

SWOT Analysis - Library Certificate Program

Date of Report: 30 September 2019

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Overview

This report contains a description and analysis of a SWOT activity conducted by the Library faculty at the 10 July 2019 faculty meeting and facilitated by the Curriculum Committee. For this activity, faculty responded to the following prompt:

“What are the strengths, weaknesses, opportunities, and threats (SWOT) of library faculty offering a 9-14 credit undergraduate certificate in Information in Society?”

Faculty were asked to consider the impact of a library certificate program on different communities by responding to this prompt from four different perspectives: personal/individual, the library organization, the university, and students. The workshop was attended by 20 faculty.¹

¹ This includes 13 tenure-track faculty and 7 non-tenure-track faculty: Jason Clark, Jan Zauha, Star Bradley, Natalie Bond, Sophia Phillips, Sara Mannheimer, Matthew Regan, Anika-Anzum Prima, Meghan Salisbury, Christina Trunnell, Leila Sterman, Kris Johnson, Rachelle McLain, Venice Bayrd, Mary Anne Hansen, Anne Angus, Amy Foster, Doralyn Rossmann, Scott Young, and Hannah McKelvey.

Thematic Summary

The SWOT activity revealed a number of key insights.

First, in the areas of strengths and opportunities, the library faculty expressed an interest in teaching credited courses, working more in depth with students, and expanding the current scope of our librarianship practice through pedagogy and curriculum development. We see an opportunity to bring information studies to students in ways that can connect learners more deeply with information concepts and skills which will be directly applicable to students' future jobs and careers. As faculty we can each integrate our unique perspectives on information and teaching, e.g. ethics, diversity, inclusion, equity, information literacy, information systems, and critical pedagogy for a co-designed curriculum. Such a curriculum could complement other departments on campus, align with broader university culture, and help MSU achieve its teaching mission. Thinking longer term and beyond a certificate, a fully-developed curriculum could positively impact library fiscal resources.

There are some notable challenges as well. Not every faculty member is interested in teaching credited courses. Questions of faculty autonomy were prominent, especially with regard to librarianship assignments. Many expressed concern that workloads and current service offerings are already at full capacity, and that the pressures on non-tenure-track faculty and staff to conduct teaching or library operations should be thoughtfully addressed. Some noted that we have yet to search for or see a clearly demonstrated need or interest from students for a certificate.

Recommended Next Steps

The results of the SWOT analysis indicate a motivation among the faculty in continuing to develop a certificate curriculum, with a few key provisos that should be addressed by the Curriculum Committee and Library Administration—namely: staffing models for ongoing library operations, needs assessment for students and campus-wide curricula, an opt-in approach that respects faculty autonomy, and attunement to resource availability and workload pressures for all stakeholders, including tenure-track faculty, non-tenure-track faculty, and library staff.

Workshop Description

Rationale for a Participatory Approach

The Curriculum Committee asked the faculty to engage in a participatory SWOT activity for three key reasons:

- *An inclusive vision*: to co-design our future
- *An equitable practice*: to include more voices equally in decision-making
- *A clear direction*: to strengthen and clarify our plan related to curriculum development and implementation

Terms

- *Strength*: the positive elements of the idea that are controlled by you
- *Weakness*: the negative elements of the idea controlled by you
- *Opportunity*: the positive elements of the idea that are controlled by forces/people external to you
- *Threat*: the negative elements of the idea that are controlled by forces/people external to you

Workshop Structure

Please see Appendix A for workshop handouts and participant instructions.

Outcomes

This section presents the main themes of the SWOT analysis, followed by the full data presentation.

			Main Themes	
			Opportunities + Strengths	Threats + Weaknesses
For us <i>personally</i>	<ul style="list-style-type: none"> ○ Rewarding opportunities for Professional development ○ Existing expertise ○ Existing buy-in, especially from library administration ○ Increased student engagement and interaction ○ Teaching is rewarding ○ We like collaboration ○ Ties in with mission 		<ul style="list-style-type: none"> ○ Potentially reduced autonomy ○ Uncertain need and untested process ○ Time and resource constraints 	
For the <i>Library</i>	<ul style="list-style-type: none"> ○ Higher profile and status ○ Knowledge exchange and community building ○ Innovate the practice ○ Potential for funding 		<ul style="list-style-type: none"> ○ Potentially no \$ or no student interest ○ Could produce a “class system” where teaching is valued more than librarianship ○ Lack of capacity ○ No culture of teaching 	
For the <i>University</i>	<ul style="list-style-type: none"> ○ Information Studies aligns with university mission ○ New partnerships within MSU and MUS ○ Brings new value to students for learning and career placement ○ Higher profile for the university ○ Could bring in more students 		<ul style="list-style-type: none"> ○ Competition with other departments ○ Teaching space ○ Not a clearly demonstrated need and potential lack of student interest ○ Labor dynamics, especially the potential for overreliance on NTTs and staff ○ Funding 	

For Students	<ul style="list-style-type: none"> ○ Raising career visibility for information studies ○ Employment value of information studies ○ Exposes students to a wider range of topics related to information 	<ul style="list-style-type: none"> ○ Certificate might be too shallow or brief to be meaningful ○ Degraded library services
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Full Data

Below are the transcripts for each individual sticky note, organized by perspective and SWOT dimension. Please see Appendix B for images of sticky notes and theming.

