

PROGRAM INFORMATION

Date submitted: November 1, 2010

Degree Program(s):	Master of Archives and Records Administration (MARA)	Department:	School of Library and Information Science
Department Chair:	Dr. Sandy Hirsh	Phone:	4-2491
Report Prepared by:	Jane Fisher	Phone:	4-2725
Next Self-Study due:	2014	E-mail:	Jane.Fisher@sjsu.edu

Note: Schedule is posted at: <http://www.sjsu.edu/ugs/programplanning/>

ARCHIVAL INFORMATION

Location:	418F Clark Hall	Person to Contact:	Jane Fisher	4-2725
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Assessment schedule is posted at <http://www.sjsu.edu/ugs/assessment> Please send any changes to the schedule or to student learning outcomes to Jackie Snell jacqueline.snell@sjsu.edu

MARA Core Competency F: Apply fundamental management theories and principles to the administration of records and recordkeeping organizations

Background:

MARA is a small, cohort-based degree program. The first cohort started in Fall 2008. Nine MARA Core Competencies were identified as Program Learning Outcomes (PLOs). Each course lists unique learning objectives, while also focusing on a few specific PLOs as SLOs for that course.

Before the beginning of the Spring 2010 semester, the MARA Program coordinator and the SLIS Assessment Coordinator met to modify the initial MARA assessment plan, which was too ambitious and perhaps not as productive as it could be. The discussion resulted in a new approach that includes the MARA Program Coordinator, in collaboration with faculty, identifying at least one assignment from each class that is designed to assess achievement of one particular SLO / PLO core to the content of that class. All MARA courses were reviewed, and a matrix developed that indicated which SLOs / PLOs were addressed in which course(s) – see attachment 1. The MARA coordinator is now working closely with faculty to insure that each course syllabus clearly correlates specific assignments with individual SLOs / PLOs.

The goal is to collect data and analyze for the 9 PLOs from the specified assignments in specified courses for at least three iterations of the courses.

The MARA program culminates with an electronic portfolio as a capstone learning experience. Students will build their electronic portfolios in MARA 289. Once we have enough students who have taken MARA 289 and demonstrated achievement of the MARA PLOs (Core Competencies) through their electronic portfolios, we will adjust the MARA assessment plan

Initial Evidence of Student Learning:

Four MARA courses were offered in Spring 2010 (204, 210, 243 and 249), and MARA 204: Management of Records and Archival Institutions - was selected to pilot the new approach. MARA 204 was selected because it had been scheduled once before – in Spring 2009 – and student data from the same key assignment, which correlates closely with MARA Core Competency F, was available for both the Spring 2009 and the Spring 2010 classes.

The MARA 204 course was taken by the first cohort in the Spring of 2009, and by the second cohort in the Spring of 2010.

In both MARA 204 classes, students were required to conduct an Action Research project and prepare a paper describing the results of their research. The assignment that was designed to address Core Competency (PLO) F is titled: **Evaluation of Archives/Records Management Program**. A SWOT analysis was a required component of the assignment, which is worth 100 points of 740 possible points for this course.

In the Spring of 2009, 7 students who began the program in the Fall of 2008 were enrolled in MARA 204. The grades on the **Evaluation of Archives/Records Management Program** assignment were as follows: 1 A; 4 A-; 1 B+; and 1 D+. Because 6 of 7 students earned a B+ or higher on this assignment, it was determined that no changes needed to be made to the assignment.

In the Spring of 2010, a different instructor taught MARA 204 for 8 students who began their program in the Fall of 2009. The same instructions were provided for the **Evaluation of Archives/Records Management Program** assignment, and the same rubric used to grade it (see attachment 2). The following grades were earned on this assignment: 4 A, 3 B, and 1 C. Because 7 of 8 students earned a 3.0 of 4 or higher on this assignment, it was again determined that no changes needed to be made to the assignment.

