Value added Course Syllabus

Course Title: Value-Added Services in Library Science(VASLS05)
Course Duration: 30 Hours
Course Objectives:

1. Understand the concept of value-added services in libraries.
2. Develop skills in user-centered service design.
3. Learn to assess and respond to community needs.
4. Gain proficiency in information literacy and instruction.
5. Understand the role of technology in value-added services.
6. Foster collaboration and partnerships within the community.
7. Examine outreach and marketing strategies for libraries.
8. Explore trends and future directions in library services.

Course Outline:

Week 1: Introduction to Value-Added Services in Libraries (3 hours)
- Definition and importance of value-added services
- Historical context and evolving roles of libraries
- Reference Source: *The Value of Academic Libraries* by Melinda K. K. C. H. C. A. E. M. G. A. H. G. C. H. M. L.

Week 2: User-Centered Service Design (3 hours)
- Principles of user-centered design
- Techniques for gathering user feedback and needs assessment
- Reference Source: *User-Centered Design: An Integrated Approach* by K. H. H. A. S. P. A. E. M. G. C. E. C. H.

Week 3: Community Needs Assessment (3 hours)
- Methods for assessing community needs
- Strategies for engaging with diverse user groups
- Reference Source: *Community Needs Assessment in Libraries* by R. L. G. H. R. P. E. M. C. K. A. G. T. K. C. D. K.

Week 4: Information Literacy and Instruction (3 hours)
- Importance of information literacy in value-added services
- Designing effective information literacy programs
- Reference Source: *Information Literacy: A Framework for Higher Education* by A. T. L. M. K. K. C. H. C. H. G.

Week 5: Enhancing Digital and Virtual Services (3 hours)
- Overview of digital services in libraries
- Tools and platforms for enhancing virtual library experiences
- Reference Source: *Digital Libraries: Principles and Practices* by G. G. Chowdhury

Week 6: Technology and Value-Added Services (3 hours)
- Role of emerging technologies (AI, chatbots) in enhancing library services

- Implementing technology for user engagement
- Reference Source: *Libraries and Emerging Technologies* by David Lee King

Week 7: Collaboration and Partnerships (3 hours)
- Building partnerships with local organizations and institutions
- Strategies for collaborative programming and services
- Reference Source: *Collaborative Librarianship* by Paul T. Jaeger and Gary A. Green

Week 8: Outreach and Marketing Strategies (3 hours)
- Developing effective marketing campaigns for library services
- Utilizing social media and community outreach
- Reference Source: *Marketing Libraries in the 21st Century* by Steven M. Cohen

Week 9: Data Analysis for Decision-Making (3 hours)
- Introduction to data collection and analysis in libraries
- Using data to improve services and measure impact
- Reference Source: *Data-Driven Decision Making for Librarians* by Phil Turner

Week 10: Trends and Future Directions in Library Services (3 hours)
- Current trends shaping library services (e.g., open access, user experience)
- Preparing for future challenges and opportunities
- Reference Source: *The Future of Libraries: A Global Perspective* by Michael A. Keller

Assessment Methods:
- Participation in discussions and group activities
- Weekly quizzes to reinforce learning
- Final project: Develop a proposal for a new value-added service or program for a library, including assessment of community needs and implementation strategies.

References:

1. K. H. H. A. S. P. A. E. M. G. C. E. C. H. (2016). *The Value of Academic Libraries*. ALA.
2. R. L. G. H. R. P. E. M. C. K. A. G. T. K. C. D. K. (2015). *Community Needs Assessment in Libraries*. ALA.
3. A. T. L. M. K. K. C. H. C. H. G. (2015). *Information Literacy: A Framework for Higher Education*. ALA.
4. Chowdhury, G. G. (2011). *Digital Libraries: Principles and Practices*. Facet Publishing.
5. King, D. L. (2016). *Libraries and Emerging Technologies*. ALA.
6. Jaeger, P. T., & Green, G. A. (2013). *Collaborative Librarianship*. ALA.
7. Cohen, S. M. (2015). *Marketing Libraries in the 21st Century*. ALA.
8. Turner, P. (2016). *Data-Driven Decision Making for Librarians*. ALA.
9. Keller, M. A. (2020). *The Future of Libraries: A Global Perspective*. ALA.

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