ABSTRACT

To measure the effectiveness of the services provided to users of elementary school media centers, a survey instrument has been developed to poll teachers, students, or administrators. Ratings cover nine broad service categories: accessibility, awareness, professional materials, utilization, planning, acquisition, production, evaluation, and activity. Users of the guide can tailor an evaluation instrument for their own needs by selecting only those items which apply to the services they offer. Over 30 items are listed in each service category. (EMH)
PSES
PURDUE SELF-EVALUATION SYSTEM
FOR
SCHOOL MEDIA CENTERS

Elementary School Catalog

by
DAVID V. LOERTSCHER
and
JANET G. STROUD
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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 service 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 #7, for example:

**M T S**

The media center is used for meetings of student organizations.

This item may be selected to be answered by either the media staff, the students, or both. The item is not available for the teacher 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 4¢ per respondent. This amount pays for one copy of each questionnaire (media staff, teacher, and student), all op 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

The media center is used for:

1. scheduled class visits (weekly, semi-weekly, etc.)
2. class use upon teacher request (other than scheduled visits)
3. small groups upon teacher request
4. individual student research
5. individual student enjoyment

The media center is used for meetings of:

6. Faculty
7. Student organizations
8. Administrators or school boards
9. School-related parent groups

The media center provides books for:

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

The media center provides AV materials for:

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

The media center provides AV equipment for:

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

Students use the media center:

21. before school
22. after school

Teachers use the media center:

23. before school
24. after school

Students take home from the media center:

25. books
26. AV materials
27. AV equipment

Students check out for building use:

28. books
29. AV materials
30. AV equipment
ACCESSIBILITY SERVICES (cont.)

M T S

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

AWARENESS SERVICES

M T S

Teachers are given information about

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

Students are given information about

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

The media staff sponsors special programs for

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

The media staff promotes the media program via

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

**M-T S**

The school media staff acquires for the professional collection:

63. X X books
64. X X periodicals
65. X X AV materials
66. X X research reports
67. X X curriculum guides

The district media staff acquires for the professional collection:

68. X X books
69. X X periodicals
70. X X AV materials
71. X X research reports
72. X X curriculum guides

In-service topics for teachers include:

73. X X integrating media center materials into instruction
74. X X utilizing media center services effectively
75. X X producing AV materials
76. X X utilizing AV equipment
77. X X existing media center services
78. X X newly added media center services

The media staff works with teachers/counselors to help:

79. X X improve student progress in learning
80. X X students with their personal problems
81. X X students make career decisions

UTILIZATION SERVICES

**M-T S**

Teachers are helped to locate materials in:

82. X X the media center collection
83. X X the various classroom collections

The media staff assists teachers by:

84. X X suggesting various uses of media center materials
85. X X locating materials of various difficulty and interest levels
86. X X demonstrating the versatility of AV equipment
87. X X aiding in the use of equipment and accessories

Reference service in the media center is given teachers by:

88. X X answering simple questions (e.g., who wrote Charlotte's Web?)
89. X X answering more complex questions
90. X X requiring teachers to try to answer their own questions
91. X X referring teachers to resources not in the media center
UTILITY SERVICES (cont.)

Reference service in the media center is given to students by

92. X X X answering simple questions (e.g., who wrote Charlotte's Web?)
93. X X X answering more complex questions
94. X X X requiring students to try to answer their own questions
95. X X X referring students to resources not in the media center

Instruction in the use of the media center is

96. X X X given as a unit of instruction
97. X X X integrated into classroom instructional units
98. X X X given informally upon request

Instruction in the use of the media center is given to

99. X X X individual students
100. X X X small-groups
101. X X X classes and/or large groups
102. X X X new students

Instruction in the use of the media center is given by

103. X X X teacher and media staff in a team approach
104. X X X the teacher
105. X X X the media staff

Group guidance is given by the media staff through

106. X X X book or media talks on recreational materials
107. X X X book or media talks on materials for classwork
108. X X X distribution of materials lists
109. X X X displays, exhibits and/or bulletin boards

Individual guidance is given by the media staff through

110. X X X individualized materials lists
111. X X X help in the location of materials
112. X X X help in the selection of materials

The media staff engages in a program of:

113. X X X reading guidance
114. X X X viewing guidance (visual literacy)
115. X X X listening guidance
116. X X X improvement of study habits
117. X X X development of critical thinking

118. X X X Help is given when AV equipment problems arise.
PLANNING SERVICES

MTS

Media center staff assists teachers in unit planning by

119. X X - consulting in advance of unit presentation
120. X X - assisting in analysis of learning tasks
121. X X - helping formulate behavioral objectives
122. X X - gathering materials
123. X X - preparing bibliographies
124. X X - suggesting materials of appropriate difficulty
125. X X - suggesting materials of varying interest levels
126. X X - The media specialist consults with the curriculum committee

