INLS 210-46:  
Access, Outreach, and Public Service in Cultural Heritage Repositories  
FALL 2004

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Office Hours: Tuesdays 1:30-3:30 & by appt.

Class: T/Th, 11:00-12:15  
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Course Timeline.

First Class: Tuesday, August 24, 2004.  
Last Class: Tuesday, December 2, 2004.  
Final Exam Period: Thursday, December 9, 2004, 12:00-3:00.

Brief Course Description.

This class will focus on determination of users’ information needs, information seeking behaviors, and provision of access to primary source materials in archives, manuscript repositories, special collection libraries, and museums. Students will design and conduct a user study in a local repository, analyze various databases and retrieval strategies, and examine remote access and web presence for a number of repositories. “Accessible Access” and user education will be key themes of the class.

Goals and Objectives.

By the end of the course, the student should/will:

1. be familiar with the concepts related to information need and information-seeking behaviors and the literature of these areas;
2. have an understanding of the information needs and information-seeking behavior of different types of archival users;
3. be familiar with public service and reference practice and evolving theory in archives and other special collections;
4. create a user study for a repository;
5. analyze archival websites for content and usability;
6. understand the basic concepts of user education; and
7. have an awareness of the principles, design and implementation of access and outreach services in an archival and special collections settings.

**Format.**

Most learning occurs when you integrate a new concept into your personal experiences, beliefs, and understandings. As such, much of the course will focus on applying readings through case studies, group projects, and class discussion. I, or a guest, will present material at the beginning of many classes, but lectures are generally an ineffective method of learning and these will be kept to a minimum.

**Assignments & Evaluation.**

Due to the nature of this course, positive and active participation is required. Positive and active participation is characterized by having a clear command of the readings for the day, sharing analyses and options based on the readings, project guidelines, and case studies; allowing other students the opportunity to participate; and freely agreeing and disagreeing with others when warranted. Please note that an intellectual exchange of ideas is the cornerstone of education, but any criticism should be limited to an idea and not the person specifically.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>% of Grade</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyze web sites</td>
<td>30</td>
<td>9/30</td>
</tr>
<tr>
<td>Reference Reports</td>
<td>15</td>
<td>11/2</td>
</tr>
<tr>
<td>Searching for Primary Resource</td>
<td>15</td>
<td>11/16</td>
</tr>
<tr>
<td>User Study</td>
<td>25</td>
<td>12/9</td>
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<tr>
<td>Class Participation</td>
<td>15</td>
<td>Throughout term</td>
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</tbody>
</table>

**Textbook and Readings.**

There is no textbook required for this class but we will be doing plenty of reading. Readings are essential to class discussion, which is the major element in your class participation grade and, more importantly, understanding of the materials covered in class. You should read items by the date listed on the schedule, e.g., you should read items listed under September 16th before class on the 16th. Readings are of 2 types: required and related. You should read all the “required”
items; read “related” items as they relate to your interests. All serial readings will be available on the course’s Blackboard site with a few monographs on reserve in the SILS Library.

Honor Code.

This class strictly follows the Honor Code. Information on the Honor Code can be found at: http://honor.unc.edu/honor/code.html

Class Listserv.

The Email Address for this list is: inls210-46-fall-2004@listserv.unc.edu

You can find out about UNC list at: http://listserv.unc.edu/ or http://webmail0.isis.unc.edu:82/lists/

Blackboard.

You can access the class website at: http://blackboard.unc.edu. Log in with your Onyen and password, and you should see listing of all your classes. Click on: Fall 2004: Access, Outreach, and Public Service in Cultural Heritage Repositories.

Weekly Course Calendar.

1. Tuesday, August 24:
   
   A. Introduction to course. The 3 pillars: Access, Outreach, & Public Service.
   B. Establishing backgrounds and goals.
   C. Setting expectations: how we are going to proceed.
   D. Grading and assignments.
   E. Archives in the news.
2. **Thursday, August 26:**

   A. Why is the user important?
   B. The user in archival literature.

   **Required:**


   **Related:**

   C. Determining user needs.

3. **Tuesday, August 31:**

   A. Information-seeking behaviors: studies from library and information science literatures.

   **Required:**


4. **Thursday, September 2:**

Analyzing archival web pages.


Yale website on web page design: [http://info.med.yale.edu/caim/manual/contents.html](http://info.med.yale.edu/caim/manual/contents.html). Read through site. You may actually want to purchase this text. It is generally regarded as one of the best going.