Students

- Opportunities
 - Increased recognition of librarians' teaching role and value on campus
 - Good PR for library and for individuals who haven't taught previously
 - Brings positive light to the library. Highlights importance of librarianship. What librarians can offer to support university mission.
 - An opportunity for library to mirror an activity other campus departments do.
 - Share knowledge amongst our faculty in new ways
 - A chance to change our internal structure: teaching faculty and functional specialties
 - Would/could get opportunity to get \$ for students in Cert. program
- Strengths
 - More intentional mutually-agreed-upon approaches to instruction
 - We can have control over curriculum development
 - Library could take lead in experimenting with new teaching strategies and models
- Threats
 - Would adequate number of students be interested in pursuing this certificate? ROI
 - Fiscal resources are tight, so we'll have to tighten belt and demonstrate need/benefit prior to\$\$\$ coming in

- One or two people may end up with bulk of work; someone ends up not having time, etc.
- Small faculty already spread thin
- Parity of teaching and librarianship could be further questioned if teaching outcomes are more heavily weighted/prioritized by Provost, etc.
- Could “diminish” value of traditional librarianship in eyes of those outside library—P&T
- Who decides course approach/content? Do faculty have the opportunity to shape pedagogy for classes they teach?
- Weaknesses
 - Less time and resources for other projects; things continually get pushed back
 - Does library have capacity to add this additional workload to the current staffing level? Too few faculty.
 - Capacity—enough people to cover teaching load?
 - We haven’t been in under this expectation, so existing faculty may not want to do it. New, incoming faculty under new system easier.
 - This is not in the history of our library culture. Changing culture is difficult and slow.

Students

- Opportunities
 - Address technical and critical learning about technology and information outside of computer science
 - Makes career in information studies more visible/accessible
 - Better chance at getting a job in an archive
 - More options for students interested in information-related careers
 - New course topics to support knowledge and job opportunities
 - Become more well-informed and see how information is used
 - Apply course ideas to more projects
 - Connects students to information resources (both within/outside of library)
- Strengths
 - Enable students to connect with info and technology questions from an ethical lens

- Confidence that they have a credential they need for their subject area (if designed that way)
- Students may learn skills that can help them in other classes/areas
- More credits, become more well-rounded
- More choices of courses
- Threats
 - Employer doesn't understand value of "certificate" vs. major/minor
 - Overlap with computer science BA and offering too many options for students
 - Potential to take away/reduce day-to-day services to students (if faculty occupied with teaching)
 - Might not be applicable to their majors
- Weaknesses
 - Take up time from major, job, personal life
 - Certificate doesn't allow enough depth of study for a rich topic (info + society)
 - Students may not understand what the purpose of the certificate is
 - confusion/resentment: why do I have to do this? Do i have to do this?

University

- Opportunities
 - Increased job expectation
 - Teaching is part of job—ties to Gen. Ed. expectations
 - Critical thinking and digital citizenship are huge talking points in Gen. Ed. nationwide
 - Respect for the program/dept
 - Partnering with other MUS institutions to create dynamic program
 - Existing programs (library media?)
 - Embedded practices across disciplines
 - Teaching is new (credit-based)
- Strengths
 - Enhanced course offerings and program offerings for students
 - Desire to prepare students for successful careers—most will need info. Lit. skills
 - People think they want stacked credentials

- Demonstrate IL value in student success
- Increased student enrollment
- Threats
 - Competition between rival institute
 - Funding for faculty
 - Library does not get funding for a certificate
 - Certificate does not drive enrollment
 - Disinterest in student body for such a program
 - Lack of understanding of importance by outside stakeholders
- Weaknesses
 - Lack of convenient classroom space
 - Lack of classroom space. Lack of faculty teaching experience.
 - There is no demonstrated need
 - Respect for the program/need
 - Overreliance on NTT to teach or do certain kinds of work

Personal

- Opportunities
 - Teaching is interesting
 - Teaching in fun
 - Interaction with students
 - Staying with one group of students throughout the semester = build on ideas and concepts
 - A new certificate offering would bring positive light to the importance of information science
 - Library and librarians more integrated into teaching mission across campus
 - This is a chance for the library to have a real, solid teaching mission. Will help with reputation in regards to faculty status.
 - Being seen by university as “equal
 - Collaborate more with faculty in department
 - Collaborate more with faculty outside the library as curriculum is developed
 - Connect with faculty across campus
 - Possibly co-working with faculty from other departments across campus

- New funding based on students/college. Library would potentially get funds for teaching from university budget
- Could get more faculty lines for teaching courses?
- More \$ coming into the library
- Administrative buy-in to development curriculum
- We are already instructors
- Integrate EID into library instruction
- Engage in critical pedagogy to connect community with collecting scope in meaningful ways
- Explore new subject
- To design specific courses toward a certificate for students in a degree area—integrated with their curriculum
- Strengths
 - Opportunity to teach in new topic areas
 - Developing new and exciting course content
 - Engage with students on a deeper level and teach more than just basics
 - Learn student perspectives on subject
 - Get to work with and know class of students over the course of the semester
 - Contribute to the university's and library's mission and vision in a more integrated, in-depth teaching role
 - Access to and awareness of information resources
 - Integration of information technology and teaching practices into courses
 - Way to introduce new technologies and instruction methods (online modules)
 - Empower faculty
 - Ability to connect practice of librarianship to teaching
 - New task in librarianship
 - Increase teaching experience
 - Potential to co-teach/collaboratively develop materials
 - I have a previous background in this. I could contribute my knowledge.
 - I am a supporter of this so can assist in its advocacy
 - Greater use of our expertise and recognition/understanding of it
 - Already teaching lots of classes
 - Background in teaching credit-bearing courses in other disciplines
 - For those interested in teaching, this would be good

