PROGRAM INFORMATION

Date submitted: February 7, 2012

Degree Program(s):	MARA	Department:	Libr Inf. Science
Department Chair:	Dr. Sandy Hirsh	**Phone:**	4-2491
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Note: Schedule is posted at: http://www.sjsu.edu/ugs/programplanning/

ARCHIVAL INFORMATION

Location:	Electronic	**Person to Contact:**	Patricia Franks	4-2494
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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
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MARA Core Competency F: Apply fundamental management theories and principles to the administration of records and recordkeeping organizations

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Initial Evidence of Student Learning:

[Spring 2009]

The first cohort of students entered the Master of Archives and Records Administration degree in the Fall of 2008. Nine MARA Core Competencies (see Attachment 1) were identified as Program Learning Outcomes (PLOs). Each of the 14 required courses lists unique learning objectives and focuses on a few specific PLOs as SLOs for that course.

Core Competency F is one of 3 MARA core competencies supported through assignments and activities within the MARA 204, *Management of Records and Archival Institutions*, course. The other two SLOs/PLOs are D and G.

MARA 204 was offered for the first time in the Spring of 2009. Seven students who began the program in the Fall of 2008 were enrolled in MARA 204. One assignment, *Evaluation of Archives/Records Management Program,* was selected as evidence of mastery of MARA Core Competency F. The grades they earned 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.

Change(s) to Curriculum or Pedagogy:

[Spring 2010]

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. 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.

Evidence of Student Learning after Change.

[Spring 2011]

The SLIS MARA Program Assessment submitted November 1, 2010 specified that:

> 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.

The instructor who taught MARA 204 in the Spring of 2010, once again taught it in the Spring of 2011. The same assignment and instructions used for the Evaluation of Archives/Records Management Program assignment, and the same rubric used in 2009 and 2010 to grade it (see attachment 1). Of 11 students who were enrolled at the start of the course, only 10 completed the course. One withdrew from the program. The ten students who completed the course earned the following grades on this assignment: 9 A and 1 B.

[Spring 2011: Analysis and Relationship to ePortfolio statement providing understanding and evidence of mastery of MARA Core Comp F]

Also included in the November 1, 2010 SLIS MARA Program Assessment was the following statement:

> 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

In preparing to understand how well students can demonstrate achievement of the MARA PLOs (Core Competencies), an analysis of Competency F as submitted for the ePortfolio of each of the 5 MARA 2011 graduates was made with the following results:

Use of assignment as evidence: The first cohort who entered in the Fall of 2008 graduated in May of 2011. As part of their requirements for graduation, they were enrolled in MARA 289-ePortfolio course. When asked to describe their understanding of Comp F, 3 of the 5 students submitted the Environmental Scan with SWOT analysis (**Evaluation of Archives/Records Management Program)** as evidence of mastery of MARA core competency F. The other two submitted a related, group assignment from this same MARA 204 course that also contained an environmental scan and SWOT analysis.

Number of revisions needed on competency statement for Core Competency F: The statements of three students were accepted the first time submitted (no revisions), and the statements of two of the students were accepted the second time they were submitted (1 revision).

This is a valuable assignment that students perform very well and use as evidence in support of their mastery of MARA core competency F.

MARA Core competencies:

A. 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

B. Recognize the social, cultural, and economic dimensions of records, recordkeeping, and records use

C. Understand the evolution of information recordkeeping systems in response to technological change

D. 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

E. 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

F. Apply fundamental management theories and principles to the administration of records and recordkeeping organizations

G. Know the legal requirements and ethical principles involved in records management and the role the recordkeeper plays in institutional compliance and risk management

H. Be conversant with current information technologies and best practices relating to records preservation and security

I. Understand research design and research methods and possess the analytical, written, and oral communication skills to synthesize and disseminate research findings

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. Again, follow the APA style – it will become second nature after a while☺

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:

Now we'll get into the fun part. 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. See the next page for the rubric I'll use to grade the assignment.

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)	

Format is worth 10% of the grade.

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:**