

TITLE XIII
AREA EDUCATION AGENCIES

CHAPTER 70
AEA MEDIA CENTERS

[Prior to 9/7/88, see Public Instruction Department[670] Ch 40]

281—70.1(273) Scope and general principles. For the purposes of these rules the following scope and general principles will be assumed.

70.1(1) Scope. These rules apply to media services which are to be provided by area education agencies to students from prekindergarten through secondary school, to all special education students, and to all teachers of these students.

70.1(2) General principles. Media services shall be made available to all students and teachers of local school districts within the boundaries of a given area education agency and may be made available to nonpublic students from prekindergarten through secondary schools.

It is the responsibility of the school districts to provide library media centers and adequate professional and support staff in each attendance center to support that center's curriculum program. To the extent practicable all services shall be provided at the attendance center level. The area education agency shall supplement, support and encourage the development of, but not supplant, these local centers and services.

281—70.2(273) Acronyms. For the purposes of these rules the following acronyms shall be used.

"AEA" shall mean area education agency.

"AEAMC" shall mean area education agency media center.

281—70.3(273) Definitions. For the purposes of these rules the following definitions shall be used.

"*Analysis of needs*" shall mean an assessment of the present holdings and services of local school media centers or attendance centers, the identified needs of those centers, the needs which should be met by the AEAMC, and the degree to which the AEAMC currently meets those needs.

"*Consultative services*" shall mean those one-to-one and one-to-group professional services related to the AEAMC and offered by AEAMC personnel to its patrons, and, similar services off the premises or concerning local school programs, offered by AEAMC personnel.

"*Curriculum laboratory*" shall mean a facility where professional assistance is provided instructional staff members in planning and preparing for instruction. It includes, at least on a temporary basis, any pertinent materials in print, nonprint or other formats, and their support equipment, which will help the user to develop curriculum or instructional plans.

"*Department*" means state department of education.

"*Materials lending library*" shall mean those materials, regardless of format, which are purchased for or otherwise designed for loan to school systems being served by the AEA, the storage space, and the preparation, circulation and borrower services related to the materials.

"*Production of media-oriented instructional materials*" shall mean production, reproduction, or other preparation, of print or nonprint instructional materials.

A “*professional library*” includes both books and other print and nonprint media on subject areas, methodology and other related topics of value to the educational specialist or practitioner. It further includes space for the use of these materials on the premises, provision for borrowing for use off the premises, opportunity for expansion of the collection through various types of interlibrary loan, and professional assistance for the borrower.

“*Services*” from an AEAMC shall mean services available to school districts at no additional charge unless otherwise specified in these rules.

281—70.4(273) Department responsibility. The department shall:

70.4(1) Provide forms, outlines or models for development of AEA program proposals for AEAMC services. These outlines shall be provided not fewer than 60 days before programs are due for approval. The department shall provide models or formats for needs assessment instruments, not fewer than 30 days before these are due to be completed. The department shall also provide other forms, or outlines, as specified in these rules.

70.4(2) Provide program review and approval. Each AEA proposal shall be reviewed in the order received. Each AEA shall be advised of department action in writing. Proposals not approved shall be returned with written comments concerning needed information, clarification or amendment.

70.4(3) Establish a state advisory committee with broad representation to review policy, initiate policy recommendations and suggest priorities.

70.4(4) Provide consultation and evaluation. The department shall provide consultative service to AEAMC staffs regarding their relation to the state and in their service to the schools. It shall assist in in-service planning and participation, in selection of materials and in other appropriate activities. Personnel of the media section of the department shall make at least one consultative visit to each AEAMC each fiscal year. More formal evaluations may be provided at the discretion of the department or on the request of the AEA.

281—70.5(273) Area education agency media center responsibility. The AEAMC shall:

70.5(1) Provide a materials lending library which shall contain print and nonprint materials which may include, but not be limited to, 8mm and 16mm films, filmstrips, slides, transparencies, art and study prints, models, sculpture, realia, framed pictures, multimedia kits, audio and video recordings, books, periodicals, pamphlets, microforms and programmed materials. The AEAMC shall provide for repair and maintenance of all material collections and equipment. There shall be at least one catalog for this collection for each school media center in each local school district with a minimum of one per attendance center. Additional catalogs may be provided at the discretion of the AEAMC. The catalog shall be updated at least annually by supplements or revision and shall be totally revised at least once every three years. The department shall develop minimum standards for AEAMC catalogs with implementation to begin by July 1, 1978. The department shall use an advisory committee in the development of these standards.

