



**LIS 540.01W: Administration of School Libraries**  
**COURSE SYLLABUS: Spring 2026**

<b>Instructor:</b>	Tammy Butler
<b>Office Hours:</b>	Virtual, daily (email for online appt.)
<b>Preferred Form of Communication:</b>	Email
<b>Communication Response Time:</b>	24 hours
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**COURSE INFORMATION**

**Materials – Textbooks, Readings, Supplementary**

Butler, R. P. (2015). *School Libraries 3.0: Principles and Practices for the Digital Age*. Lanham, MD: Rowman & Littlefield. ISBN: 9780810885806

Additional readings will be available online in full text through the TAMUC Commerce Library databases or as Web-based resources.

**Course Description**

This course covers principles and processes underlying the successful administration of a school library media center and focuses on the four major roles of the school librarian as teacher, information specialist, instructional partner and program administrator. In addition to building professional knowledge in traditional areas, this course explores accountability, administration, and advocacy aspects of the school librarian's critical leadership role in the learning community.

This course focuses on competencies that are assessed for Texas school librarian certification in TExES: Domain II: Program Management, Leadership, and Connections to the Community:

**Competency 003 (Library Program Management):** The school librarian understands library program management and acquires, organizes and manages resources.

**Competency 004 (Library Program Leadership and Connections to the Community):** The school librarian exhibits library program leadership and collaborates within the school and community to promote the success of all students.

### **Student Learning Outcomes**

Upon completion of the course, the student will identify and analyze the following through course assignments and course interaction:

1. Function of the school library media center within evolving state and national educational contexts.
2. Principles of management as applied to the school library media center, focusing on personnel, resources, facilities, and budget.
3. Role of the school librarian in collaborating with classroom teachers to develop curriculum and provide instruction, learning strategies, and practice in using the essential learning skills as identified in the Standards for the 21st Century Learner.
4. Effect of technology on instruction and administration of the school library media center.
5. Connections between the school library media center and constituencies within the campus, district, and community.
6. Important issues and research affecting school library media centers.

### **INSTRUCTIONAL METHODS**

This course requires reading of textbook and online material, interaction with school librarians and administrators for specific assignments, and online interaction with classmates and the instructor. All work will be assigned and submitted through Brightspace D2L, the TAMU-Commerce online Learning Management System (LMS). All student work should be submitted following the directions given in the corresponding assignment content area..

### **Grading**

The final grades in this course will be based on the following scale:

- A = 90%-100%
- B = 80%-89%
- C = 70%-79%
- D = 60%-69% F = 59% or Below

Learning activities and assessments that contribute to the final grade are as follows:

Introductions:	5%
Discussion responses	30%
Assignments: (Librarian Interview, Facilities Plan, Elevator Speech & Marketing Plan)	40%
Compliance Trainings (1&2)	10%
Exams (1, 2, & 3)	15%

Grades will be determined using evaluation rubrics that will be posted in D2L. You are responsible for reviewing the rubrics and raising questions or concerns about them prior to submitting an assignment.

### **Discussion Posts & Responses (30%)**

Follow the guidelines to construct your initial discussion post. Post your answer to the prompt by due date at midnight (approximately 250 words). Respond to at least two of your classmates' posts by Sunday at midnight (approximately 100 words). It is usually wise to compose your work in Microsoft Word or equivalent and copy and paste into the forum box. Otherwise you could lose what you have written if your Internet connection is dropped.

### **Librarian Interview (10%)**

For this assignment you will interview a certified school librarian using the responses and insights gained in the interview you will write a reflection paper.

### **Facilities Plan (10%)**

You will use the information from the textbook, assigned readings, and personal research to design a 21<sup>st</sup> Century library for an elementary, middle school or high school. You will submit a proposal for a new/renovated library and a floor plan for the facility.

### **Elevator Speech (10%)**

You will create an 'elevator speech' no more than 90 seconds, a video presentation to advocate for you and your school library, using software of your choice *Jing*, *Camtasia*, *Screencast* or any other application.

### **Marketing Plan (10%)**

You will create a marketing plan to inform students, teachers and the community of the resources available in your school library to document your vision and mission statement and the different methods of outreach. You will submit a plan.

### **Compliance Trainings (10%)**

1. Mental Health, Substance Abuse, Youth Suicide

## 2. Dyslexia: Characteristics, Identification, and Effective Strategies Instructions

### **Exams 1, 2, & 3 (15%)**

As an opportunity to demonstrate your understanding of the course material, you will take three assessments.

## **TECHNOLOGY REQUIREMENTS**

### **LMS**

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

Zoom Video Conferencing Tool

[https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

## **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@etamu.edu](mailto:helpdesk@etamu.edu)

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## **COMMUNICATION AND SUPPORT**

If you have any questions or are having difficulties with the course material, please contact your Instructor.

## Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## Interaction with Instructor Statement

The instructor will be online daily. Place general course questions in my Virtual Office in Brightspace D2L. For personal questions, please send me an email (*Tammy.Butler@tamuc.edu*). Questions will be answered within 24 hours on weekdays.

Periodically review (a) updated announcements in Brightspace D2L for updated information pertaining to this course, and (b) check your university (i.e. myleo) e-mail account frequently.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures/Policies

Class attendance and/or participation is most important to a student's education. There are numerous elements that go into class participation:

- a. Regular attendance or logging in to class.
- b. Checking leomail/email daily.
- c. Timely contributions to class discussion.
- d. Reading assigned work and completing course assignments by the due dates.
- e. Polite and civil interactions with all members of the class and the staff/students in the practicum library.
- f. Checking LeoMail for messages in order to not miss time sensitive information.

\*Recovering lost course content or assignment information is the responsibility of the student.

### Assignment Policy

1. All assignments (unless otherwise specified) are placed in the dropbox

under the correct unit number. Assignments graded in the drop box are automatically posted in the grade book.

2. Font should be black and Times New Roman, 12 point.
3. The filename for each assignment should start with your last name, followed by the unit number and the name of the assignment, e.g.: smith1bookreview.docx

**A NOTE ABOUT DISCUSSIONS**—For full credit, you must follow the guidelines given to construct your initial discussion post in response to the question followed by 3-4 replies to classmates' posts by the due date.

**Late Work:** All assignments are due by midnight of the last day of the unit assigned, with a few exceptions, which will be noted.

Grade of "X" (Incomplete) - In accordance with the Academic Procedures stated in the TAMU-C Catalog, "students, who because of circumstances beyond their control, are unable to attend classes during finals week or the preceding three weeks will, upon approval of their instructor, receive a mark of 'X' (incomplete) in all courses in which they were maintaining passing grades." The mark of "X" will only be considered in strict compliance with University Policy upon submission of complete medical or other relevant documentation.

Students are also expected to resolve technical issues, be active problem solvers, and embrace challenges as positive learning opportunities. Educational technology professionals must be able to work cooperatively and collaboratively with others—skills which students are expected to practice in this course. Students are expected to ask for help when they need it and offer help when they notice someone in need.

**Dropping the Class:** At times we become overloaded or have unplanned events that demand our attention. If you need to adjust your schedule by dropping this course, please follow university procedures to officially drop the class. Please do not just disappear. If you fail to officially drop the class, a grade must be assigned at the end of the course.

**Incomplete Grades:** Per university policy, you must visit with the instructor, develop, and sign "A Plan for Completing the Grade of X" before you may receive an incomplete for the course. The reason for such requests is limited to "circumstances beyond student's control which prevented student from attending classes during Finals Week or the preceding three weeks." You are notified that the deadline date for all plans is not to exceed one semester. Failure to fulfill plan requirements within the specified time will result in a course grade of F.

## **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## **University Specific Procedures**

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

### **ETAMU Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

### **Academic Integrity**

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

### **Graduate Students Academic Integrity Policy and Form**

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

## ***Students with Disabilities-- ADA Statement***

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Student Disability Services](#)

<https://www.tamuc.edu/student-disability-services/>

## **Nondiscrimination Notice**

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

## **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## **East Texas A&M University Supports Students' Mental Health**