- Any one person would not be in control of teaching
- Threats
 - Unrelated to project. Takes time away.
 - Fiscal resources are tight, so something will have to be selected to go on backburner in order to launch
 - Teaching loads. Removing librarians from the practice of librarianship. More pressure on library staff to carry out this work.
 - How does this include/exclude NTT? Disempower?
 - Potential for further divide between all things data/digital and more practical aspects of library/archives work
 - Articulating the value of information instruction
 - We already have value
 - Buy-in from departments?
 - Lack of interest or low enrollment (may impact how you structure assignments)
 - What if 5 people enroll?
 - How to find out if students and other departments want this cert?
 - How does this certificate fit with majors?
 - Enough faculty?
 - I've been an actual teacher, but have moved on from that professionally. I might be asked to move into that again, but am not interested.
 - Forcefully assigned courses
 - Not controlling content creation
 - Library could be more vulnerable to upper admin judgement/expectations
 - Individuals should not be required to teach courses they don't want to teach
 - People wanting to teach/share the workload
 - Would not want to be required to teach
 - I am already teaching
- Weaknesses
 - Time management. Need to manage time for both teaching and other projects
 - Less flexible time away from work for PL/VL
 - Poor time management
 - Time constraints (not enough time to do it all)
 - Time constraints. Losing time to focus on other projects/day-to-day duties
 - Time and responsibilities—what will be given up?

- Already full workload. No time to teach nor interested.
- Time it takes to integrate technology or create online tutorials
- Time constraints
- Current workload or position doesn't allow for teaching
- Too few faculty to do the teaching with our current assignments?
- New faculty = uncertain expectations
- Want to change direction of class but find it's too late
- Personal unfamiliarity with subject
- Wasn't what you thought it would be
- Certificates may not be valuable to students
- There is no demonstrated need for a certificate

Appendices

Appendix A

Workshop handouts and participant instructions.

Appendix B

Images of sticky notes and theming

Appendix C

Images of workshop participants

Appendices begin below

Prompt:

What are the strengths, weaknesses, opportunities, and threats (SWOT) of library faculty offering a 9-14 credit undergraduate certificate in Information in Society?

Session Outline

- **Introductions and session overview** with outline and outcomes - 5 minutes
- **Individual work** - 10 minutes
 - Each participant writes 1-2 sticky notes for personal SWOT, and 1-2 sticky notes for their group's impact area (see related handouts for definitions and direction)
- **Small group work** - 25 minutes
 - Review and discuss personal SWOT
 - Review and discuss group's impact area
 - Identify themes or patterns
- **Large group sharing** - 15 minutes
 - Each small group speaks for 4-5 minutes, presenting highlights/themes/patterns
- **Wrap-up and next steps** - 5 minutes

Session Outcomes

- Vision: Co-design our future
- Practice: Include more voices equally in decision-making
- Product: Strengthen and clarify our plan related to curriculum development and implementation

Prompt:

What are the strengths, weaknesses, opportunities, and threats (SWOT) of library faculty offering a 9-14 credit undergraduate certificate in Information in Society?

For Library Faculty:

- **Strength:** the positive elements of the idea that are controlled by you
 - e.g. experiment with new types of teaching

- **Weakness:** the negative elements of the idea controlled by you
 - e.g. competition for time on other projects/activities

- **Opportunity:** the positive elements of the idea that are controlled by forces/people external to you
 - e.g. it's easy for university admin and other faculty to understand the value of teaching credited courses

- **Threat:** the negative elements of the idea that are controlled by forces/people external to you
 - e.g. having courses assigned to me rather than selected; having to teach at all

Prompt:

What are the strengths, weaknesses, opportunities, and threats (SWOT) of library faculty offering a 9-14 credit undergraduate certificate in Information in Society?

For the Library Organization:

- **Strength:** the positive elements of the idea that are controlled by the Library
 - e.g. existing motivation towards teaching credited-courses
- **Weakness:** the negative elements of the idea controlled by the Library
 - e.g. not all faculty necessarily want to teach credited-courses; increased reliance on staff; reduced capacity for library projects
- **Opportunity:** the positive elements of the idea that are controlled by forces/people external to the Library
 - e.g. more in line with faculty in other departments
- **Threat:** the negative elements of the idea that are controlled by forces/people external to the Library
 - e.g. loss of autonomy; increased exposure to the provost

Prompt:

What are the strengths, weaknesses, opportunities, and threats (SWOT) of library faculty offering a 9-14 credit undergraduate certificate in Information in Society?

