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ABSTRACT

To measure the effectiveness of the services provided to users of junior and senior high school media centers, a survey instrument was developed to poll teachers, students, or administrators. Ratings cover nine broad service categories: accessibility, awareness, professional reading, evaluation, utilization, planning, acquisition, production, and activity. Users of this guide can tailor an evaluation instrument by selecting only those items which apply to the services they offer. Over 30 items are listed in each service category. (EMH)

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P S E S

PURDUE SELF-EVALUATION SYSTEM
FOR
SCHOOL MEDIA CENTERS

Junior, Senior High School Catalog

by

DAVID V. LOERTSCHER

and

JANET G. STROUD

ERIC
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TR004829

PROFESSIONAL SERVICES

M T S

The *school* media staff acquires for the professional collection

- | | | | |
|-----|---|---|-------------------|
| 64. | X | X | books |
| 65. | X | X | periodicals |
| 66. | X | X | AV materials |
| 67. | X | X | research reports |
| 68. | X | X | curriculum guides |

The *district* media staff acquires for the professional collection

- | | | | |
|-----|---|---|-------------------|
| 69. | X | X | books |
| 70. | X | X | periodicals |
| 71. | X | X | AV materials |
| 72. | X | X | research reports |
| 73. | X | X | curriculum guides |

The *regional* media staff acquires for the professional collection

- | | | | |
|-----|---|---|-------------------|
| 74. | X | X | books |
| 75. | X | X | periodicals |
| 76. | X | X | AV materials |
| 77. | X | X | research reports |
| 78. | X | X | curriculum guides |

In-service topics for teachers include

- | | | | |
|-----|---|---|---|
| 79. | X | X | integrating media center materials into instruction |
| 80. | X | X | utilizing media center services effectively |
| 81. | X | X | producing AV materials |
| 82. | X | X | utilizing AV equipment |
| 83. | X | X | existing media center services |
| 84. | X | X | newly added media center services |

The media staff works with teachers/counselors to help

- | | | | |
|-----|---|---|---------------------------------------|
| 85. | X | X | improve student progress in learning |
| 86. | X | X | students with their personal problems |
| 87. | X | X | students make career decisions |

UTILIZATION SERVICES

M T S

Teachers are helped to locate materials in

- | | | | |
|-----|---|---|-----------------------------------|
| 88. | X | X | the media center collection |
| 89. | X | X | the various classroom collections |

The media staff assists teachers by

- | | | | |
|-----|---|---|--|
| 90. | X | X | suggesting various uses of media center materials |
| 91. | X | X | locating materials of various difficulty and interest levels |
| 92. | X | X | demonstrating the versatility of AV equipment |
| 93. | X | X | aiding in the use of equipment and accessories |

PURDUE SELF-EVALUATION SYSTEM

There are many facets of a media center program that can be measured. These might include facilities, staffing, budget, collection, circulation, etc. But many professionals agree that one of the more effective measures is to evaluate the services provided by the media staff to the users.

The Purdue Self-Evaluation System (PSES) for Media Centers, a service developed in the Media Sciences Section of Purdue University, offers media specialists an inexpensive yet thorough technique for involving teachers, students, and administrators in the evaluation of media center services.

The unique feature of PSES is that the media specialist may tailor-make the evaluation instrument to the service program of a specific media center. It may constitute one portion of a comprehensive planning and evaluation system or it may simply be exploratory in nature.

The catalog encompasses nine broad service categories. Accessibility, Awareness, Professional, Utilization, Planning, Acquisition, Production, Evaluation and Activity. The media specialist may wish to concentrate on a few categories or do a broad survey over all categories. The media specialist also may query one user group or several to include administrators, media staff, teachers, and students.

PSES measures the user's perception of both frequency and variety of services offered by the media center. The technique can also be used to compare the media staff's perception of the service program with any of the user group's perceptions. Media specialists are advised to select those items which match their own program objectives.