70.5(2) Provide a professional library which shall contain those print and nonprint materials necessary to provide basic reference and research materials. Each AEAMC shall supplement its own professional collections as needed by the use of state and regional information services. Each AEA may also cooperate or contract with other agencies for supplemental services. Such contracts shall be subject to approval by the department. Space shall be provided for educators to use these collections. Professional media assistance shall be available. There shall be one catalog for this collection for each local school media center in each school district with a minimum of one per attendance center. Additional catalogs may be provided at the discretion of the AEAMC. The catalog may be separate or a part of the materials lending library catalog. The catalog shall be updated at least annually by supplements or revision and shall be totally revised at least once every three years.

70.5(3) Supply a curriculum laboratory which shall provide for storage and display of curriculum materials and may circulate these materials. The AEAMC shall purchase, accept on long-term loan, borrow, or transfer from its lending library whatever curriculum materials are needed to maintain a functional collection. Space shall be provided for educators to work with these materials. Professional assistance shall be available. Current lists of materials available for use in the center or for loan shall be maintained.

70.5(4) Provide or contract to provide the following production services:

a. Each AEAMC shall have the capability to provide basic media-oriented materials production services, including but not limited to: dry mounting and laminating; slide photography; transparency production (in both thermal and diazo methods); audio tape duplication; enlarging or reducing teacher materials; offset print services. These services shall not be contracted and shall be provided at the actual cost of materials used.

b. Each AEAMC shall provide, contract, or subcontract to provide quality and quantity reproduction services and other more sophisticated media services including but not limited to: microfilming services; photography services; TV production and cable programming; motion picture production; video tape duplication; graphic and print services; maintenance of media hardware. The AEAMC may charge actual costs incurred in providing these services.

c. Each AEAMC staff shall include a specialist who can supervise production facilities.

70.5(5) Meet the following requirements for staff, staff employment qualifications, and staff responsibilities.

a. Each AEAMC staff shall include a minimum of two full-time media specialists, one of whom shall serve as director. Their specializations shall be complementary. For example, if one has emphasis in library science, the other shall have emphasis in instructional technology.

b. Each AEAMC serving more than 30,000 pupils shall include at least one additional media specialist or qualified media professional as defined in these rules, for each additional 30,000 pupils or major fraction thereof.

c. Minimum employment qualifications for mandated professional staff, whether employed directly or included in a contractual agreement, shall be:

(1) The director shall have a master's degree with endorsement as director of library services or educational media specialist; permanent professional teacher's certificate in Iowa; minimum of three years experience in school media services.

(2) A media specialist shall have a master's degree with endorsement as educational media specialist or director of library services; permanent professional teacher's certificate in Iowa; minimum of two years experience in school media services.

(3) A qualified media professional shall have a master's degree with endorsement as educational media specialist or director of library services; professional teacher's certificate in Iowa.

(4) These criteria shall not be applied to any media employee of county school systems and joint county systems who holds a valid Iowa teacher's certificate or has a master's degree in library science or educational media and whose position terminates on July 1, 1975, and who was employed prior to July 1, 1974.

d. The number and kind of supporting staff members shall be determined by the extent of the approved programs and services provided by the AEAMC. Support staff in each AEAMC may include, but not be limited to: Clerical personnel, technicians, aides, delivery and custodial personnel, working under the direction of a professional staff member.

e. In addition each AEA shall provide the professional staff needed for services which are not mandated but are included in its approved media services program.

f. The primary responsibility of the director of the AEAMC shall be the administration, supervision and operation of the AEAMC. However, the director may supervise other programs, or personnel if included as part of the AEA's proposed program for media services and approved by the department. The director of each AEAMC shall be directly responsible to the AEA administrator.

