

CURRENT ISSUES COURSE CURRICULUM

DAY ONE

Module 1: Introduction to Environmental Scanning

Contact Hours: 45 minutes (10:00-10:45)

Learning Objectives

- Introduce basic concepts of environmental scanning.
- Introduce relevance.

Agenda

10:00	Introductions
10:15	Environmental Scanning Basics
10:30	Relevance of Scanning

Break (10:45-11:00)

Module 2: The OCLC Environmental Scan and More Recent Findings

Contact Hours: 1 hour (11:00 – 12:00 noon)

Learning Objectives

- Explore five landscapes in OCLC report
- Identify and discuss dominant trends that run through all landscapes
- Begin to examine ways this technique can be applied locally

Agenda

11:00	Five Landscapes
11:30	Three Dominant Trends
11:45	What has changed in the past three years?

Lunch (12:00 noon – 1:00)

Module 3: Local Environmental Issues (Local librarians' panel)

Contact Hours: 1 hour and 30 minutes (1:00 – 2:30)

Learning Objectives

- Localize the landscapes and the dominant trends noted in Module 2
- Improve understanding of how macro-trends can affect institutions.

Agenda

1:00	Presentations by local librarians
2:15	Question and answer session

Module 4: Where Do We Begin? Gathering the Needed Data

Contact Hours: 1 hour (2:15 - 3:30, with one 15-minute break)

Learning Objectives:

- Identify internal data about the library
- Identify external data sources
- Identify changes in local demographics
- Identify and target specific audiences for maximum effectiveness

Agenda:

- 2:15 Organizing data from library statistics
- 2:30 Identifying and locating external sources of demographic information
- 2:50 Understanding the impact of demographic changes
- 3:10 Focus groups

Break (3:30 – 3:45)

Module 5: What Do We Do with the Data? Applying the Findings

Contact Hours: 1 hour and 15 minutes (3:45 - 5:00)

Learning Objectives:

- Balance the library's strengths and weaknesses
- Use data-based decision making techniques to set reasonable targets

Agenda:

- 3:45 Understanding your library's strengths and weaknesses
- 4:00 Applying statistics to community wants and needs
- 4:15 Using that understanding to set reasonable targets
- 4:45 Avoiding "analysis paralysis"
- 5:00 Adjourn

DAY TWO

Module 6: Scanning Tree County

Contact Hours: 2 hours (8:30-10:45, with one 15-minute break)

Case Study: Tree County Public Library Strategic Planning Process

Learning Objectives:

- Determine data needs
- Identify potential data sources

Group Activities:

- Identify additional data needed about Tree County to support or revise its goals
- Identify possible data sources

- Present and discuss findings with group

Agenda:

- 8:30 Instructors lay out issues
- 8:45 Small group discussion
- 10:00 Small groups present findings
- 10:15 Break

Module 7: Scanning Your Community

Contact Hours: 2 hours and 15 minutes (10:45 - 2:00, including one hour for lunch)

Learning Objective

- Apply techniques from Module 6 to a real world library.

Group Exercise:

- Analyze the target library
- Suggest course corrections for that library

Agenda:

- 10:45 Instructors lay out ground rules
- 10:30 Each small group is assigned one library to:
 - Analyze the library's current objectives
 - What data resources could be useful in this analysis?
 - What factors in the environment could affect the objectives?
 - What course corrections would the group recommend for the library?
- 12:00 Break for lunch
- 1:00 Small groups present findings, discussion

Module 8: Turning the Message: Building a Relevant a Vision of the Future

Contact Hours: 2 hours and 15 minutes (2:00-4:30 with one 15-minute break)

Case Study: Tree County Public Library Strategic Planning Process

Learning Objective

- Develop techniques for communicating with key stakeholders throughout the process

Group activity

- Develop techniques and plans for communicating with key stakeholder groups

Agenda:

- 2:00 Who are the stakeholders in planning and implementing changes?
- 2:30 Group activity: Each small group will be assigned a key stakeholder group and asked to develop a communications plan that involves and develops buy in for change.
- 3:30 Break
- 3:45 Present and evaluate ideas
- 4:15 Wrap up
- 4:30 Adjourn