The catalog was developed originally in cooperation with the Indiana Department of Public Instruction in a survey of elementary school media centers during the 1974-75 school year. It has also been used in several doctoral dissertations including two in Indiana, one on grades 10-12 and one on grades 6-9. There is a certain amount of bias represented in this instrument toward services emphasized in the *Media Programs, District and School* (AASL & AECT 1975) that is, both library and audiovisual services as well as instructional development services have been included.

Once the media specialist has chosen items from the catalog individualized questionnaires will be supplied for each user group to the school. Schools may then reproduce the questionnaires and collect the data (directions and answer sheets which can be machine scored will be provided). The data will be processed at Purdue and an item by-item computerized comparison of the responses made by the media staff, teachers, students, and administrators will be sent to the school.

Schools may wish to bypass the Purdue computer services entirely and adapt parts of the catalog to their own measurement needs. The authors encourage this type of use as long as credit is given to the authors for items used from the catalog.

Item Selection

Several reasons could influence a media specialist's choice of a particular item. For example, one might wish to offer a service and would like to educate the user to its possible implementation. The service chosen may be relatively new and the media staff wishes to check the awareness of the users as to its existence. The media specialist may also want to find out what segments of the user groups are taking advantage of a particular service. (For example, what percentage within each grade level takes advantage of a particular service.)

The master catalog contains services in nine different categories (Accessibility, Awareness, etc.). Three columns for media staff, teachers, and students, are beside each service statement. An "x" in a column indicates which group the statement may be used for, let us look at item #1, for example.

M T S

x x The media center is used for class use upon teacher request

This item may be selected to be answered by either the media staff, the teachers, or both. The item is not available for the student questionnaire.

The ITEM SELECTION SHEETS contain three columns M - Media Staff, T - Teachers, S - Students. To select your item, merely check the appropriate item number of the ITEM SELECTION SHEET in the column desired. For example, on item #1, if you wish to have this item included on both your questionnaires, check the appropriate blanks. If you wish the item to appear only on the teacher questionnaire, check that blank.

Any item or part of an item may be selected. In like fashion, any category or part of category may be omitted. Items designed for use by the students have been personalized and simplified in language (See Student Catalog) DO NOT SELECT MORE THAN 150 ITEMS FOR THE MEDIA STAFF. The recommended maximum number of items for teachers is 75, for students, 50.

Please note that all items you choose will be answered by all respondents on the following scale:

- A = Regularly
- B = Occasionally
- C = Rarely or never
- D = Don't know

Cost

The use of Purdue computer facilities will cost \$25.00 per school plus 40¢ per respondent. This amount pays for one copy of each questionnaire (media staff, teacher, and student), all of scan answer sheets, data processing and analysis, and one copy of a final report. General guidelines for interpretation of the results will be provided. However, if the school wishes to have further interpretation and consultation concerning the analysis and steps for program improvement as a result of the research, the authors are available for consultation both by telephone conference call or by visitation.

If you want Purdue to process your data and prepare an item-by-item computerized comparison of the responses made by the media staff, teachers, and students, return only the ITEM SELECTION SHEETS to Dr. Janet G. Stroud. If comments or questions arise, contact Dr. Stroud at (317) 749 2902. Address all correspondence to

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47907

ACCESSIBILITY SERVICES

M T S

The media center is used for

- 1. class use upon teacher request
- 2. small groups upon teacher request
- 3. individual student research
- 4. individual student enjoyment

The media center is used for meetings of
faculty

- 5. student organizations or activities
- 6. administrators or school boards
- 7. school-related parent groups
- 8.

The media center provides books for

- 9. temporary reserve collections for instructional units
- 10. temporary room collections for instructional units
- 11. permanent room or department collections

The media center provides AV materials for

- 12. temporary reserve collections for instructional units
- 13. temporary room collections for instructional units
- 14. permanent room or department collections

The media center provides AV equipment for

- 15. loan to teachers (1 day or less)
- 16. loan to teachers (less than 30 days)
- 17. temporary loan to department
- 18. permanent loan to teachers
- 19. permanent loan to department

Students use the media center

- 20. before school
- 21. after school

Teachers use the media center

- 22. before school
- 23. after school

Students take home from the media center

- 24. books
- 25. AV materials
- 26. AV equipment

Students check out for building-use

- 27. books
- 28. AV materials
- 29. AV equipment

Teachers *have time* to come to the media center.