For the University:

- **Strength:** the positive elements of the idea that are controlled by the university
 - e.g. existing desire to increase student enrollment
- **Weakness:** the negative elements of the idea controlled by the university
 - e.g. lack of quality jobs for faculty; lack of classroom space
- **Opportunity:** the positive elements of the idea that are controlled by forces/people external to the university
 - e.g. connecting with job expectations
- **Threat:** the negative elements of the idea that are controlled by forces/people external to the university
 - e.g. a similar program at a rival institution

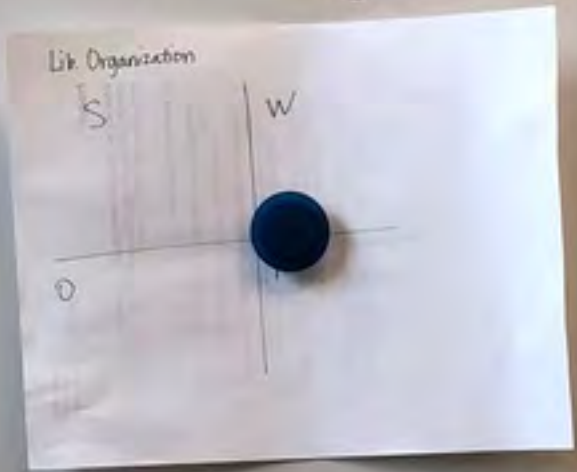
Prompt:

What are the strengths, weaknesses, opportunities, and threats (SWOT) of library faculty offering a 9-14 credit undergraduate certificate in Information in Society?

For Students:

- **Strength:** the positive elements of the idea that are controlled by students
 - e.g. gaining an additional credential
- **Weakness:** the negative elements of the idea controlled by students
 - e.g. requirements of current major don't leave time to take 9-14 credits outside that major
- **Opportunity:** the positive elements of the idea that are controlled by forces/people external to students
 - e.g. more interaction with people outside my (student's) major - more perspectives
- **Threat:** the negative elements of the idea that are controlled by forces/people external to students
 - e.g. how the certificate translates to future career

Lib. Org.



S

So this is what we're trying to do...
[Handwritten note]

We can be...
[Handwritten note]

O

... [Handwritten note]

... [Handwritten note]

... [Handwritten note]

... [Vertical handwritten notes on the left edge]

Knowledge exchange + community

Innovate the practice

\$

higher profile & status

NO CAPACITY

NO CULTURE OF TEACH!

... [Handwritten notes in blue and yellow sticky notes]

... [Handwritten notes in blue and yellow sticky notes]

no \$
no students
interest?
\$?

CLASS SYSTEM
≠ LIB.
TEACH

... [Handwritten notes in pink sticky notes]

... [Handwritten notes in pink sticky notes]

... [Handwritten notes in pink sticky notes]

... [Handwritten note in yellow sticky note]

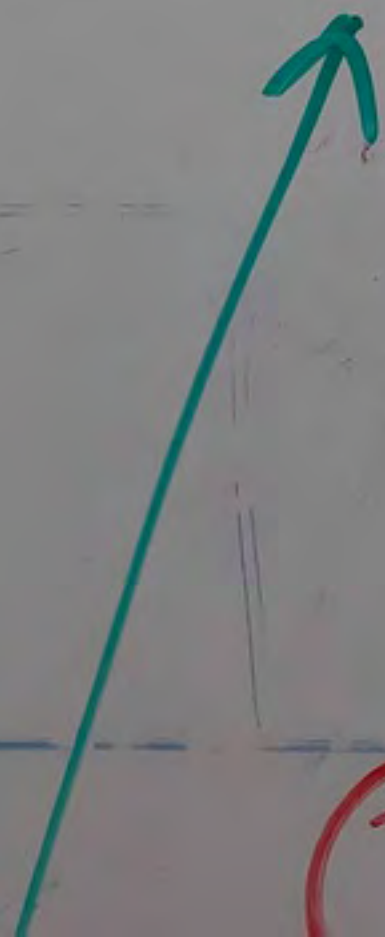


S

LO
S: More intentional,
mutually agreed upon
approach to instruction

We can have
control over
curriculum development

Library could take
lead in experimenting
with new teaching
strategies and
modes.



G

Increased recognition
of librarians'
teaching role and
value on campus

no \$
no students

interest?
\$?

CLASS SYSTEM
≠ LIB.
≠ TEACH

Would redesign
number of students
be interested in
pursuing this
certificate?
- ROI

Fiscal needs
are tight. so
will have to fight
belt + demerit
need (buck + prior
to \$\$\$ coming in)

one or two
people may end
up w/ buck of
work; someone
ends up not
having time etc.

Small faculty -
already spread
this -

Parity of teaching
& librarianship could
be further questioned
if teaching outcomes
are more heavily
weighted/prioritized
by Provost, etc.

Could "diminish"
value of traditional
librarianship in
eyes of those outside
library - P&T

LO
T: Who decides
course approach/content?
Do faculty have
the opportunity to
shape pedagogy for
classes they teach?

NO CAPACITY

NO CULTURE OF TEACHING

less time for resources for other projects, things continually get pushed to back burner

Does library have capacity to add this additional workload to the current staffing level? Too few faculty

LO:
W: Capacity - enough people to cover teaching load?

We haven't "hired in" under this expectation, so existing faculty may not want to do it. New, meaning faculty under new system easier.