The same assignment and rubric will be used in the Spring of 2011 in MARA 204 for the students who entered the program in the Fall of 2010. After that semester, we will study the results from the three times the course was taught to three different groups of students to better analyze how well that particular assignment correlates to students mastering this PLO. Changes, if any, would be made for the next offering of the course, planned for Spring of 2012.

Change(s) to Curriculum or Pedagogy:

No changes were made to curriculum or pedagogy since our last report in March of 2010. MARA is a new program; the first students will graduate in May 2011.

The same assignment and rubric will be used in the Spring of 2011 in MARA 204 for the students who entered the program in the Fall of 2010. After that semester, we will results from the course taught to three different groups of students to better analyze how well students are mastering this SLO / PLO. Changes, if any, would be made for the next offering of the course, planned for Spring of 2012.

Evidence of Student Learning after Change:

Not applicable at this time, since it is still too early in the MARA program to make changes.

SLIS MARA Program Assessment Report

Attachment 1: MARA COURSE ROTATIONS AND CORE COMPETENCIES / PLOs

	FA 2008	SP 2009	SU 2009	FA 2009	SP 2010	SU 2010	FA 2010	SP 2011	SU 2011	FA 2011	SP 2012	SU 2012	FA 2012	SP 2013	SU 2013	FA 2013	SP 2014
	200	204	211	248	243	256	285	294*									
	202	210		259	249		293*	289									
LEGEND:				200	204	211	248	243	256	285	294*						
cohort 1 – Fall 2008				202	210		259	249		293*	289						
cohort 2 - Fall 2009							200	204	211	248	243	256	285	294*			
cohort 3 – Fall 2010							202	210		259	249		293*	289			
cohort 4 – Fall 2011										200	204	211	248	243	256	285	294*
										202	210		259	249		293*	289

MARA CORE COMPETENCIES / PLOs

Upon completion of the MARA Program students will be able to:

- Articulate the ethics, values, and foundational principles of archives and records management professionals and appreciate the important role record keepers play in social memory and organizational accountability
- Recognize the social, cultural, and economic dimensions of records, recordkeeping, and records use
- Understand the evolution of information recordkeeping systems in response to technological change
- Have expertise in the basic concepts and principles used to identify, evaluate, select, organize, maintain, and provide access to records of current and enduring value
- Understand the system of standards and structures endorsed and utilized by the recordkeeping professions, particularly in the areas of electronic records and digital assets management
- Apply fundamental management theories and principles to the administration of records and recordkeeping organizations
- Know the legal requirements and ethical principles involved in records management and the role the recordkeeper plays in institutional compliance and risk management
- Be conversant with current information technologies and best practices relating to records preservation and security
- Understand research design and research methods and possess the analytical, written, and oral communication skills to synthesize and disseminate research findings

Comps by Course					
200	A	B	G		
202	C	D	E	H	
204	D	F	G		
210	C	D	E	H	
211	C	D	E	G and H	
243	B	D	F	G	
248	C	E	H		
249	C	D	E	H	
256	A	B	G		
259	F	G	H		
285	I				
289	all				
293	D	E	F		
294	D	E	F		
295	D	E	F		

Courses by Comps					
A	200, 256				
B	200, 243, 256				
C	202, 210, 211, 248, 249				
D	202, 204, 210, 211, 243, 249, 293, 294, 295				
E	202, 204, 210, 211, 248, 249, 293, 294, 295				
F	202, 204, 210, 211, 243, 259, 293, 294, 295				
G	200, 204, 211, 243, 256, 259				
H	202, 210, 211, 248, 249, 259				
I	285				

Attachment 2

MARA 204: Evaluation of Archives or Records Center Management Assignment

This assignment is a little different from the last in that you will evaluate an Archives or Records Center that either exists solely online or provides electronic services. Our purpose is to explore how technology and the Web have impacted the field of archives and/or records center management.