ACCESSIBILITY SERVICES (cont.)

M T S

31. Students *have time* to come to the media center.
 32. Teachers have time to consult with the media staff.
 33. Books are kept in good condition.
 34. AV materials are kept in good condition.
 35. AV equipment is kept in good condition.
 36. Students use AV equipment in the media center.

AWARENESS SERVICES

M T S

Teachers are given information about

37. new AV equipment in the building
 38. new books and AV materials in the media center
 39. services available from the district media center (library)
 40. services available from the regional media center (library)
 41. services available from other libraries
 42. community resources (guests, field trips, etc.)
 43. existing media center services
 44. newly added media center services

Students are given information about

45. new AV equipment in the media center
 46. new books and AV materials in the media center
 47. services available from the district media center (library)
 48. services available from the regional media center (library)
 49. services available from other libraries in the area
 50. community resources (guests, field trips, etc.)
 51. existing media center services
 52. newly added media center services

The media staff sponsors special programs for

53. National Library Week, Book Week, etc.
 54. local events of importance
 55. national events
 56. school-public library cooperative efforts

The media staff promotes the media program via

57. news releases
 58. radio or TV
 59. displays or bulletin boards
 60. programs for parents
 61. programs for administrators
 62. presentations to the school board
 63. presentations to community groups

PROFESSIONAL SERVICES

M T S

- The *school* media staff acquires for the professional collection
- 64. books
 - 65. periodicals
 - 66. AV materials
 - 67. research reports
 - 68. curriculum guides

- The *district* media staff acquires for the professional collection
- 69. books
 - 70. periodicals
 - 71. AV materials
 - 72. research reports
 - 73. curriculum guides

- The *regional* media staff acquires for the professional collection
- 74. books
 - 75. periodicals
 - 76. AV materials
 - 77. research reports
 - 78. curriculum guides

- In-service topics for teachers include
- 79. integrating media center materials into instruction
 - 80. utilizing media center services effectively
 - 81. producing AV materials
 - 82. utilizing AV equipment
 - 83. existing media center services
 - 84. newly added media center services

- The media staff works with teachers/counselors to help
- 85. improve student progress in learning
 - 86. students with their personal problems
 - 87. students make career decisions

UTILIZATION SERVICES

M T S

- Teachers are helped to locate materials in
- 88. the media center collection
 - 89. the various classroom collections

- The media staff assists teachers by
- 90. suggesting various uses of media center materials
 - 91. locating materials of various difficulty and interest levels
 - 92. demonstrating the versatility of AV equipment
 - 93. aiding in the use of equipment and accessories

UTILIZATION SERVICES (cont.)

M T S

- Reference service in the media center is given *teachers* by-
94. answering simple questions (e.g., who wrote *Street Rod*)
95. answering more complex questions
96. requiring teachers to try to answer their own questions
97. referring teachers to resources not in the media center

- Reference service in the media center is given *students* by
98. answering simple questions (e.g., who wrote *Street Rod*)
99. answering more complex questions
100. requiring students to try to answer their own questions
101. referring students to resources not in the media center

- Instruction in the use of the media center is
102. given as a unit of instruction
103. integrated into classroom instructional units
104. given informally upon request

- Instruction in the use of the media center is given to
105. individual students
106. small groups
107. classes and/or large groups
108. entering grade level students
109. new students

- Instruction in the use of the media center is given by
110. teacher and media staff in a team approach
111. the teacher
112. the media staff

- Group guidance is given by the media staff through
113. book or media talks on recreational materials
114. book or media talks on materials for classwork
115. distribution of materials lists
116. displays, exhibits and/or bulletin boards

- Individual guidance is given by the media staff through
117. individualized materials lists
118. help in the location of materials
119. help in the selection of materials

- The media staff engages in a program of
120. reading guidance
121. viewing guidance (visual literacy)
122. listening guidance
123. improvement of study habits
124. development of critical thinking

- Help is given when AV equipment problems arise.