ACQUISITION SERVICES

MTS

Inter-library loans for teachers are provided from

127. X X - the district center collection
128. X X - other school media centers in the district
129. X X - public libraries in the area
130. X X - academic libraries in the area
131. X X - rental libraries
132. X X - regional libraries

Inter-library loans for students are provided from

133. X X - the district center collection
134. X X - other school media centers in the district
135. X X - public libraries in the area
136. X X - academic libraries in the area
137. X X - rental libraries
138. X X - regional libraries

The media staff purchases materials

139. X X - on recommendation of the teachers
140. X X - on recommendation of the students

The media staff provides for the purpose of purchasing

141. X X - teacher previewing
142. X X - student previewing
143. X X - producers' catalogs
144. X X - published evaluations of materials
145. X X - published evaluations of equipment

The media staff orders

146. X X - materials only at specified times
147. X X - individual orders upon request
PRODUCTION SERVICES

Which are produced by your school media staff?
148. X X X graphics (lettering, poster making, etc.)
149. X X X slides
150. X X X videotapes
151. X X X tape recordings
152. X X X 8mm films
153. X X X radio programs
154. X X X 16mm films
155. X X X puppets
156. X X X models and dioramas
157. X X X transparencies
158. X X X kits
159. X X X games
160. X X X filmstrips
161. X X X learning packages
162. X X X photocopies
163. X X X mounted materials
164. X X X laminated materials
165. X X X printed or duplicated materials
166. X X X computer-assisted instruction
167. X X X programmed instruction
168. X X X computer programming

Which are produced by your district media staff?
169. X X graphics (lettering, poster making, etc.)
170. X X slides
171. X X videotapes
172. X X tape recordings
173. X X 8mm films
174. X X radio programs
175. X X 16mm films
176. X X puppets
177. X X models and dioramas
178. X X transparencies
179. X X kits
180. X X games
181. X X filmstrips
182. X X learning packages
183. X X photocopies
184. X X mounted materials
185. X X laminated materials
186. X X printed or duplicated materials
187. X X computer-assisted instruction
188. X X programmed instruction
189. X X computer programming
PRODUCTION SERVICES (cont.)

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>190</td>
<td>facilities and equipment</td>
</tr>
<tr>
<td>191</td>
<td>supplies</td>
</tr>
<tr>
<td>192</td>
<td>help from the media staff</td>
</tr>
<tr>
<td>193</td>
<td>the finished product from the media staff</td>
</tr>
</tbody>
</table>

Students who want locally produced AV materials are provided:

<table>
<thead>
<tr>
<th>No.</th>
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</tr>
</thead>
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<td>help from the media staff</td>
</tr>
<tr>
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<td>the finished product from the media staff</td>
</tr>
</tbody>
</table>

EVALUATION SERVICES

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>198</td>
<td>a variety of media to meet user needs</td>
</tr>
<tr>
<td>199</td>
<td>current material</td>
</tr>
<tr>
<td>200</td>
<td>enough material for the number of users</td>
</tr>
<tr>
<td>201</td>
<td>quality materials</td>
</tr>
</tbody>
</table>

Together, teachers and media staff evaluate the success of:

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>202</td>
<td>class projects involving the media center</td>
</tr>
<tr>
<td>203</td>
<td>small group projects involving the media center</td>
</tr>
<tr>
<td>204</td>
<td>individual projects involving the media center</td>
</tr>
<tr>
<td>205</td>
<td>library skills training for students</td>
</tr>
<tr>
<td>206</td>
<td>jointly planned units of instruction</td>
</tr>
</tbody>
</table>

The media staff provides students opportunities to evaluate:

<table>
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<tr>
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<th>Description</th>
</tr>
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<tr>
<td>207</td>
<td>the materials collection</td>
</tr>
<tr>
<td>208</td>
<td>media center services</td>
</tr>
<tr>
<td>209</td>
<td>media center facilities</td>
</tr>
<tr>
<td>210</td>
<td>media center policies</td>
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</table>

The media staff provides teachers opportunities to evaluate:

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<td>213</td>
<td>media center facilities</td>
</tr>
<tr>
<td>214</td>
<td>media center policies</td>
</tr>
</tbody>
</table>
ACTIVITY SERVICES

In the media center, students

215 X X read or look at books
216 X X read magazines and newspapers
217 X X look at AV materials in large groups
218 X X look at AV materials in small groups
219 X X look at AV materials as individuals
220 X X listen to recordings in large groups
221 X X listen to recordings in small groups
222 X X listen to recordings as individuals
223 X X make puppets and have puppet shows
224 X X listen to stories
225 X X play games
226 X X find materials and information for school subjects
227 X X make AV materials
228 X X make printed materials
229 X X tutor other students
230 X X observe animals or plants
231 X X meet, talk, or listen to community resource persons
232 X X select materials to borrow
233 X X learn to operate AV equipment
234 X X study with other students
235 X X discuss materials
236 X X participate in library clubs or media organizations
237 X X use computer-assisted instruction
238 X X view displays and exhibits