This is not in the history of our library culture. Changing culture is difficult/slow

CLASS SYSTEM

had

T

PERSONAL

new opportunities / reworking

discovery / expertise

Student engagement

S

Access to a network of information resources

As integration of I technology of teaching practice into courses
Way to introduce new technologies and instruction methods (e.g. online)

O

Engage Faculty
Ability to create a professional identity
New & best in librarianship
Increase teaching experience

Selected to co-teach / collaboratively develop materials
I have a personal background in this I will contribute my knowledge
I am a supporter of this I can assist in it
collaborative / understanding of it

Already teaching - lots of classes
background in teaching credit-bearing courses in other disciplines
For those interested in teaching this would be good

NOT ONE PERSON WOULD NOT BE IN CONTROL OF TEACHING

Freedom / Autonomy

prof. develop.

collab.

Collaborate with faculty in depth
Collaborate with faculty outside - like librarians AS content experts

Connect with faculty across disciplines

Faculty of working informally from their departments across campus

New teaching model - interdisciplinary
Working with faculty to get their own teaching content into the curriculum

Could not have faculty for teaching courses?

How is coming into the library

administrative buy-in to development of curriculum

WE ARE ALREADY INSTRUCTORS

Integrate EID into library instruction

Example: critical pedagogy to connect community of collecting steps in meaningful ways - before now we've

To have deeper specific classes around a subject to be studied in a class and engaged in their own research

Time & Resources

- Time management: need to manage time for teaching and other projects
- Time Constraints: just enough time to do it all
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- Time Constraints: just enough time to do it all

W

labor

inaccurate expectations

- new faculty in curriculum expectations
- There is no demonstrated need for a certificate
- Certificates may not be valuable to students

Time & Resources

NEEDS TO BE MET - ARE THEY?

How does this include/exclude all?

T

interest + need

buy in from dept?

How do we measure the value of information instruction?

Is it already there?

Autonomy

- not controlling content creation
- Faculty not wanting to teach/share the workload
- I AM ALREADY TEACHING
- Value of discipline

Value of discipline

Opportunity to teach in new topic areas
Developing new and existing course content

Engage with students on a deeper level (work with them on their projects)

Engage with students on a deeper level (work with them on their projects)

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Engage with students on a deeper level (work with them on their projects)

Engage with students on a deeper level (work with them on their projects)

Teaching is rewarding

Interacts with students

5 Strategies for success throughout the semester - build on class & content

Like teaching

STUDENT INTER-ACTION

Lib & uni mission



Learn student perspectives on subject
Get to work with and know a class of students over the course of the semester

Contribute to the university's + library's mission and vision in a more integrated, in-depth teaching role.

new task in librarianship
Increase teaching experience

I could contribute my knowledge
I am a supporter of this so can assist in its advocacy, greater use of our expertise + recognition/understanding of it

teaching credit-bearing courses in other disciplines
For those interested in teaching this would be good

A new certificate offering would bring positive light to the importance of information science



Collaborate more w/ faculty in depts

Collab.

Collaborate more with faculty outside the library as curriculum is developed.

New funding based on students/college
Library would potentially get funds for teaching from university budget

administrative buy-in to development of curriculum

Integrate EID into library instruction

Teaching is interesting
TEACHING IS FUN

Interaction with students
S: Stay with one group of students throughout the semester = build on ideas & concepts

Library + librarians more integrated in teaching mission across campus

This is a chance for the library to have a real, solid teaching mission. Will help w/ reputation in regard to faculty status

Connect with faculty across disciplines

Could get more faculty lines for teaching courses?

WE ARE ALREADY INSTRUCTORS

Engage in critical pedagogy to connect community w/ collecting scope in meaningful ways
• Explore new subject

Being seen by university as "equal"

possibly co-working w/ faculty from other departments across campus

More \$ coming into the library

To design specific courses towards a certificate for students in a degree area - integrated w/ their curriculum

Like teaching

STUDENT INTERACTION

Lib & uni mission

Freedom

prof of



PERS



new opportunities /
retooling

~~discovery~~
expertise

Access to & Awareness
of information
resources

Integration of I
technology &
teaching practices
into courses

Way to introduce
new technologies
and instruction
methods (online
modules)

prof. development

buy-in exists

Student engagement

Opportunity to
teach in new
topic areas

Engage with
students on a
deeper level &
teach more than
just basics

Learn student
perspectives
on subject

Get to work with
and know a
class of students
over the course
of the semester

Contribute to the
university's + library's
mission and vision
in a more integrated,
in-depth teaching role.

A new certificate
offering would
bring positive
light to the importance
of information
science

Library + Librarians
more integrated
in teaching mission
across campus



Empower faculty

Ability
to connect
practice of librarianship
to teaching

new task in
librarianship

Increase
teaching
experience

Potential to
co-teach /
collaboratively
develop materials

I have a previous
background in this.
I could contribute
my knowledge.

I am a
supporter of this so
can assist in its
advocacy.
greater
use of our
expertise +
recognition/
understanding of
it

Already
teaching -
lots of
classes.

background in
teaching credit-
bearing courses
in other disciplines

For those interested
in teaching -
this would be
good

ANY ONE PERSON
WOULD NOT
BE IN CONTROL
OF TEACHING

Freedom
Autonomy

prof dev

Collaborate
more w/
faculty in
depts

collab.