PLANNING SERVICES

M T S

- Media center staff assists teachers in unit planning by:
- 126. consulting *in advance* of unit presentation
 - 127. assisting in analysis of learning tasks
 - 128. helping formulate behavioral objectives
 - 129. gathering materials
 - 130. preparing bibliographies
 - 131. suggesting materials of appropriate difficulty
 - 132. suggesting materials at varying *interest levels*
 - 133. The media specialist consults with the curriculum committee.

ACQUISITION SERVICES

M T S

- Inter-library loans for *teachers* are provided from
- 134. the district center collection
 - 135. other school media centers in the district
 - 136. public libraries in the area
 - 137. academic libraries in the area
 - 138. rental libraries
 - 139. regional media centers (libraries)
- Inter-library loans for *students* are provided from
- 140. the district center collection
 - 141. other school media centers in the district
 - 142. public libraries in the area
 - 143. academic libraries in the area
 - 144. rental libraries
 - 145. regional media centers (libraries)
- The media staff purchases materials
- 146. on recommendation of the teachers
 - 147. on recommendation of the students
- The media staff provides for the purpose of purchasing
- 148. teacher previewing
 - 149. student previewing
 - 150. producers' catalogs
 - 151. published evaluations of materials
 - 152. published evaluations of equipment
- The media staff orders
- 153. materials only at specified times
 - 154. individual orders upon request

PRODUCTION SERVICES

M T S

Which are produced by your *school* media staff?

- 155. graphics (lettering, poster making, etc.)
- 156. slides
- 157. videotapes
- 158. tape recordings
- 159. 8mm films
- 160. radio programs
- 161. 16mm films
- 162. models and dioramas
- 163. transparencies
- 164. kits
- 165. games
- 166. filmstrips
- 167. learning packages
- 168. photocopies
- 169. mounted materials
- 170. laminated materials
- 171. printed or duplicated materials
- 172. computer-assisted instruction
- 173. programmed instruction
- 174. computer programs

Which are produced by your *district* media staff?

- 175. graphics (lettering, poster making, etc.)
- 176. slides
- 177. videotapes
- 178. tape recordings
- 179. 8mm films
- 180. radio programs
- 181. 16mm films
- 182. models and dioramas
- 183. transparencies
- 184. kits
- 185. games
- 186. filmstrips
- 187. learning packages
- 188. photocopies
- 189. mounted materials
- 190. laminated materials
- 191. printed or duplicated materials
- 192. computer-assisted instruction
- 193. programmed instruction
- 194. computer programs

PRODUCTION SERVICES (cont.)

M T S

Which are produced by your regional media staff?

- | | | | |
|------|---|---|---|
| 195. | X | X | graphics (lettering, poster making, etc.) |
| 196. | X | X | slides |
| 197. | X | X | videotapes |
| 198. | X | X | tape recordings |
| 199. | X | X | 8mm films |
| 200. | X | X | radio programs |
| 201. | X | X | 16mm films |
| 202. | X | X | models and dioramas |
| 203. | X | X | transparencies |
| 204. | X | X | kits |
| 205. | X | X | games |
| 206. | X | X | filmstrips |
| 207. | X | X | learning packages |
| 208. | X | X | photocopies |
| 209. | X | X | mounted materials |
| 210. | X | X | laminated materials |
| 211. | X | X | printed or duplicated materials |
| 212. | X | X | computer-assisted instruction |
| 213. | X | X | programmed instruction |
| 214. | X | X | computer programs |

Teachers who want locally produced AV materials are provided

- | | | | |
|------|---|---|---|
| 215. | X | X | facilities and equipment |
| 216. | X | X | supplies |
| 217. | X | X | help from the media staff |
| 218. | X | X | the finished product from the media staff |

Students who want locally produced AV materials are provided

- | | | | |
|------|---|---|---|
| 219. | X | X | facilities and equipment |
| 220. | X | X | supplies. |
| 221. | X | X | help from the media staff |
| 222. | X | X | the finished product from the media staff |

EVALUATION SERVICES

M T S

The media center collection provides

- | | | | | |
|------|---|---|---|---|
| 223. | X | X | X | a variety of media to meet user needs |
| 224. | X | X | X | current material |
| 225. | X | X | X | enough material for the number of users |
| 226. | X | X | X | quality materials |

EVALUATION SERVICES (cont.)