70.5(6) Provide physical facilities. The physical facilities for each AEAMC may vary depending on the needs of that area. Each shall include space for: the materials lending library, professional library and curriculum laboratory; a media production area which will allow school personnel as well as staff to use selected equipment; office and work areas for staff; preview areas; storage space; and circulation and distribution area. Each AEAMC shall also have: access to a large meeting area which may be shared with other AEA programs; a location that is easily accessible to a loading area, and easy access to parking area. Any major change of facilities, including new construction, remodeling, or relocation, shall provide for physically handicapped persons.

70.5(7) Purchase other materials and equipment necessary for the continued development of its materials lending library; professional library; curriculum laboratory, and production services. In addition each AEA shall purchase the necessary equipment and materials for services which are not mandated but are included in its approved program.

70.5(8) Submit to the department its proposed media services program for the ensuing fiscal year. This proposed program shall follow the format developed by the department and made available to each AEA at least 60 days prior to the due date.

70.5(9) Include in its proposed AEAMC program a summary of its analysis of needs of the local school district media programs with explanation of the relation of the proposed AEAMC program to those needs. Both the model for the analysis and the summary report shall follow formats approved by the department and shall include but not be limited to:

a. What local materials and equipment are available, and what materials and equipment services are needed from the AEAMC.

b. What local production services are available, and what production services are needed from the AEAMC.

c. What local staff is available and what in-service is needed from the AEAMC.

70.5(10) Establish an AEAMC advisory committee which shall meet not fewer than three times a year and which shall include but not be limited to administrators, classroom teachers, curriculum specialists, media specialists and students. Committee membership, tenure, and function shall be included in the AEAMC's program proposal. However, the functions shall include but not be limited to:

a. Selection of a chairperson and a secretary for the committee.

b. Evaluation of needs assessment and relation of local needs to the AEAMC materials and services.

c. Review of program and budget.

d. Recommendation of policy and procedures.

e. Preview and recommend selection of materials and equipment.

f. Consideration of other areas of concern identified by the department, the AEA, the AEAMC staff, or the advisory committee itself.

70.5(11) Select all materials purchased for or received by an AEAMC in accordance with a materials selection policy filed by the AEA as part of its proposed program for the AEAMC and approved by the department. In preparation of this policy the AEAMC shall give consideration to at least the following:

- a.* The media needs of the local school districts.
- b.* Cost effectiveness of circulation of specific titles or media from an AEAMC as opposed to a local school media center.
- c.* Cost effectiveness of circulation of specific titles or media from an AEAMC as opposed to use of interlibrary loan or other cooperative activity.
- d.* Provision for reconsideration of challenged materials.
- e.* Provision for weeding or discarding.

70.5(12) Submit all contractual arrangements for media services to the department for its approval.

70.5(13) Include in its program plan submitted to the department a description of its coordination of services with other divisions of the AEA, with the merged area school, local schools, colleges and universities, and with other library, information, and communication networks. Each AEA shall participate in planning for state level cooperation among AEAMCs and between AEAMCs and other agencies.

70.5(14) Provide for delivery and return by AEA-operated or contracted vehicles of all AEAMC circulating materials to each local school district attendance center on at least twice a week basis during the regular school year. The AEA may contract for local delivery services with any school district that has established at least twice a week delivery to each attendance center in its district.

70.5(15) Submit to the department prior to August 15 of each year an annual report of the AEAMC services for the previous fiscal year. This report shall follow the format developed by the department and made available to each AEA at least 30 days prior to the beginning of the reporting period.

70.5(16) Provide appropriate consultative services. The primary function of the AEAMC consultative services shall be to provide center-related consultation and in-service training. Within the limits of funds available, an AEAMC may also provide other qualified media professionals for related consultation and in-service training which may include but not be limited to:

- a.* Providing leadership and working with local school personnel in the planning and equipping of media centers, the selection of the materials and equipment, including planning general facilities for effective use of print and nonprint materials.
- b.* Working closely with administrators, consultants, and teachers at the local, area, and state levels in providing workshops in the evaluation, selection, and use of materials and equipment.
- c.* Cooperating with merged area schools, colleges and universities, and other agencies, on pre-service, extension and visitation activities.
- d.* Participating with professional education and media associations in planning, developing and implementing media activities in improving instruction.

[Filed 12/31/74]

[Filed 8/19/88, Notice 6/29/88—published 9/7/88, effective 10/12/88]