

# IST 613 - Library Plan., Mrktng, Assess

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## Course Description

User-focused planning, marketing, and assessment of activities that support core functions of libraries, such as collection development, systems, and public services.

## Credit(s)

3.0

## Professor of Record

Megan Oakleaf

## Audience

Graduate students pursuing an MSLIS degree.

## Learning Objectives

After taking this course, the students will be able to:

- communicate and collaborate with a partner library and librarian,
- determine the purposes/missions of the overarching institution/organizations/communities (OIOCs) of which the library is a part,
- identify areas of focus, interest, or need of importance to library OIOCs and stakeholders,
- assess the degree to which existing library services, expertise, resources, and facilitates contribute to those areas of focus, interest, or needs,
- summarize the current value and impact of the library and its ability to communicate that value and impact,
- rethink, refine, or redefine ways in which the library can deliver value and impact,
- develop recommendation(s) to help the library create and communicate increased value and impact,
- create a literature review to support suggested recommendation(s),
- utilize basic project management processes, tools, and strategies to plan the development and roll out of suggested recommendations,
- devise communication/marketing messages and media to ensure the success of suggested recommendations,
- craft assessment questions, methods, and analysis strategies to determine the degree to which suggested recommendations augment the library's value to and impact on OIOCs and stakeholders,
- create a final report and presentation of professional quality for the partner library and librarian, and
- engage rigorously as a class member, teammate, and leader.

## Course Syllabus

[IST 613 Spring 2021 Syllabus - Rebecca Shaffer Mannion](#)

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## Other iSchool Courses

- [IDS660 - Spring Break in Silicon Valley/Entretech - NYC](#)
- [IST 511 - Intro to Library & Info Prof](#)
- [IST556 - Mobile Network Services](#)
- [IST564 - Accessible Lib & Info Services](#)
- [IST 600 - Digital Humanities](#)
- [IST 600 - Information Justice and Community Engagement](#)
- [IST 602 - Digital Forensics](#)
- [IST 603 - Global Financial Systems Architecture](#)
- [IST 605 - Reference & Info Literacy Svces](#)
- [IST 608 - Blockchain Management](#)
- [IST611 - Info. Tech. in Educ. Orgs.](#)
- [IST612 - Youth Svce inLibrary Info Ctrs](#)
- [IST 613 - Library Plan., Mrktng. Assess](#)
- [IST 614 - Management Principles for Information Professionals](#)
- [IST 615 - Cloud Management](#)
- [IST 617 - Motivational Aspects of Information Use](#)
- [IST 618 - Information Policy](#)
- [IST 619 - Economics of Digital Transformation](#)
- [IST 621 - Information Management and Technology](#)
- [IST 622 - Preserv. of Cultural Heritage](#)
- [IST 623 - Intro to Information Security](#)
- [IST 624 - Preserv Lib/Archival Collectns](#)
- [IST 625 - Enterprise Risk Management](#)
- [IST 627 - What's the Big Idea: Technology Innovation](#)
- [IST 628 - Organization/Management of Archival Collections](#)
- [IST632 - Management and Organization of Special Collections](#)
- [IST634 - Security in Networked Environ](#)
- [IST 635 - Collection Dev & Access](#)
- [IST 636 - Leading Issues/Info Security](#)
- [IST639 - Enterprise Technologies](#)
- [IST643 - Enterprise Services and Virtualized Systems](#)
- [IST 645 - Managing Info Systems Projects](#)
- [IST646 - Storytelling Info Professional](#)
- [IST647 - Network Virtualization](#)
- [IST648 - Enterprise Wireless Network Technologies](#)
- [IST 649 - Human Interaction W/Computers](#)
- [IST 651 - Scripting for Enterprise Data Systems](#)
- [IST 652 - Scripting for Data Analysis](#)
- [IST 654 - Information Systems Analysis](#)
- [IST655 - Enterprise IT Consultation](#)
- [IST 658 - Advanced Enterprise Network Management](#)
- [IST 659 - Database Administration Concepts & Database Management](#)
- [IST661 - Managing a School Library](#)
- [IST662 - Instr Strgt & Tech/Info Profs](#)
- [IST663 - Motivating 21st Cent. Learning](#)
- [IST 664 - Natural Language Processing](#)
- [IST668 - Literacy Through School Libraries](#)
- [IST671 - Research Methods in Info. St.](#)
- [IST672 - The Public Library as Institution](#)
- [IST 673 - Technology & The Future of Work](#)
- [IST 674 - Academic Librarianship](#)
- [IST676 - Digital Data and Services in Libraries](#)
- [IST 678 - Communications for Information Professionals](#)
- [IST 681 - Metadata](#)
- [IST 682 - Cultural Competence for Information Professionals](#)
- [IST 687 - Introduction to Data Science](#)
- [IST 700 - Visual Analytics Dashboards](#)
- [IST 700 - Applied Deep Learning](#)
- [IST 700 - Deep Learning, NLP, and Computational Social Science](#)
- [IST 700 - Agile Project Management](#)
- [IST 704 - Applied Info Security](#)
- [IST 707 - Applied Machine Learning](#)
- [IST711 - e-Government](#)
- [IST714 - Cloud Architecture](#)
- [IST 715 - LAMS: Libraries, Archives, and Museums](#)
- [IST717 - Advanced Library Management](#)
- [IST 718 - Big Data Analytics](#)
- [IST 719 - Information Visualization](#)
- [IST720 - Topics in Library Leadership](#)
- [IST 722 - Data Warehouse](#)
- [IST724 - Database Security](#)
- [IST725 - Information Technology Security Architecture](#)
- [IST726 - Enterprise Architecture: Concepts and Practice](#)
- [IST 728 - Information Security Policy](#)
- [IST735 - Copyright for Information Prof](#)
- [IST 736 - Text Mining](#)

- [IST745 - Proj Portfolio and Prgm Mgmt](#)
- [IST 747 - Comple Issues in IT Project Management](#)
- [IST 754 - Capstone Project in Enterprise Data Systems](#)
- [IST 755 - Strategic Management of Information Resources](#)
- [IST769 - Advanced Big Data Management](#)
- [IST 772 - Quantitative Reasoning for Data Science](#)
- [IST 790 - Theories of Information](#)
- [IST 971 - Internship in Info Studies](#)
- [IST972 - School Media Practicum](#)
- [IST 973 - Internship in Information Studies](#)
- [IST 974 - Internship in Applied Data Science](#)