

A “typical” CLIC for Charter School Libraries

Before I begin, I want the reader to understand that the following is an imaginary CLIC for Charter School Libraries. I am not sure if the summer break has anything to do with the emails not responded to and the non-productive phone calls. Therefore, I have combined my previous knowledge about education, my new exposure to for-profit and non-profit charter schools, and the tremendous amount of information about CLIC from class to ‘create’ a ‘typical’ CLIC for Charter School Libraries. This library will be a for-profit charter school because it will more likely be able to support the program I have created.

A brief “physical” description of the FPCS CLIC

The for-profit charter school (FPCS) headquarters is located in Washington, DC. While there are five schools in the DC region, there are 203 FPCS within the 40 states with charter school laws. Therefore, most of the services, collections, and staff of FPCS are virtual. Within the headquarters, the FPCS CLIC is located on the third floor comprising of three rooms, one that is shared with the IT Department. The other two house materials, reference stations, and program development/research areas.

Reporting lines within the FPCS CLIC

The library has five staff members. The head librarian reports to the CIO. There are partnerships with the IT and R&D department. The FPCS CLIC staff are considered ‘knowledge officers’. They disseminate the information from R&D to the 208 FPCS libraries throughout the country. There are also collaborative partnerships with other charter schools’ CLIC.

Key products and services provided by the FPCS CLIC

The main service is to organize and distribute information to the teachers and administrators. Because charter schools have a high parent involvement and make decisions concerning curriculum for the individual schools, the parents are able to contact FPCS for curriculum information. They organize and disseminate the R&D concerning K-12’s curriculum, development and school design.

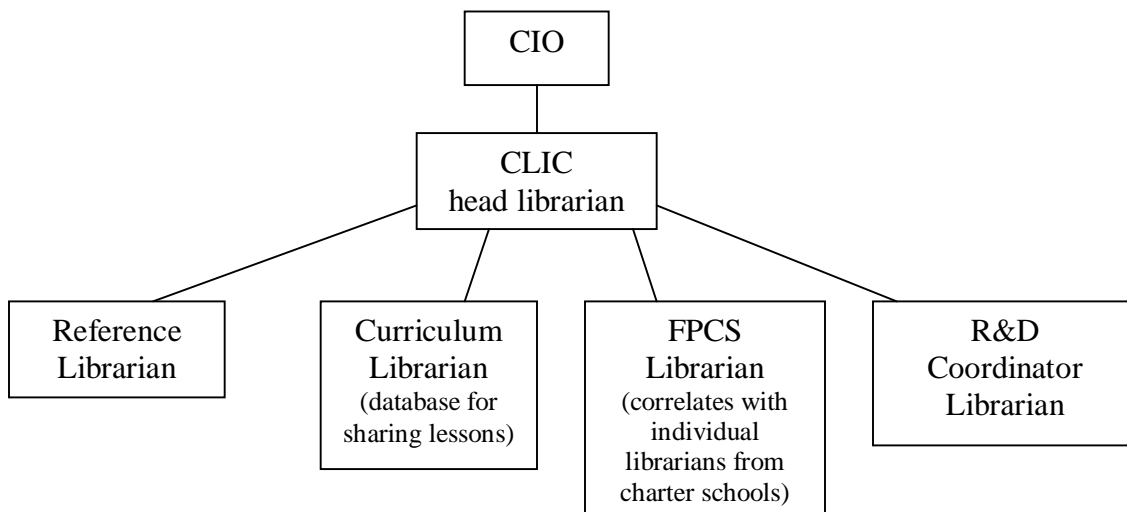
The FPCS CLIC appreciates and knows the amount of work that the teachers put into creating lessons. A program/database has been created to allow and encourage teachers to share their ideas.

The FPCS CLIC’s website also has informative resources. A popular section is “Trends in Education”. The research librarian has a variety of resources which are read, compiled, and posted on the website.

Technology requirements

The FPCS CLIC’s technology and equipment is under the umbrella of the technology of FPCS. The program/database for the sharing lessons is the technology used exclusively by FPCS CLIC.

FPCS CLIC organization chart with staff job titles



The customers of the FPCS CLIC

The customers include administration, staff, parents, students, and, possibly other charter schools, as long proprietary information is not an issue.

FPCS CLIC operating budget

Besides the salaries for the five librarians, there are costs for the database subscriptions, online journals, print materials, and multimedia materials. The server and computers are covered under the IT department and under the umbrella of the organization.

General description of the FPCS CLIC’s collections and research materials

The collection comprises of print and electronic materials which includes databases, journals, and reference materials. This also includes any proprietary materials created by

the FPCS, especially the shared lesson plans and techniques. Most of the materials are digitized for easy retrieval and sharing capabilities throughout the country.

Marketing FPCS CLIC

There are multiple ways of FPCS CLIC to market its services. These marketing methods have the bottom line of being proactive, anticipating what is needed before being asked. This happened with trend watching with environmental scanning and ‘connecting the dots’ with competitive intelligence.

Since FPCS CLIC is supporting 208 charter schools throughout the state, most of interaction is through media. For every meeting, there are pod casts or webcams used to be viewed simultaneously or whenever convenient through the website. This allows all people involved with FPCS to be up-to-date. While face-to-face is a communication technique used as often as possible, phone calls, emails, IMs are some of the communication tools that are used to promote and share with the customers. Whenever possible, job swapping is encouraged at all levels to be able to learn from each other.

How FPCS CLIC contributes to the corporate mission AND bottom line

The FPCS CLIC supports the mission of FPCS by supporting the education of the students through keeping the ‘decision makers’ current with the trends, supporting the individual librarians and teachers in educating the students, and encouraging parents to be an active member of their child’s education. The staff sifts through an exorbitant amount of information and prepares what FPCS needs to know to make the decisions which support successful schools and students.