In the media center, teachers

239 X X have access to recreational materials
240 X X socialize with colleagues
241 X X have a place to ‘get away from it all’
242 X X engage in unit planning with colleagues
243 X X eat and drink
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 home rooms or sections in each grade from which you wish to gather data:

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

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 47097
<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>EVALUATION</th>
</tr>
</thead>
</table>

| 193 | 192 | 191 | 190 | 189 | 188 | 187 | 186 | 185 | 184 | 183 | 182 | 181 | 180 | 179 | 178 | 177 | 176 | 175 | 174 | 173 | 172 | 171 | 170 | 169 | 168 | 167 | 166 | 165 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

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

PLEASE RETURN TO:
PURDUE SELF-EVALUATION SYSTEM FOR SCHOOL MEDIA CENTERS

Elementary School Student Catalog

by

DAVID V. LOERTSCHER
and

JANET G. STROUD
ACCESSIBILITY SERVICES – Student Catalog

The media center is used for

7. club or student meetings

I use the media center

21. before school
22. after school

I take home from the media center

25. books
26. AV materials
27. AV equipment

For use in school, I check out

28. books
29. AV materials
30. AV equipment

32. I have time to go to the media center.

34. The media center’s books are in good condition.

35. The media center’s AV materials are in good condition.

36. The media center’s AV equipment is in good condition.

37. I use AV equipment in the media center.

AWARENESS SERVICES – Student Catalog

The media staff tells me about

45. new AV equipment in the media center
46. new books and AV materials in the media center
47. materials I can get from the district media center (library)
48. materials I can get from other libraries in my city
49. people and places I can visit near my home
50. things I can do in the media center
51. new things I can do in the media center

PROFESSIONAL SERVICES – Student Catalog

The media staff helps me

80. with my problems
UTILIZATION SERVICES — Student Catalog

The media staff helps me by
92. answering easy questions (e.g., who wrote Charlotte's Web?)
93. answering harder questions
94. asking me to try to answer my own questions
95. sending me to people or places outside the media center

The media staff helps my group by
106. talking about fun things to read or look at
107. telling me about things I can use for class
108. giving me a list of books or AV materials
109. having bulletin boards

The media staff helps me
110. by giving me a list of books or AV materials
111. finding books and AV materials
112. choosing books or AV materials

118. I receive help when AV equipment will not work.

ACQUISITION SERVICES — Student Catalog

The media staff will get me books or AV materials from
133. the district media center
134. other school media centers
135. the public library
136. the college library

The media staff will
140. buy things I ask for

PRODUCTION SERVICES — Student Catalog

Our school media center makes
148. graphics (lettering, signs, posters, etc.)
149. slides
150. videotapes (television programs)
151. tape recordings
152. 8mm films
153. radio programs
154. 16mm films
155. puppets
156. models and dioramas
157. transparencies
158. kits
159. games
160. filmstrips
161. learning packages
162. photocopies
PRODUCTION SERVICES – Student Catalog (cont.)

Our school media center makes
163. mounted materials
164. laminated materials
165. printed or duplicated materials
166. computer-assisted instruction
167. programmed instruction
168. computer programs

If I want AV materials made, the media staff
194. gives me space and equipment
195. gives me supplies
196. gives me help
197. does it for me

EVALUATION SERVICES – Student Catalog

The media center collection has
198. many kinds of things to help me
199. new material
200. enough books and AV materials for everybody to use
201. good books and AV materials

The media staff gives me a chance to say what I like or don’t like about
207. the books or AV materials in the media center
208. the things I can do in the media center
209. media center chairs, tables, shelves, places to work, etc.
210. media center rules

ACTIVITY SERVICES – Student Catalog

In the media center, I
215. read or look at books
216. read magazines and newspapers
217. look at AV materials in large groups
218. look at AV materials in small groups
219. look at AV materials by myself
220. listen to recordings in large groups
221. listen to recordings in small groups
222. listen to recordings by myself
223. make puppets and have puppet shows
224. listen to stories
225. play games
226. find materials and information for school subjects
227. make AV materials
228. make printed materials
229. help other students
30. see animals or plants
ACTIVITY SERVICES – Student Catalog (cont.)

In the media center, I

231. meet, talk, or listen to visitors
232. select materials to borrow
233. learn to operate AV equipment
234. study with other students
235. discuss materials
236. meet with library or media clubs
237. use computers for school-work
238. look at bulletin boards or displays
The authors extend appreciation to the following organizations which provided financial assistance for the development of this instrument:

Indiana Department of Public Instruction
Purdue University Department of Education
Delta Kappa Gamma Society