New funding

Integrate EID

Teaching is
interesting

Interaction
with students

AL

Time management
Need to manage time for both teaching and other projects.

Time constraints.
Losing time to Genus or other projects / day to day duties.

time it takes to integrate technology or
Create online tutorials

W

new faculty =
uncertain expectations

• less personal / unfamiliar with subject

Time management
Need to manage time for both teaching and other projects.

poor time management

Time and responsibilities - what will be given up?

time constraints

Too few faculty to do the teaching with our current assignments?

Want to change direction of class but find it's too late

Wasn't what you thought it would be, want to

labor

inaccurate expectations

W: Less flexible time away from work for PL / VL

Time Constraints
(not enough time to do it all)

Already full workload - no time to teach - nor interested.

Current workload at position doesn't allow for teaching

Time & Resources

CERTIFICATES MAY NOT BE VALUABLE TO STUDENTS

THERE IS NO DEMONSTRATED NEED FOR A CERTIFICATE

interest + need

unrelated to program - takes time away

Teaching loads
Removing librarians from the practice of librarianship
↓
more pressure on staff to work

How does this include/exclude NIT?

T

Students

NON-CS
Tech
Awareness ↑

CREDENTIALS/JOB

MORE
OPTIONS

Group 2 - Students
S U
J T

cert. is too shallow/broad to be meaningful

influence that they have a credential they need to get a job in the industry
Students may learn skills that are helpful in other (classroom)
visibility of LIS

visibility of LIS

VALUE/ Application of content?

Employer doesn't understand value of credential
topic obscure to employees
degraded library services
dept. competition too many options
potential to take away value from students (if faculty occupied w/ teaching)
need more value application to their majors

Address technical and critical learning about technology & computer science
More career & information science more visible/accessible
More choices to get a job in an active
New students interested in information related careers
New course topics to support existing + job opportunities
BECOME more well-informed and more informed of LIS

APPLY course (LIS) to many projects
Connects students to information resources (both within/outside of library)



• More credits
become more
well-ranked



visibility of
LIS

Address technical
and critical
learning about
technology & information
outside of Computer
Science

Makes career
in information
sciences more
visible / accessible

Better chance
at getting
a job in an
archive

More options
for students
interested in
information related
careers

O: New course
topics to
support knowledge
& job opportunities

• become
more
well-informed
and
see how information
is used

VALUE
Application
of content?

• Apply course
ideas to many
projects

Connects students
to information
resources (both
within / outside of
library)



NON-CS
Tech.
AWARENESS ↑

Σ CREDENTIALS / JOBS

MORE
OPTIONS

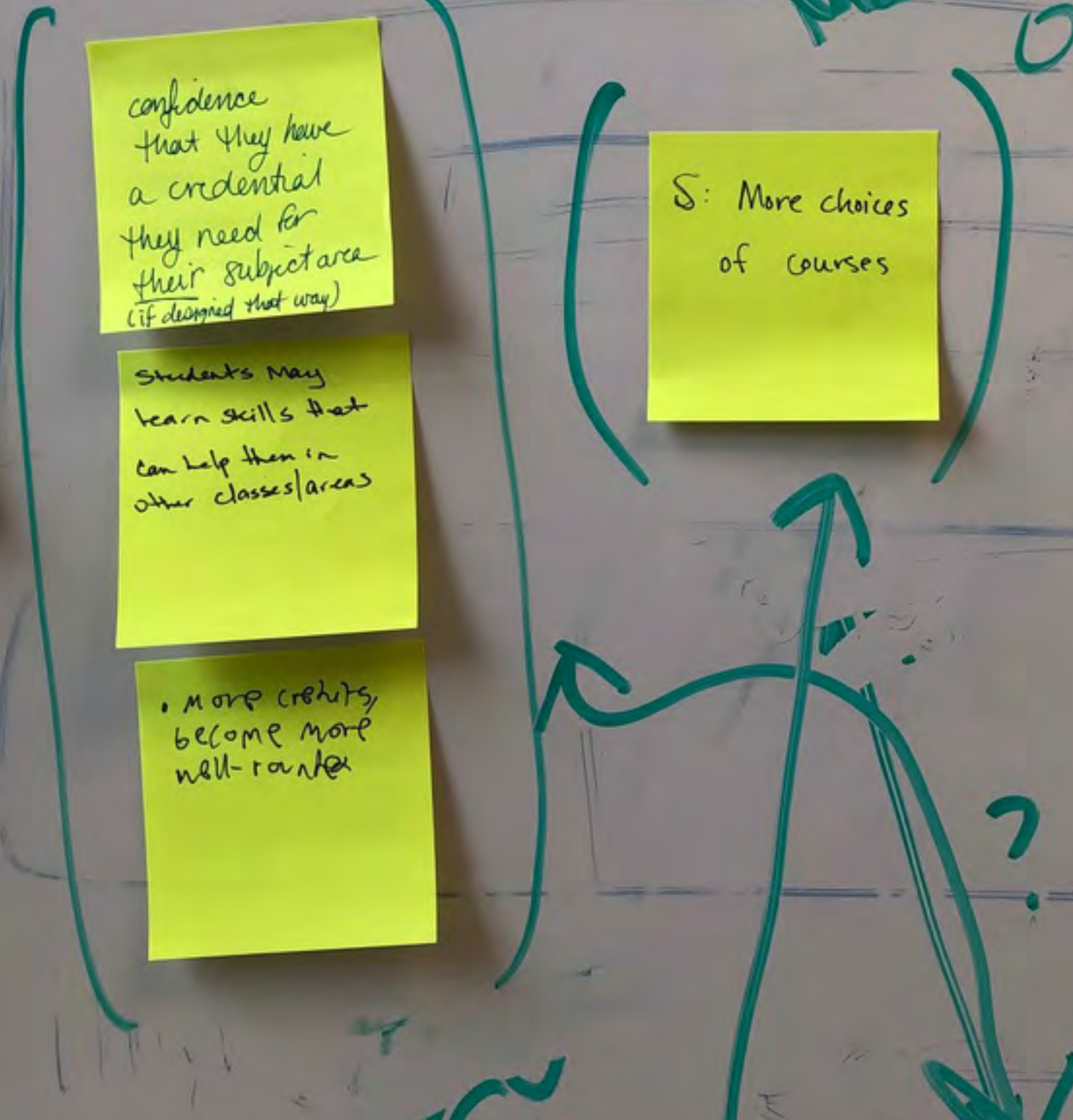
Enable students to connect with info and technology questions from a critical lens