M T S

- Together, teachers and media staff evaluate the success of
- | | | | |
|------|---|---|---|
| 227. | X | X | class projects involving the media center |
| 228. | X | X | small group projects involving the media center |
| 229. | X | X | individual projects involving the media center |
| 230. | X | X | library skills training for students |
| 231. | X | X | jointly planned units of instruction |

- The media staff provides *students* opportunities to evaluate
- | | | | |
|------|---|---|--------------------------|
| 232. | X | X | the materials collection |
| 233. | X | X | media center services |
| 234. | X | X | media center facilities |
| 235. | X | X | media center policies |

- The media staff provides *teachers* opportunities to evaluate
- | | | | |
|------|---|---|--------------------------|
| 236. | X | X | the materials collection |
| 237. | X | X | media center services |
| 238. | X | X | media center facilities |
| 239. | X | X | media center policies |

ACTIVITY SERVICES

M T S

- In the media center, students
- | | | | |
|------|---|---|---|
| 240. | X | X | read or look at books |
| 241. | X | X | read magazines and newspapers |
| 242. | X | X | look at AV materials in large groups |
| 243. | X | X | look at AV materials in small groups |
| 244. | X | X | look at AV materials as individuals |
| 245. | X | X | listen to recordings in large groups |
| 246. | X | X | listen to recordings in small groups |
| 247. | X | X | listen to recordings as individuals |
| 248. | X | X | play games (educational, chess, etc.) |
| 249. | X | X | find materials and information for school subjects |
| 250. | X | X | make AV materials |
| 251. | X | X | make printed materials |
| 252. | X | X | tutor other students |
| 253. | X | X | meet, talk, or listen to community resource persons |
| 254. | X | X | select materials to borrow |
| 255. | X | X | learn to operate AV equipment |
| 256. | X | X | study with other students |
| 257. | X | X | discuss materials |
| 258. | X | X | participate in library clubs or media organizations |
| 259. | X | X | use computer-assisted instruction |
| 260. | | X | view displays and exhibits |

ACTIVITY SERVICES (cont.)

M T S

In the media center, teachers

- | | | | | |
|------|---|---|---|---|
| 261. | X | X | — | have access to recreational materials. |
| 262. | X | X | — | socialize with colleagues |
| 263. | X | X | — | have a place to 'get away from it all' |
| 264. | X | X | — | engage in unit planning with colleagues |
| 265. | X | X | — | eat and drink |

JUNIOR, SENIOR HIGH ITEM SELECTION SHEETS

If you wish to use Purdue's computer facilities to assist you in producing individualized questionnaires and data analysis, return these ITEM SELECTION SHEETS to Dr. Janet Stroud at Purdue University.

Check the items you would like the media staff, teachers, and students to evaluate. If you want the administrative staff included, they will be answering the media staff questionnaire. Try to select the number of items for teachers and students that you feel they will have time to answer.

NAME _____

School name and address _____

Telephone _____

Approximate number of teachers in your building _____

Number of homerooms or sections in each grade from which you wish to gather data.

_____ 2	_____ 5	_____ 8	_____ 11
_____ 3	_____ 6	_____ 9	_____ 12
_____ 4	_____ 7	_____ 10	

Approximate number of students in each section _____

Please list below all paid library and AV staff

Name	Position (Professional, technical, clerical)
_____	_____
_____	_____
_____	_____
_____	_____

Return these ITEM SELECTION SHEETS to

Dr. Janet G. Stroud
Media Sciences
Education Building, 112
Purdue University
West Lafayette, IN 47907

ACCESSIBILITY

	MS	T	S
1.	—	—	
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AWARENESS

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PROFESSIONAL

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MS T S

- 81. ___ ___
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- 87. ___ ___

UTILIZATION

- 88. ___ ___
- 89. ___ ___
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MS T S

