Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: O LAW O MSB O CAS O CPA

CONTACT NAME: Lucy Holman
PHONE: 410-837-4333

DEPARTMENT/DIVISION: School of Information Arts and Technologies
DATE PREPARED: 9/8/14

PROPOSED SEMESTER OF IMPLEMENTATION: O fall O spring
YEAR: 2015

TYPE OF ACTION: O add (new) O deactivate O modify O other
LEVEL OF ACTION: O noncredit O undergraduate O graduate O other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

O COURSE ACTIONS

Original Subject Code/Course Number:

Original Course Title:

PROGRAM ACTIONS

Original Program Title:

Post-Master's Certificate in Library Technologies

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
<th>PROGRAM ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experimental Course</td>
<td>10. Program Requirements</td>
</tr>
<tr>
<td>2. Course Title</td>
<td>11a. Undergraduate Specialization (24 credits or fewer)</td>
</tr>
<tr>
<td>3. Course Credits</td>
<td>11b. Master's Specialization (12 credits or fewer)</td>
</tr>
<tr>
<td>4. Course Number</td>
<td>11c. Doctoral Specialization (18 credits or fewer)</td>
</tr>
<tr>
<td>5. Course Level</td>
<td>12. Minor (add or delete)</td>
</tr>
<tr>
<td>6. Pre- and Co-Requisite</td>
<td>13. Closed Site Program</td>
</tr>
<tr>
<td>7. Course Description</td>
<td>14. Program Suspension</td>
</tr>
<tr>
<td>8. New Course</td>
<td>15. Program Reactivation</td>
</tr>
<tr>
<td>9. Deactivate Course</td>
<td>16a. Certificate Program (UG/G) exclusively within existing degree program</td>
</tr>
<tr>
<td>22. Other</td>
<td>16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)</td>
</tr>
</tbody>
</table>

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

✓ summary proposal (O)  ❑ course definition document (P)  ❑ full five-page MHEC proposal (Q)
❑ financial tables (MHEC) (R)   ❑ other documents as may be required by MHEC/USM (S)   ❑ other (T)

Summer 2010
### IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td>[Signature]</td>
<td>10/6/14</td>
</tr>
<tr>
<td>b. OTS</td>
<td>[Signature]</td>
<td>10/9/14</td>
</tr>
<tr>
<td>c. University Relations</td>
<td>[Signature]</td>
<td>10/10/14</td>
</tr>
<tr>
<td>d. Admissions</td>
<td>[Signature]</td>
<td></td>
</tr>
<tr>
<td>e. Records</td>
<td>[Signature]</td>
<td>10/6/14</td>
</tr>
</tbody>
</table>

### APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td>Deborah Koth</td>
<td>8/28/14</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td>[Signature]</td>
<td>9/15/14</td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td>[Signature]</td>
<td>9/18/14</td>
</tr>
<tr>
<td>D. Dean</td>
<td>[Signature]</td>
<td>9/18/14</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td>[Signature]</td>
<td>10/8/14</td>
</tr>
<tr>
<td>F. University Council (Chair)</td>
<td>[Signature]</td>
<td>10/7/14</td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td>[Signature]</td>
<td>10/7/14</td>
</tr>
<tr>
<td>H. President</td>
<td>[Signature]</td>
<td>10/7/14</td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td>[Date]</td>
<td>1/5/15</td>
</tr>
<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td>3/25/15</td>
</tr>
<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University's mission is changed by the action</td>
<td></td>
</tr>
</tbody>
</table>

1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for Instructions.

