

COURSE OBJECTIVES (MAXIM)

Maximising the impact of your service (Maxim)

Monday 30th November 2009-Friday 22nd January 2010 (including a two-week break 21st December-4th January)

Course aim...

This course aims to equip you with the skills and knowledge required to successfully maximise the impact of your service and to effectively evaluate this impact.

Course objectives:

By the end of this course participants will be able to:

- Define the concept of maximising impact as it relates to delivery of information and library services.
- Identify key user groups.
- Assess and evaluate the needs of users.
- Identify and measure the value of their service.
- Present impact data.

The course will typically involve:

1. Receiving thirty email communications (approximately one per day over six working weeks) via the e-folio jiscmail discussion list at: FOLIOz Maitalk list at: <http://www.maitalk.ac.uk/cgi-bin/webadmin?A0=folioz>
2. Compiling a portfolio recording personal activity and participation for submission to the course facilitator.
3. Email interaction with “buddies” in connection with tasks and exercises (average one task per week) for those following the group-supported route.
4. Reading an average of one or two briefings per week.
5. Completion of a course evaluation form.