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PLANNING

- 126. ___ ___
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ACQUISITION

- 134. ___ ___

MS T S

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PRODUCTION

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- 162. ___ ___

MS	T	S
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MS	T	S
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PLEASE RETURN TO:

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47907

P S E S

PURDUE SELF-EVALUATION SYSTEM
FOR
SCHOOL MEDIA CENTERS

Junior, Senior High School
Student Catalog

by

DAVID V. LOERTSCHER

and

JANET G. STROUD

ACCESSIBILITY SERVICES – Student Catalog

The media center is used for

6. student meetings and activities

I use the media center

20. before school
21. after school

I take home from the media center

24. books
25. AV materials
26. AV equipment

For use in the building, I check out

27. books
28. AV materials
29. AV equipment

31. I *have time* to come to the media center.
33. The media center's books are kept in good condition.
34. The media center's AV materials are kept in good condition.
35. The media center's AV equipment is kept in good condition.
36. I use AV equipment in the media center.

AWAWARENESS SERVICES – Student Catalog

I am given information about

45. new AV equipment in the media center
46. new books and AV materials in the media center
47. services available from the district media center (library)
48. services available from the regional media center (library)
49. services available from other libraries in the area
50. community resources (guests, field trips, etc.)
51. existing media center services
52. newly added media center services

PROFESSIONAL SERVICES – Student Catalog

The media staff helps me

86. with my personal problems
87. make career decisions

UTILIZATION SERVICES – Student Catalog

The media staff helps me by

98. answering simple questions (e.g., who wrote *Street Rod*)
99. answering harder questions

UTILIZATION SERVICES — Student Catalog (Cont.)

The media staff helps me by

100. asking me to try to answer my own questions
101. sending me to people or materials outside the media center

The media staff helps my group by

113. discussing recreational materials with us
114. giving talks on materials for classwork
115. handing out lists of materials
116. making displays and bulletin boards

The media staff helps me

117. by giving me lists of materials
118. find materials
119. choose materials

125. I receive help when AV equipment problems arise.

ACQUISITION SERVICES — Student Catalog

I receive inter-library loans from

140. the district center collection
141. other school media centers in the district
142. public libraries in the area
143. college libraries in the area
145. regional media centers (libraries)

The media staff will buy materials

147. I ask for

PRODUCTION SERVICES — Student Catalog

Our school media center makes

155. graphics (lettering, poster making, etc.)
156. slides
157. videotapes
158. tape recordings
159. 8mm films
160. radio programs
161. 16mm films
162. models and dioramas
163. transparencies
164. kits
165. games
166. filmstrips
167. learning packages
168. photocopies
169. mounted materials

PRODUCTION SERVICES – Student Catalog (Cont.)

Our school media center makes

- 170. laminated materials
- 171. printed or duplicated materials
- 172. computer-assisted instruction
- 173. programmed instruction
- 174. computer programs

If I want AV materials *made*, the media staff

- 219. gives me space and equipment
- 220. gives me supplies
- 221. gives me help
- 222. does it for me

EVALUATION SERVICES – Student Catalog

The media center collection has

- 223. a variety of media to meet my needs
- 224. current material
- 225. enough material for the number of users
- 226. quality materials

The media staff gives me a chance to evaluate

- 232. the materials collection
- 233. media center services
- 234. media center facilities
- 235. media center rules

ACTIVITY SERVICES – Student Catalog

In the media-center, I

- 240. read or look at books
- 241. read magazines and newspapers
- 242. look at AV materials in large groups
- 243. look at AV materials in small groups
- 244. look at AV materials by myself
- 245. listen to recordings in large groups
- 246. listen to recordings in small groups
- 247. listen to recordings by myself
- 248. play games (educational, chess, etc.)
- 249. find materials and information for school subjects
- 250. make AV materials
- 251. make printed materials
- 252. help other students
- 253. meet, talk, or listen to visitors
- 254. select materials to borrow
- 255. learn to operate AV equipment

ACTIVITY SERVICES – Student Catalog (Cont.)

In the media center, I

- 256. study with other students
- 257. discuss materials
- 258. participate in library clubs or media organizations
- 259. use computer assisted instruction
- 260. view displays and exhibits

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