confidence that they have a credential they need for their subject area (if designed that way)

Students may learn skills that can help them in other classes/areas

• more credits, become more well-rounded

S: More choices of courses



to be meaningful

Employer doesn't understand value of "certificate" vs major/minor

topic
obscure
to
employers

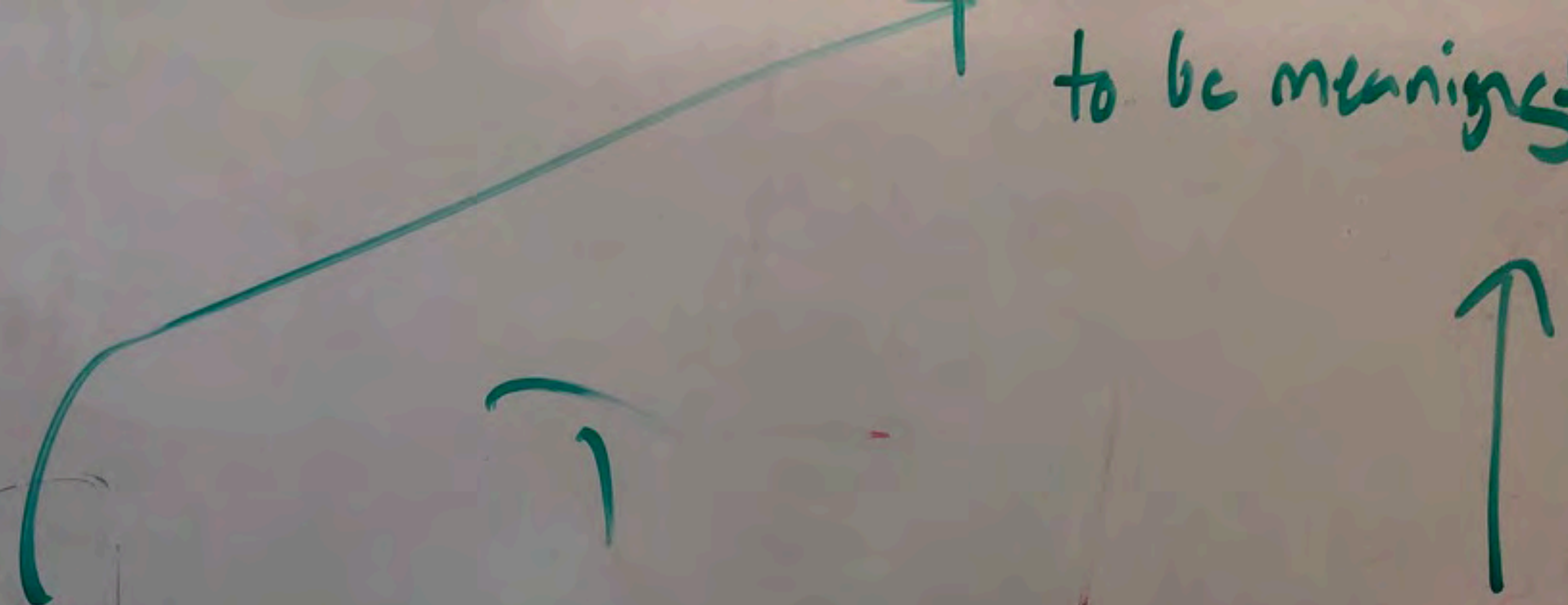
Overlap with Computer Science BA and offering too many options for students

dept.
competition
'
too many
options

Potential to take away/reduce day to day services to students (if faculty occupied w/ teaching)