SCHOOL: LAW  MSB  CAS  CPA  
CONTACT NAME: Lucy Holman  PHONE: 410-837-4333
DEPARTMENT/DIVISION: School of Information Arts and Technologies  DATE PREPARED: 9/8/14
PROPOSED SEMESTER OF IMPLEMENTATION: fall  spring  YEAR: 2015

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- [ ] COURSE ACTIONS
- [ ] PROGRAM ACTIONS

Original Subject Code/Course Number:

Original Course Title:

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
<th>PROGRAM ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experimental Course</td>
<td>10. Program Requirements</td>
</tr>
<tr>
<td>2. Course Title</td>
<td>11a. Undergraduate Specialization (24 credits or fewer)</td>
</tr>
<tr>
<td>3. Course Credits</td>
<td>11b. Master's Specialization (12 credits or fewer)</td>
</tr>
<tr>
<td>4. Course Number</td>
<td>11c. Doctoral Specialization (18 credits or fewer)</td>
</tr>
<tr>
<td>5. Course Level</td>
<td>12. Minor (add or delete)</td>
</tr>
<tr>
<td>6. Pre- and Co-Requisite</td>
<td>13. Closed Site Program</td>
</tr>
<tr>
<td>7. Course Description</td>
<td>14. Program Suspension</td>
</tr>
<tr>
<td>8. New Course</td>
<td>15. Program Reactivation</td>
</tr>
<tr>
<td>9. Deactivate Course</td>
<td>16a. Certificate Program (UG/G) exclusively within existing degree program</td>
</tr>
<tr>
<td>22. Other</td>
<td>16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)</td>
</tr>
</tbody>
</table>

For changes to existing courses:

<table>
<thead>
<tr>
<th>OLD TITLE</th>
<th>SUBJECT CODE/COURSE NO.</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEW TITLE</th>
<th>SUBJECT CODE/COURSE NO.</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

Modify the current certificate in Library Technologies from post-baccalaureate to post-master's to align with MD state requirements for librarians. Admission to this certificate will require a Master of Library Science or Information Science degree. The certificate offers professional librarians courses necessary for expanded responsibilities, job advancement and public librarian certification and/or renewal.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

Libraries across the state are developing mobile applications and interfaces for users to search and access library collections. Many are using social media to market their resources and services. Libraries see expertise in web development and emerging technologies as critical skills for librarians. Veteran librarians who did not obtain these skills in library school require new training to remain marketable in the profession and prepare for job advancement.
UNIVERSITY SYSTEM OF MARYLAND INSTITUTION PROPOSAL FOR

New Instructional Program

X Substantial Expansion/Major Modification

Cooperative Degree Program

X Within Existing Resources, or

Requiring New Resources

UNIVERSITY OF BALTIMORE
Institution Submitting Proposal

POST MASTER'S CERTIFICATE IN LIBRARY TECHNOLOGIES
Title of Proposed Program

POST MASTER'S CERTIFICATE
Award to be Offered

1601-00
Proposed HEGIS Code

FALL 2015
Projected Implementation Date

25.0101
Proposed CIP Code

SCHOOL OF INFORMATION ARTS AND
TECHNOLOGIES
Department in which program will be located

LUCY HOLMAN
Department Contact

410-837-4333
Contact Phone Number

lholman@ubalt.edu
Contact E-Mail Address

Signature of President or Designee

Date
Academic Program Proposal

University of Baltimore

Post-Masters Certificate in Library Technologies

The University of Baltimore is proposing a change in the certificate in library technologies within the School of Information Arts and Technologies. This certificate, focusing on the use of emerging technology and user-centered design in library settings will provide masters-level librarians with new knowledge and skills necessary to remain current in the profession. It was originally submitted and approved as post-baccalaureate certificate because that was the highest certificate category at the time. However, it was designed to be for librarians with a master’s degree in Library or Information Science, and the post-master’s certificate category now available more accurately reflects the nature of the program.

