INFO 5610: Advanced Information and Access Services

Syllabus
Summer (5W1) 2020

Introduction to the Course

Welcome to the course!

The catalog description of the course is: 5610. Advanced Information and Access Services. 3 hours. Advanced problems and techniques in information service, online and CD-ROM systems, and literature searching and synthesis.

This semester, we will explore virtual reference services as an advanced information and access service, and we are excited that you will be joining us as we explore the exciting and cutting-edge world of virtual reference services. Virtual reference services can be divided into two different modes of communication: asynchronous and synchronous. Asynchronous communication modes include e-mail, Web forms, and text messaging, and synchronous communication modes include chat, instant messaging, Voice over IP, and videoconferencing. As information professionals, we can also utilize social media to interact with our users. As technology advances, more and more information professionals will engage in the delivery of virtual reference services to their users, and it is vital that future information professionals (YOU!) have a solid understanding of the planning, implementation, delivery, and management of virtual reference services.

Information about the Instructors

**Contact Information:**

Jodi Philbrick, Ph.D., AHIP
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Ana D. Cleveland, Ph.D., AHIP, FMLA
Sarah Law Kennerly Endowed Professor, Regents Professor, and Director, Health Informatics Program
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1155 Union Circle #311068
Denton, TX 76203

Office Location: Discovery Park, Room E295J
Dr. Jodi Philbrick is the primary instructor for the course, and Dr. Ana D. Cleveland will be assisting.

**Office Hours:** You may contact us anytime via Canvas e-mail. We are also available for chat or telephone meetings by appointment.

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**Course Goal and Learning Outcomes**

**Goal:** To develop an in-depth knowledge of virtual reference services as an advanced information service and gain expertise in planning, developing, providing, and managing virtual reference services.

**Course Learning Outcomes:**

By the end of the course, students will be able to:

1. Demonstrate knowledge of basic principles and concepts in virtual reference services.
2. Outline the implementation process for virtual reference services.
3. Identify technologies that facilitate virtual reference services.
4. Demonstrate the ability to deliver virtual reference services.
5. Formulate policies and procedures for virtual reference services.
6. Evaluate virtual reference services.
7. Recognize future trends of virtual reference services.

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**Course Requirements**

**Reading Discussions & Responses**

**Purpose:** To introduce the students to basic principles and concepts in virtual reference services.

**Instructions:** For each set of readings, the instructor will provide a discussion question that will be answered by the students based on their readings and personal/professional experiences. Students will answer the discussion question (min. 200 words) and respond to one other student’s answer (min. 100 words).

**Submission:** Submit your Reading Discussions & Responses to the appropriate discussion forums in the Canvas modules.
Policy Development

Purpose: To give students experience developing a virtual reference policy for an information setting of their choice.

Instructions:

For this assignment, you will be developing a virtual reference policy following the steps below:

- Choose a type of information setting of your choice, i.e. academic, public, medical, or legal; you will develop a virtual reference policy for the selected setting.
- Choose the type(s) of virtual reference services that your policy will cover, i.e. email, chat, text messaging.
- Develop a policy for your selected type of library that addresses the areas below:
  - Clientele:
    - Who will be able to use this service?
  - Staffing:
    - How many people will staff the virtual reference desk at one time?
    - Where will the virtual reference desk staff be located when they provide the service?
  - Time:
    - How soon will questions be answered?
    - What about weekends and holidays?
    - How should you notify your user if the question will take some time to answer?
    - Will there be a time limit on the transactions?
  - Types of Questions:
    - What types of questions will/will not be answered?
  - Procedures:
    - How will conversations be initiated?
    - How will problem patrons be handled?
    - How will software problems be reported?
  - Privacy:
    - How will the privacy of your users be protected?
  - Other(s):
    - You may address other issues that you deem appropriate for your selected type of library or discussed in the associated lecture.

Submission: Submit the Policy Development assignment as a Word document to the appropriate module in Canvas.

Marketing Plan
Purpose: To provide students with the opportunity to develop a marketing plan for a virtual reference service for an information setting of their choice.

Instructions:

For this assignment, you will be developing a marketing plan following the steps below:

- Choose a type of information setting of your choice, i.e. academic, public, medical, or legal; you will develop a virtual reference marketing plan for the selected setting.
- Choose the type(s) of virtual reference services that your marketing plan will cover, i.e. email, chat, text messaging.
- Develop a marketing plan for your selected type of library that includes the following:
  - A description of the clientele you are trying to whom you are marketing.
  - Provide the name of your virtual reference service, i.e. Ask a Librarian.
  - Design a logo/icon for your virtual reference service.
  - Explain how you will reach your audience, i.e. library website, social media, presentations, flyers, etc. Be creative in your approach to reaching your audience.
  - Examples of the promotional materials you would use, i.e. flyers, bookmarks, social media messages.