degraded
library
services

might not be applicable to their major/inters





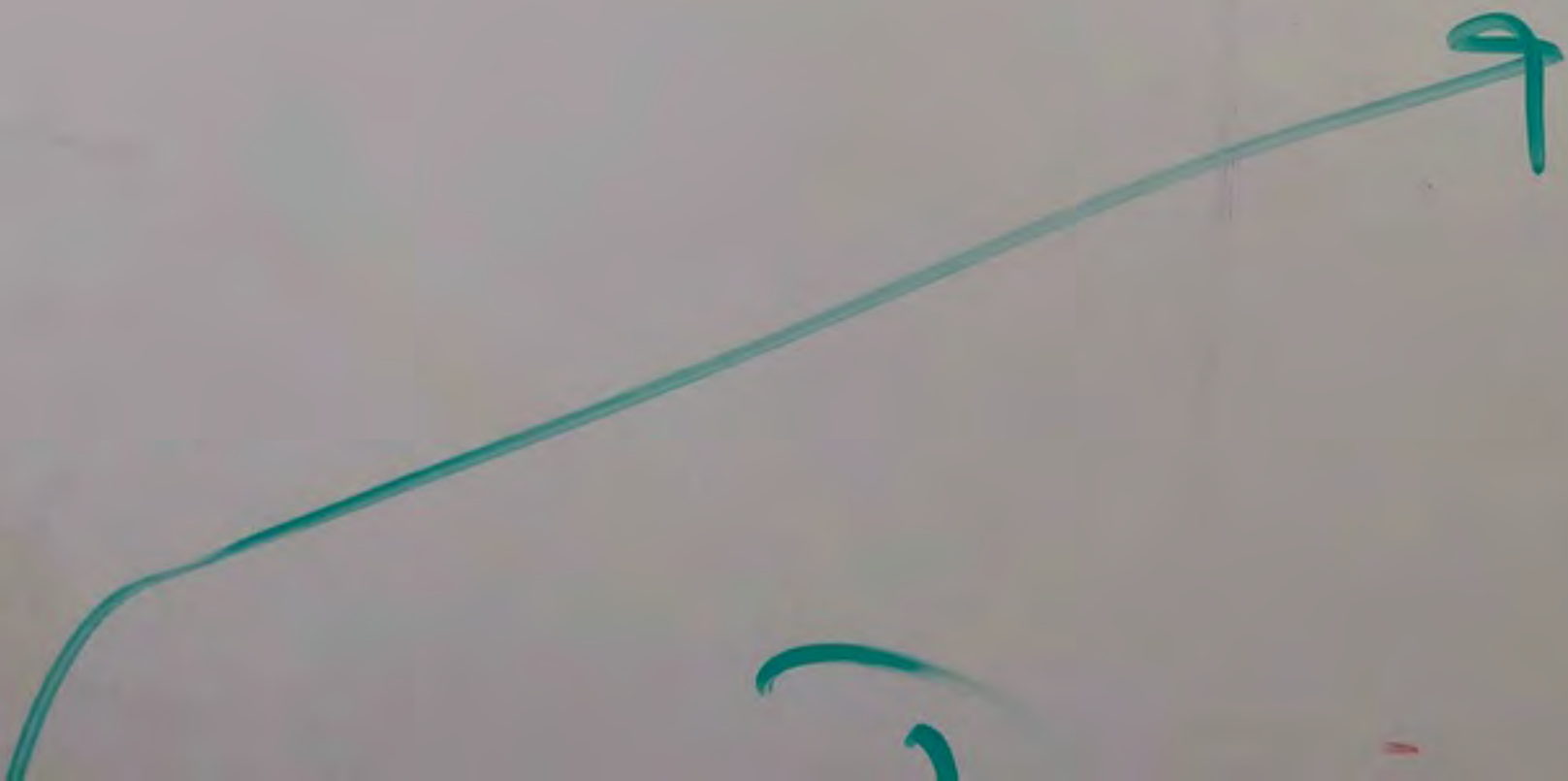
• TAKE UP TIME
FROM MAJOR/
~~WORK~~ JOB/
PERSONAL LIFE

Students may
not understand
what the purpose
of the certificate is

Certificate doesn't
allow enough depth
of study for a rich
topic (Info + Society)

Confusion/resentment:
Why do I
have to do
this?? do I
have to do this

cert. is
too shallow/brief
to be meaningful



space

need

I L

Competition
between Rival
institute

Competition

funding for faculty
#

LIBRARY
DOES NOT
GET FUNDING
FOR A
CERTIFICATE

funding

CERTIFICATES
DO NOT
DRIVE
ENROLLMENT

Disinterest in
Student
body for
such a
program

Lack of
Student
interest

Lack of
understanding
of importance by
outside stakeholders

in fo.
Studies
Marginalized

W

lack of convenient
classroom space

THERE IS
NO
DEMONSTRATED
NEED

Over-reliance
on NTT
to teach or
do certain
kind of work

lack of classroom
space
Lack of faculty
teaching experience

Respect for the
Program / need

teaching
labor

classroom
space

demonstrated
need

↳

T



Group #3 : University

Strength

Weakness

Spec

Need?!?

more students/stuff

Opportunity

Threat

interest/ respect/ understanding

motivation

similar program

collab.

Group 3: Personal

S/

W/

O/

T/

motivation

structure

Group 1: Personal

↑ Student retention

S/

W/

O/

T/

Time? Content control

Campus Teaching Mission

Resource/ Support available

Student/ Not interested to teach

Observations

- More support time for...
- Need infrastructure for teaching