Website assignment.

5. **Tuesday, September 7:**

I will be away and we will not have class. We will make up this week’s class on Friday, November 19th when the NHPRC Electronic Records Research Fellowship Symposium will be held at UNC. ([http://ils.unc.edu/nhprcfellows](http://ils.unc.edu/nhprcfellows)) Archival researchers of note who will be in attendance include: Elizabeth Yakel, Philip Eppard, Wendy Duff, and Helen Samuels. Also in attendance will be Richard Pearce-Moses, 2004-2005 SAA President.

I really want everyone in class to attend this free symposium. It will be held in the Pleasants room of Wilson Library 8:30-5:00 on Friday, Nov. 19th. I am hoping that 3 months advance notice will make it possible for you to make work arrangements, etc. so that you can attend.
The above mentioned researchers will all be presenting papers on their work along with the 4 NHPRC Fellows that we are funding from the UNC/Duke grant from NHPRE. More details to follow.

In my absence, you may wish to work on the analysis of archival websites in the US and UK assignment.

6. **Thursday, September 9:**

No. class. Analysis of archival websites in the US and UK.

7. **Tuesday, September 14:**


Description: The school will analyze a broad set of requirements for Digital Library systems coming from various user environments (libraries, museums, and archives) and will discuss the state of the art in several user-related themes such as user interfaces, information visualization, and personalization & recommendation. 

http://www.delos.info/eventlist/isdl3.html

B. Archival Intelligence.


8. **Thursday, September 16:**

User information-seeking behaviors in archives: historians.


**Related:**


9. **Tuesday, September 21:**

User information-seeking behaviors in archives: Primarily History project.


10. **Thursday, September 23:**

User information-seeking behaviors in archives: genealogists.

**Required:**


**Related:**


11. **Tuesday, September 28:**

User information-seeking behaviors in archives: children.


**Related:**

12. Thursday, September 30:
Website reports. All reports are due; ½ will be presented in class today, ½ next Tuesday.

13. Tuesday, October 5:
A. Website reports.

14. Thursday, October 7:
A. Ax-snet & Archival Metrics project report.
B. Methods to learn about users and evaluate services.


* Tuesday, October 12: No class. University Day.
* Thursday, October 14: Fall Break!

15. Tuesday, October 19:
A. Ethics for access.


B. Public service in archives.


**Related:**


16. Thursday, October 21:

A. Public service in archives: Guest speaker.

17. Tuesday, October 26:

No class.

18. Thursday, October 28:

A. Report on ERPANET meeting.

19. Tuesday, November 2:

A. Remote and In-House Reference service.
B. Reports on reference experiences.

Joseph Janes and Joanne Silverstein “Question Negotiation and the Technological Environment” *D-Lib Magazine* 9 (February 2003), available at [http://www.dlib.org/dlib/february03/janes/02janes.html](http://www.dlib.org/dlib/february03/janes/02janes.html)


**Related:**

20. Thursday, November 4:

Resource Discovery Technologies for the Heritage Sector.


21. Tuesday, November 9:


22. Thursday, November 11:

Archival Discovery Tools: Searching NUCMC; ArchivesUSA, OCLC; RLG, OPACs, & the Web. In-class searching. Please bring laptops to class.

Please visit: [http://www.loc.gov/coll/nucmc/](http://www.loc.gov/coll/nucmc/)

ArchivesUSA from the UNC-CH Library’s “Article Databases and More”
[http://eresources.lib.unc.edu/eid/](http://eresources.lib.unc.edu/eid/)


23. Tuesday, November 16:

More In-class Searching of Archival Discover Tools. Please bring laptops to class.

24. Thursday, November 18:

User Instruction.


* Friday, November 19:

NHPRC Electronic Records Research Fellowship Symposium.
25. Tuesday, November 23:

Outreach and User Instruction.


26. Tuesday, November 30:

Outreach.


27: Thursday, December 2:

A. Users Redux.


B. Academy of Certified Archivists. Visit the Academy of Certified Archivists’ website and read through their Handbook, esp. sections 3 and 4 on role delineation and the
study guide. www.certifiedarchivists.org

Read Richard Cox’s evolving thoughts on certification at:
http://www.sis.pitt.edu/%7Ercox/pp1.htm

C. Course wrap up.


D. Course evaluations.

28: Thursday, December 9, 12:00-3:00.

User study reports.