Alignment to the University’s Mission

The University of Baltimore’s mission is to “provide innovative education...to serve the needs of a diverse population.” It will provide that education by combining “theory and practice to create meaningful, real-world solutions to 21st-century urban challenges” and by serving as “an integral partner in the culture, commerce and future of Baltimore and the region.” The program will address the ever-changing information landscape that libraries face as they serve their users and their communities; this certificate will take advantage of existing strengths within the School of Information Arts and Technologies, enabling its graduates to:

- understand social and cultural effects of information technologies and their implementations
- develop structures of information directed to specific audiences
- apply principles of user-centered and iterative design to the development process
- test aspects of an information tool for its usability and appropriateness to its intended audience
- plan for change and growth over time

Evidence of Market Demand

There is interest in a professional certificate in the Maryland library community and great potential for its success. Currently the state requires that all professional public librarians obtain six semester hours, or its equivalent, of continuing education credits (CEUs) every five years in order to maintain a state certification for employment. These CEUs can be in the form of credit-bearing courses as well as workshops offered by state or national library or other professional associations. Moreover, public, academic and K-12 school libraries realize the importance of digital technologies (web 2.0 applications, digitized content, etc) to their growth and development and are continually seeking librarians who are trained in new technologies. Maryland libraries are developing mobile interfaces for their sites and mobile applications to search and access their collections. Many are turning to social networking sites to market their resources and services. They see how critical expertise in web development and emerging
technologies are to their users and the library’s ultimate success. Veteran librarians who did not obtain these skills in library schools look for new training to remain marketable in the profession.

Currently there are 705 professional public librarians\(^3\), 1069 school media specialists\(^4\) and approximately 575 academic librarians in the state of Maryland. Almost 83% of the public librarians\(^5\) and 86% of the academic librarians work within the greater Baltimore metropolitan area. In addition, there are librarians working in neighboring Delaware, DC, and Pennsylvania, which also require state certification.

**Description of Program as It Would Appear in the Catalog**

The post-master’s Certificate in Library Technologies is designed for librarians who want advanced training in emerging technologies and user-centered design. By providing instruction in a number of disciplines including information architecture, user research and integrated design, the program offers students opportunities to develop better user experiences for their library customers.

**Library Technology Certificate Learning Outcomes**

Students receiving a certificate in Library Technologies will be able to:

- describe the content and interactive features of computer-mediated communications systems
- develop social media plans aimed at current and prospective library users
- apply principles of user-centered and iterative design to the library development process
- test aspects of the communications systems for their usability and appropriateness to the intended audience
- plan for change and growth over time
- understand social and cultural effects of information systems and emerging technologies and their implementations

**Library Technology Curriculum**

Program Prerequisite: Hypermedia Proficiency Exam

To enroll in the core courses, students must demonstrate proficiency in basic hypermedia skills either by passing the hypermedia proficiency examination or by successfully completing PBDS 660: Hypermedia, an Introduction. For more information about the hypermedia proficiency exam, visit [http://iat.ubalt.edu/profExam/](http://iat.ubalt.edu/profExam/)

The certificate requires 12 graduate credits.

**Required Courses (6 credits)**

- Interaction and Interface Design (IDIA 612)
- Research Methods (IDIA 642)
Electives (6 credits)

- Social Media Implementation (new course)
- Hypermedia Production (IDIA 616)
- Interactive Multimedia (IDIA 619)
- Information Architecture (IDIA 630)
- Project Management (INSS 784, PUAD 733)
- Social, Nonprofit and Public Sector Marketing (MKTG 742)
- Designing for Mobile Devices (currently offered as Special Topics - IDIA 750)

Certificate in Library Technologies Faculty

Faculty teaching in the proposed program will come primarily from the School of Information Arts and Technologies; some may be librarian faculty with affiliate status in the department.

Natalie Burclaff holds an M.L.I.S. from the University of Wisconsin, Milwaukee. She has a background in marketing and researches library access policies as marketing opportunities. She contributes to the education of UB undergraduates in teaching Information Literacy.

Lucy Holman, director of Langsdale Library, received a Doctor of Communications Design from the University of Baltimore and has an M.S.I.S from University of North Carolina, Chapel Hill. She is president of the Maryland Congress of Academic Library Directors, president-elect of the Maryland Library Association, and vice-chair of USMAI Council of Library Directors.