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

### **Mental Health and Well-Being**

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



<http://telusproduction.com/app/5108.html>

## **AI use policy [Draft 2, May 25, 2023]**

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

## COURSE OUTLINE/COURSE SCHEDULE

Module	Readings	Weekly Assignments (Due Dates)
<b>Week 1</b> 1/12 – 1/18	Textbook (Butler, 2015) Ch: 1 & Ch: 2 Lecture 1: Standards/Guidelines & the School Library Lecture 2: Professional Involvement	<b>Introductions</b> Initial post Wed followed by 3-5 replies Saturday by midnight
<b>Week 2</b> 1/19 –1/25	Textbook (Butler, 2015): Ch: 3 & Ch 4 Lecture 3: Acquisitions <ul style="list-style-type: none"> <li>● Policies and Procedures</li> <li>● Follow the Money</li> </ul>	<b>Discussion 1:</b> Initial post – Wed 3-5 replies to classmates posts Saturday by midnight <b>Assignment 1:</b> Librarian Interview Sunday by midnight <b>Exam 1:</b> Sunday by midnight
<b>Week 3</b> 1/26 – 2/1	Textbook (Butler, 2015) Ch: 5 <ul style="list-style-type: none"> <li>● Cesari (2014)</li> <li>● Gilcreast (2014) -Library spaces</li> </ul> <ul style="list-style-type: none"> <li>● Article -Library Design Recommendation</li> <li>● Webinar – Planning for Future of K-12 Libraries</li> </ul>	<b>Compliance Training 1:</b> Sunday by midnight <b>Assignment 2: Facilities Plan</b> post by Thurs 11:59 pm – final version due in Week 4 Sunday by midnight <b>Peer Review:</b> opens Friday 8:00 am complete 3 reviews Sunday by 11:59 pm
<b>Week 4</b> 2/2 – 2/8	Textbook (Butler, 2015) Ch: 6 & Ch: 7 Lecture 4: Reference <ul style="list-style-type: none"> <li>● Ingram &amp; Cangemi (2012) - Emotional Intelligence</li> <li>● Sweetman (2016) -Workplace Expectations</li> </ul>	<b>Discussion 2</b> Initial post Wed, 3-5 replies to classmates posts Sun by 11:59 pm <b>Final Assignment 2: Facilities Plan</b> submit to dropbox Sunday by 11:59 pm <b>Exam 2:</b> Sunday by midnight
<b>Week 5</b> 2/9 – 2/15	Textbook (Butler, 2015) Ch: 8 <ul style="list-style-type: none"> <li>● AASL Toolkit for Promoting School Library Programs               <ul style="list-style-type: none"> <li>● School Library Marketing 101</li> <li>● 5 Marketing Strategies School Library Program</li> </ul> </li> </ul>	<b>Discussion 3:</b> Initial post Wed 3-5 replies to classmates post Sun by 11:59 pm <b>Assignment 3:</b> Marketing Plan post by Thurs 11:59 pm – final version due in Week 6 Sunday by midnight <b>Peer Review:</b> opens Friday 8:00 am complete 3 reviews Sunday by 11:59 pm
<b>Week 6</b> 2/16 – 2/22	Textbook (Butler, 2015) Ch: 10 <ul style="list-style-type: none"> <li>● School Libraries Work</li> <li>● School Libraries Transform Learning</li> <li>● A Planning Guide for Empowering Learners, and additional readings</li> </ul>	<b>Assignment 4:</b> Elevator Speech Sunday by 11:59 pm post by Thurs 11:59 pm – final version due following Sunday by midnight <b>Peer Review:</b> opens Friday 8:00 am complete 3 reviews Sunday by 11:59 pm <b>Final Assignment 3: Marketing Plan</b> submit to dropbox Sunday by 11:59 pm

		<b>Compliance Training 2:</b> Sunday by 11:59 pm
<b>Week 7</b> <b>2/23 – 3/1</b>	Textbook (Butler, 2015) Ch: 9, Ch:11, & Ch:12 <ul style="list-style-type: none"> <li>● Library Bill of Rights</li> <li>● Freedom to Read Statement</li> <li>● Freedom to View Statement</li> <li>● Ethics, Values &amp; Intellectual Freedom in School Libraries</li> </ul>	Discussion 4: Initial post Wed 3-5 replies to classmates posts Sun by 11:59 pm <b>Final Assignment 4: Elevator Speech</b> submit to dropbox Sunday by 11:59 pm Exam 3
<b>Week 8</b> <b>3/2 – 3/6</b> <b>Short Week!</b>	Lecture 5: Transliteracy <ul style="list-style-type: none"> <li>● Jaeger (2011)</li> <li>● Gogan &amp; Marcus (2013)</li> <li>● Megwalu (2014)</li> </ul>	Discussion 5: Initial post Tues 3-5 replies to classmates posts Thursday by 11:59 pm

## **ETEC ePortfolio for MS/MEd in Educational Technology**

Students pursuing the MS/MEd degree in Educational Technology Library Science (ETLS) are now required to submit an electronic portfolio prior to graduation as it will benefit the student in obtaining a position in Library or Media Services. They should view the 'eportfolio guidelines and expectations' under eportfolios tab on the orientation webpage.

Many courses in the ETEC program have identified artifact(s) that should be included in the eportfolio to provide evidence of acquired and developing knowledge, skills, and philosophical approaches.

In courses where recommended artifacts are not identified, it is the student's responsibility to collect artifacts throughout the course and appropriately select which artifacts to include in the eportfolio. This includes courses from other departments and/or institutions for which the student is receiving credit towards the ETEC master's degree.

For example, if a student takes courses in ELED, EDAD, MGMT, or TDEV and applies credits earned toward their ETEC masters degree, the student should include artifacts from those courses in their ETEC e-portfolio.

For LIS 540 the required artifacts are:

- Librarian Interview
- Facilities Plan
- Elevator Speech
- Marketing Plan

Please contact [anjum.najmi@etamu.edu](mailto:anjum.najmi@etamu.edu) for more information about the program's portfolio requirement.

Texas A&M University-Commerce enhances civility and collegiality of administrators, faculty, staff, students, and guests through intentional acts of respect, trust, self-accountability, and collaboration. We recognize our strength is found in togetherness as we commit to kindness through one-on-one communication, fostering a healthy environment of conflict resolution and teamwork. The university is also committed to incorporating the tenets of civility in ways that do not silence traditionally marginalized voices.