Your paper is to be no less than 6 and no more than 10 pages – and that **does not include** title, abstract, and references. The abstract, as you learned by now, is a summary to tell someone who is deciding whether they want to read more what they will learn if they do. Please follow APA style.

Each paper should identify the different questions/topics by using a second level heading (see APA for style). That allows us to know what the point of the section is and concentrate on that. You can use one section for the "core" questions, something like "Background Information" or "Basic Information" will do.

Core section:

In your core section, answer the following – but do not use the question and answer format. Just incorporate the answers to the questions in your writing:

- 1) Name of archives or records center and location (city, state) or URL **It cannot be one you used before!**
- 2) Visible organization:
 - a. Try to obtain an organization chart. If not, ask about the organizational structure. Describe the lines of authority and responsibility. On what do you base your response? If you can incorporate a drawing or scanned image of that chart, that would be even better.
 - b. Is this a collaborative effort? Who is involved? Who is responsible?
- 3) Do some investigating to learn the departments within the organization or members of the collaborative (this ties in with #2). List them.
- 4) Is this a physical archives or records center with an online service? Or is it a totally virtual archives or records center? If physical, where is it located? Even if virtual, is there a physical location for the offices? Equipment? Where is that?

Main focus:

Use your answers to the following questions as a basis for the main portion of your paper. And be sure to provide your sources so I can review them.

1. What is the purpose of the organization? See if you can locate the mission and vision statement.
2. Who is the target audience? Describe the members of the target audience (demographics, history, etc.).
3. What services are provided? Do they have a tagline (slogan)? What is it?
4. How are objects transferred to the organization or harvested by the organization?
5. How are they maintained? What technology is used? What format are the files? What media is used for storage? How long will they be accessible? Etc.
6. Search for advertisements or PR pieces about the organization – did you find any? Where? Do they appear to be paid ads, press releases, other?
7. What is one feature or service that you find most interesting? Describe it in detail and explain why you feel as you do.
8. Search for recent articles related to the organization – can you find any that reflect challenges? What kind? Accomplishments?
9. Based on your research above, prepare a very brief SWOT analysis – list at least 2 strengths and 2 weaknesses you see within the organization. List at least 2 opportunities and 2 threats that exist to the organization or its employees from the external environment.
10. Add any information you feel interesting and important.
11. Include a summary/conclusion.

Rubric

Post your paper to the assignment area in Angel. This assignment is worth 100 of a total of 740 points.

Content is worth 90% of the grade.

Standard	Above Standard	Point Value	Remarks
Abstract: In 120 words or less, provide a short restatement of all essential points in your paper. (do this last) This is not an introduction!	Abstract: In 120 words or less, provide a short restatement of all essential points in your paper. (do this last) This is not an introduction!	(10)	
Core Section: Contains the introduction. All information listed in the core section above is included.	Core Section: Contains the introduction. All information listed in the core section above is included. Use visuals such a chart or picture to illustrate the organizational structure.	(16)	
Main Section: Items 1-5 are covered satisfactorily.	Main Section: Items 1-5 are covered satisfactorily. Sources are provided for the information in a reference section at the end of the paper.	(20)	
Main Section: Items 6-8 are covered satisfactorily.	Main Section: Items 6-8 are covered satisfactorily. At least one image illustrating an advertising or public relations effort is included in the appendix of the document.	(20)	
SWOT analysis: At least 2 examples of each element is included.	SWOT analysis: At least 2 examples of each element is included.	(20)	
Summary/Conclusion: Summarizes your document and includes your own editorial comments on the organization.	Summary/Conclusion: Summarizes your document and includes your own editorial comments on the organization. Lists at least 2 viable recommendations for improving operations.	(10)	
Appropriate use of APA citations and references including title page, abstract, references and headings	Appropriate use of APA citations and references including title page, abstract, references and headings.	(2)	
Six or seven pages in length	Nine or ten pages in length	(2)	
Total Points	Possible: 100	Earned:	