Catherine Johnson became interested in information studies as an undergraduate philosophy major and earned an M.S. L.I.S at Syracuse University. Her research interests include the role of cognitive development in students’ ability to learn information literacy and how to best integrate it into the curriculum.

Kathryn Summers, associate professor, received a Ph.D. from Texas Christian University. Her current work focuses on making medical and other information easier to find, navigate and read on the Web. Summers is the program director for the M.S. in Interaction Design and Information Architecture and director of the User Research Lab.

Student Audience and Projected Enrollment

This certificate program primarily targets masters-level librarians looking to expand or update their knowledge in emerging technologies.

Under the Code of Maryland Regulations (COMAR) Title 13A.05.04.02 librarians in Maryland public libraries must obtain and subsequently renew professional certification. This certification requires six semester hours or their equivalent in areas such as information technology, reference or technical services or “other subjects that are relevant to the professional assignment of the librarian.” 6 Those who complete the certificate would earn 12 credits.
Facilities and Equipment

The proposed program will not require additional facilities or equipment. The School of Information Arts and Technologies has several dedicated instructional computer labs as well as other labs. Other laboratories and study spaces on campus will provide ample facilities and equipment for the program.

Langsdale Library currently offers resources and services for the DS in Information and Interaction Design and MS in Interaction Design and Information Architecture as well as the current certificate. These holdings and others available throughout the USM are more than adequate for this certificate program. The library maintains a lab with student workstations comparable to the departmental labs equipped with specialized software.

References

1 COMAR (2010). http://www.dsd.state.md.us/comar/comarhtml/13a/13a.05.04.02.htm


3 Ibid.


5 Maryland State Department of Education, Division of Library Development and Services (2008, August).

6 COMAR (2010).
January 5, 2015

Mr. Kurt L. Schmoke
President
University of Baltimore
1420 North Charles Street
Baltimore, MD 21201-5779

Dear Kurt,

Thank you for forwarding the request of the University of Baltimore to re-categorize the existing Post-baccalaureate Certificate in Library Technologies to a Post-Master’s Certificate.

I am pleased to approve this request. I have confidence the program will continue to be successful.

Sincerely yours,

William E. Kirwan
Chancellor

cc: Joseph Wood, Provost and Senior Vice President for Academic Affairs
March 25, 2015

Dr. Joseph S. Wood  
Provost and Senior Vice President  
University of Baltimore  
1420 North Charles Street  
Baltimore, MD 21201

Dear Dr. Wood:

The Maryland Higher Education Commission has reviewed a request from the University of Baltimore to offer a new Post-Master's Certificate (P.M.C.) in Library Technology within the existing Master of Science (M.S.) in Interaction Design and Information Architecture.

I am pleased to inform you that the program proposal is approved. This decision is based on an analysis of the program proposal in conjunction with the law and regulations governing academic program approval, in particular Code of Maryland Regulations (COMAR) 13B.02.03. The program meets COMAR's requirements and demonstrates potential for success, an essential factor in making this decision.

For the purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

<table>
<thead>
<tr>
<th>Program Title</th>
<th>Award Level</th>
<th>HEGIS</th>
<th>CIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library Technology</td>
<td>P.M.C.</td>
<td>1601-01</td>
<td>25.0101</td>
</tr>
</tbody>
</table>

Should the University of Baltimore desire to make a substantial modification to the program in the future, review by the Commission will be necessary. I wish you continued success.

Sincerely,

[Signature]

Jennie C. Hunter-Cevera, Ph.D.  
Acting Secretary of Higher Education

JCHC:SAB:mrw

C: Ms. Theresa Hollander, Associate Vice Chancellor for Academic Affairs, USM  
Ms. Starrla Levine, Assistant Provost, University of Baltimore