Libraries and the Future: Essays on the Library in the Twenty-First Century*, ed. F. W. Lancaster. Binghamton, NY: Haworth Press, 1993 p17-28.

**Library Leader Interviews are due today, if you haven't turned them in yet.**

**Group 12: creates questions, facilitates discussions and compiles comments.**

**Week 16: May 2 finals**