



We acknowledge that we are on the traditional, ancestral and unceded territory of the hən̓q̓əmi̓n̓əm speaking Musqueam people.

The mission of UBC iSchool is to enhance humanity's capacity to engage information in effective, creative and diverse ways, through innovative research, education, and design.

Prerequisites

- MLIS and Dual MAS/MLIS: Completion of MLIS Core or permission of iSchool Graduate Advisor
- MAS: completion of MAS core and permission of the iSchool Graduate Advisor

General information

Program: MLIS

Year: Winter Session II 2018-2019

Time: Fri, 9-11.45 am

Location: RBSC seminar room (IKBLC floor 1)

Instructor: Dr. Erik Kwakkel

Office location: 496

Office phone: 604 822 4448

Office hours: Wednesday 10-12 pm or by appointment

E-mail address: erik.kwakkel@ubc.ca

Learning management website: <http://canvas.ubc.ca>

Course goals and rationale

This course prepares students to understand, design, and undertake digital outreach in a library context. The focus will be on three important platforms in digital outreach by libraries: Twitter, blogs, and digital exhibitions. The course has both an analytical and a pragmatic dimension. Re the first, students will study how libraries use these digital platforms to promote their activities and collections. What are some key strategies in this regard? What does a Twitter feed, blog post, or digital exhibition ideally look like if it is to be effective and interesting? To answer these questions this course will focus on such aspects as design, written communication, use of images, choice of subject matter, and customization to the interests and needs of specific audiences. The course also has a practical, hands-on dimension: students will produce an online exhibition in Omeka, which will be published near the end of the course. In a subsequent assignment, students promote this exhibition through a series of tweets and a blog post. Central to the course are the digitized books objects in UBC Libraries [Open Collections](#), which will form the basis for the digital exhibition.

Course objectives

Upon completion of the course, students will be able to:

- Understand how outreach contributes to the mission of libraries [1.1, 4.1];
- Understand the role of social media in outreach programs [1.1, 1.4];
- Undertake effective professional social media activities [1.1, 1.2, 1.3, 2.2, 4.2];
- Communicate specialized information to an audience of non-experts [1.1, 2.2];

- Take part in a collaborative outreach project [3.1, 4.2, 5.2].

Course topics

- Outreach and advocacy;
- Social media as professional tools;
- Written communication skills;
- Communication aimed at non-expert audiences.

Course Assignments / Grade Distribution

<i>Due date</i>	<i>Assignment</i>	<i>Weight</i>	<i>Competencies</i>
Entire term	Participation in class: presence, discussion	10%	2.1, 4.1, 5.1
Feb 14	Assignment 1: Digital Outreach Efforts	30%	1.1, 2.2
Mar 16	Assignment 2: Exhibition Entries	30%	1.1, 2.2
Apr 13	Assignment 3: Blog and Tweets	30%	1.4, 2.1, 5.1, 5.2, 5.3

Assignment 1 – Analyze a library’s twitter feed, blog, or online exhibition effort. In your assessment, focus on content, format, tone, clarity, connection to the institution’s events and activities, connection to the institution’s holdings, the use of images and weblinks, how the message is tailored to the audience, whether and how a personal connection is made, and how the balance professional-personal is managed. A list of suggested accounts will be provided. Your analysis should be 1000-1500 words in length.

Assignment 2 – Choose, study, and prepare descriptions of two digitized items in UBC Libraries Open Collections. The items you choose will be part of an online exhibition, which features various thematic threads, each curated by a group of 4-5 students. Part of your task for this assignment is to custom-tailor your descriptions to the theme chosen by your group. The group curation of the theme will also be weighed into your mark.

Assignment 3 – Write a researched blog post devoted to one of the two items you picked for Assignment 2. The post is 900-1100 words in length, is written for a non-expert audience, but contains in-text references where necessary. The post is to peek the reader’s interest, while it is also to provide a substantial, researched discussion. Three relevant images with captions need to be included.

Note on copyright and licensing: while photographs taken of artifacts in UBC’s Rare Books and Special Collections are free of copyright, many images online are not. During the course the proper (i.e. legal and ethical) use of online images will be discussed so that students know what they can and cannot use for their assignments.

Course Schedule (subject to modification)

<i>Date</i>	<i>Topic</i>	<i>Description</i>
<i>Part 1: Outreach & objects of outreach</i>		
Jan 10	Introduction / What is outreach?	Introducing course and notion of outreach
Jan 17	Objects of outreach: Manuscripts	How are manuscripts featured in social media?
Jan 24	Objects of outreach: Early printed books	How are early printed books featured in social media?
<i>Part 2: Creating a digital exhibition</i>		
Jan 31	Exhibition themes and thematic threads	What do digital exhibitions look like?
Feb 7	Designing our own digital exhibition	

Feb 14	No class: work on threads + objects	Groups meet to flesh out themes
Feb 21	No class: Reading Break	
Feb 28	Designing our own digital exhibition	Introduction of threads + contents (1)
Mar 6	Designing our own digital exhibition	Introduction of threads + contents (1)
Mar 13	Designing our own digital exhibition	Design, highlighting themes
<i>Part 3: Twitter and Blogs as Digital Outreach Platforms</i>		
Mar 20	Twitter	Using Twitter for promoting a library's activities and collections
Mar 27	Blogs	Using blogs for promoting a library's activities and collections
Apr 3	No class	

Attendance

- Attendance is required in all class meetings. The instructor must be notified of absence beforehand if at all possible.
- Up to two excused absences are allowed with prior notification. Additional absences may require you to hand in an additional assignment.

Evaluation

- Your papers will be marked with the help of an evaluation sheet. A sample sheet is available on Canvas.

Academic Integrity

The Faculty of Arts considers plagiarism to be the most serious academic offence that a student can commit. Regardless of whether or not it was committed intentionally, plagiarism has serious academic consequences and can result in expulsion from the university. Plagiarism involves the improper use of somebody else's words or ideas in one's work. The UBC policy on Academic Misconduct is available [here](#). It is *your* responsibility to make sure you fully understand what plagiarism is. The UBC Learning Commons has a resource page on how to avoid plagiarism, with policies on academic integrity and misconduct found [here](#). If after reading these materials you still are unsure about how to properly use sources in your work, please ask your instructor for clarification.

Policies and Resources to Support Student Success: UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious and cultural observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available here (<https://senate.ubc.ca/policies-resources-support-student-success>)

Other Course Policies as Relevant: All assignments must conform a citation style of your own choice (e.g. MLA, APA, Chicago), as long as you make sure to be consistent.