Submission: Submit your Marketing Plan assignment to the appropriate Canvas module.

Peer Reference Service

Purpose: To give students experience delivering virtual reference services and for students to develop the ability to reflect on their performance as a virtual reference librarian.

Instructions:

This is a role-playing assignment, and you will play the role of the librarian as well as the role of the patron.

Working in a group of 2 or 3 students assigned by the instructor, you will practice answering reference questions using one of the following communication channels (you can choose to use Canvas or an outside technology, but be sure you can capture the transaction):

- Chat
- E-mail
- Text messaging
Each member of the group will complete the following tasks:
  o Pose a reference question to a fellow group member via technology and
    interact with the group member you posed the question to in order to
    successfully complete the transaction.
    ▪ Reference questions should be substantive and NOT "ready
      reference." Also, avoid "trick" questions. Example: "What causes
      volcanoes to explode?"
  o Answer a reference question posed by a fellow group member, and
    interact with the group member in order to successfully complete the
    transaction.
  o Reflect on their role as the "librarian" by taking note of any special skills
    that were determined to be useful in order to provide the peer reference
    service.

Your completed assignment should contain the following elements:
  o The question you posed
  o The question you answered
  o Copies of electronic communication between you and your "patron" for the
    question you answered
  o Copies of electronic communication between you and your "librarian" for
    the question you posed
  o Written reflection report (750-1000 words) of being the "librarian" that
    describes the following:
      ▪ The successes and failures of your transaction as the "librarian"
      ▪ The special skills that were needed to be a successful "librarian"

Submission: Submit your Peer Reference Service assignment as a Word document to
the appropriate Canvas module.

Chat with Guest Professional

Purpose: To have the opportunity to interact with a virtual reference professional.

Instructions: Students are expected to participate in the course chat that is scheduled
in the Course Calendar. If a student cannot attend the chat, he/she needs to contact the
instructor at the beginning of the semester to make alternative arrangements.

Submission: Participate in the online chat and ask questions of the virtual reference
professional.
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<tr>
<th>Course Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Reading Discussions &amp; Responses</td>
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<tr>
<td>Policy Development</td>
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<tr>
<td>Marketing Plan</td>
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<td>Peer Reference Service</td>
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<tr>
<td>Chat with Guest Professional</td>
<td>10%</td>
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**Technology Requirements**

It is important to read and understand the Technology Requirements outlined by the Department of Information Science: [http://informationscience.unt.edu/technologyrequirements](http://informationscience.unt.edu/technologyrequirements). Be sure to note that Microsoft Office is the standard software for the Department.

**Course Policies**

**Attendance**

Students are expected to fulfill their online responsibilities, unless otherwise arranged with the instructor. Not meeting this requirement can impact your final grade.

**Communication**

*Announcements:* The faculty will use this communication tool to share important information of interest to all students, and students are expected to read these messages.

*Email:* Faculty will make every effort to answer emails within 48 hours.

*Discussions:* Course communication channel visible to all students and faculty with access to course.

**Grading**

You can expect to have your assignments graded and returned to you within a week or less of submission. If there are any delays in grading assignments, students will be notified via the “Announcements” feature in Canvas.
Late Assignments

Students are expected to submit all of their assignments on time unless other arrangements have been made with the instructor prior to the due date of the assignment(s).

Incompletes

The UNT Graduate Catalog describes and explains grading policies. A grade of Incomplete (I) will be given only for a justifiable reason and only if the student is passing the course. The student is responsible for communicating with the instructor to request an incomplete and discuss requirements for completing the course. If an incomplete is not removed within the time frame agreed to by instructor and student, the instructor may assign a grade of F. https://registrar.unt.edu/grades/incompletes

University Policies

Academic Integrity Standards and Compliance

According to UNT Policy 06.003, Student Academic Integrity (https://policy.unt.edu/policy/06-003), academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Students caught cheating or plagiarizing will receive a "0" for that assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty.

Note: In this course, plagiarism and/or cheating will not be tolerated.

ADA Accommodation

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.
Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities
such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

**Intellectual Property**

Class recordings are reserved for use only by students in this class for educational purposes. The recordings should not be shared outside the class in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

**Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

**Transmission and Recording of Student Images in Electronically-Delivered Courses**

This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.