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Library Impact Statement for PRS 300

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LIBRARY IMPACT STATEMENT (New Course Proposal)
LIBRARIAN'S ASSESSMENT

Subject selectors will complete this form as requested, assessing library materials and collections as detailed below. Send one copy of the assessment to the faculty member who requested it. Send one copy of the assessment to the Collection Management Officer.

Course: PRS 300

Department, College: Communication Studies, Arts & Sciences

Faculty Member: Lynn Derbyshire

Date returned to Faculty: 10 April 2012

Librarian Completing Assessment: Margaret J. Keefe

Collection Management Officer: Johanna Burkhardt

This course synthesizes information already being taught in several courses, and is therefore adequately covered by library resources. The important development in this area is the addition of a computer lab to elaborate and emphasize the use of statistical packages, and it will therefore not change the Libraries response to the needs of the department.

Assessment of:

- Suitability of existing library resources;
- New library resources required to support the program;
- Information skills education required by the students; and
- Funds needed for library materials and services.

Please include:

1. What library holdings already exist in relevant subject categories, including supporting collections from HELIN. How much money is now allocated in the program area?

   URI alone does not provide all the material needed in this area, but when combined with the HELIN libraries, there is adequate material. Books can be identified under the topics in the syllabus as well as under such diverse headings as Branding; Customer relations; Information technology; Internet marketing; Leadership; Organizational change; Organizational effectiveness; Public relations; Social Media; Social psychology; Web sites-Marketing; Books are selected not only through the COM allocation but also in CBA, HDF, JOR, PSY and SOC.

   The current allocation for book materials in the Department is $2080. Making the support from other URI departments and other HELIN libraries especially important.

2. Does URI have the essential journals as noted in the Faculty Questionnaire?

All of the titles listed are available at URI, and almost all years are available electronically.

3. What new resources are required to support the program (including media, electronic, or other non-print materials)?
   None have been identified.

4. What information mastery sessions will be required for the students?
   If students need help in identifying and accessing journal literature, classes can be arranged.

5. What is the approximate cost to acquire the materials necessary? Which of these will be continuing costs?
   There should be no costs beyond the annual allocation.