

LIS Education Market Analysis by Degree Specialization

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Background & Purpose

This report includes a sample of LIS degree specialization descriptions from top-performing LIS programs. It also includes the results of a data analysis of ALA-accredited market share rates by total enrollment (see Appendix I). The peak year in total enrollment in ALA-accredited Masters programs was in 2010, at 21,146. Since 2010, total enrollment in ALA accredited programs has dropped 23.4%. Market share rates and specialization data were analyzed to answer the following questions:

1. Which ALA-accredited Masters programs have experienced the highest growth in market share since total ALA-accredited enrollments peaked in 2010?
2. Which programs sharing a common career pathway/specialization with CUA LIS have experienced the highest growth in market share since 2010?
3. How do these top-performing programs brand their specific specializations?

Key Findings: Short-term Recruiting Impact

1. Only 1 other accredited LIS program offers a specialization in Information Architecture, which indicates a potential untapped market.
2. Cultural Heritage Information Management (CHIM), Law Librarianship, Organization of Information, and User Services (defined by ALA as “Reference and User Services”) are not offered in the DC metropolitan area, which may make local recruitment efforts more effective.
3. Digital Libraries is offered through Drexel University, an iSchool with an office in downtown DC. This may make Drexel more appealing to local prospects interested in this specialization.
4. Health Sciences and School Library Media are both offered by Drexel and the University of Maryland, which indicates potential difficulties in local recruitment.

Key Findings: Long-term Strategic Potential

1. Only 15 other programs (4 online) offer a specialization in CHIM, indicating less competition for prospects interested in this specialization. Of these, 3 (19%) are currently on conditional accreditation. Depending on the outcomes of these programs’ comprehensive review, there may be future opportunities for growth in CHIM.
2. In analyzing other program’s specific specializations, User Services often encompassed multiple other specializations (Academic Librarianship, Instruction, Public Librarianship, Research and Assessment, etc); thus, samples of this specialization are not included in this report. LIS should consider refining this specialization to strengthen its identity and increase its appeal to prospective students.
3. Generalist specialization data was not analyzed, as no other programs market this option as a specialization. LIS should consider refinement of this specialization to strengthen its identity and increase its appeal to prospective students.
4. 9 of CUA LIS’s 2010 peer institutions (defined as institutions with +/-5 LIS’s 2010 market share) have increased their market share since 2010 (see Appendix I). Future analysis of these programs may yield additional insights that can inform LIS’s strategic growth.

Cultural Heritage Information Management

Programs (16 total, 4 online): Arizona, British Columbia (Conditional), Catholic, Dominican, Illinois, Michigan, NC Chapel Hill, Pratt (Conditional), Queens (Conditional), San Jose, Simmons, South Carolina, Texas Austin, Toronto, UCLA, Wayne State

Highest growth in market share: [British Columbia](#) (91.29%), [Michigan](#)¹ (35.72%), [Pratt](#) (30.16%), [Arizona](#) (20.65%), [Toronto](#) (14.19%)

British Columbia First Nations Curriculum Concentration: *The First Nations Curriculum Concentration is designed to prepare information professionals to work effectively with Aboriginal communities in support of ongoing developments in Aboriginal culture and languages, self-government, treaty negotiation and litigation. During their program of study, iSchool students enrolled in the First Nations Curriculum Concentration (FNCC) develop a strong foundation in their chosen program (MAS, MLIS, or Dual MAS/MLIS). In addition, they build a deep appreciation for the influence of the information professions on Indigenous histories and ongoing Indigenous initiatives. As an integral part of the concentration, students are supported in gaining experience working in Indigenous-oriented information organizations.*

Michigan Archives & Records Management Description: *The Archives and Records Management (ARM) specialization takes the best aspects of traditional archival teaching and research and applies them to novel problems of online access, digital preservation, and electronic records management. You'll learn from five internationally recognized faculty who teach in this specialization, four of whom are fellows of the Society of American Archivists.*

Michigan Preservation of Information Description: *The PI specialization teaches the principles and knowledge of preservation administration across all media and formats. Areas covered include collection evaluation and threat assessments, preservation policies, facilities and environmental controls, and resources and stable funding models.*

Pratt CHIM Description: *Developed through IMLS funding for Project CHART (Cultural Heritage, Access, Research, and Technology), the Digital Management for Cultural Heritage program prepares students for careers in cultural heritage institutions in the digital world across libraries, archives, museums, and other cultural institutions. Students acquire a wide range of skills and knowledge from digital preservation and curation to digital scholarship, enabling them to become leaders in the field working from a cutting-edge vantage point and with creativity.*

¹ Does not offer this specific specialization, but is considered to offer it as career pathway in ALA's directory.

Digital Libraries

Programs (37 total, 19 online, 1 local): Alabama, Alberta, Arizona, British Columbia (Conditional), Catholic, Denver, Dominican, Drexel, Florida State, Hawaii, Illinois, Indiana, Kent, Louisiana, Michigan, Montréal, NC Central, NC Chapel Hill, North Texas, Oklahoma, Pittsburgh, Pratt (Conditional), Queens, Rutgers, San Jose, Simmons, South Carolina, South Florida, St Catherine, St John's, Tennessee, Texas – Austin, Valdosta, UCLA, Washington, Wayne State, Wisconsin – Madison

Highest growth in market share: [British Columbia](#) (91.29%), [Alberta](#) (90.59%), [Montreal](#) (52.12%), [St Catherine](#) (41.86%), [Wisconsin – Madison](#) (37.07%), [Michigan](#)² (35.72%)

Examples:

***Alberta Humanities Computing Description:** The MA program integrates computational methods and theories with research and teaching in the humanities. It addresses the demand for Arts graduates proficient in computing skills, able to work either in the realm of humanities research and teaching or in the emerging job markets of information management and content delivery over the Internet. Graduates of the program are well positioned for leadership in important emerging areas such as digital libraries, electronic publishing, electronic museum archives, and distance learning.*

***Madison Digital Libraries and Resources Description:** The purpose of this specialization is to produce information specialists with solid understandings of information technologies and their use in information management and information services in libraries, archives and other information agencies. The specialization is also appropriate for students who wish to develop specialized knowledge of information systems or information infrastructure and tools in non library-archive contexts.*

***Michigan Information Analysis and Retrieval (IAR) Description:** Students with a background in computer science, mathematics, linguistics, and business technology--among others--will find their intellectual home in IAR, as they learn the skills and concepts needed to understand how information is stored in computer systems, how it is searched and analyzed, and how humans access it. The IAR specialization develops skills in natural language processing, database design, information retrieval, network analysis, and more. Faculty expertise extends to text, Web, and network analytics to provide students with unique perspectives for solving some of the most pressing problems organizations face.*

² Does not offer this specific specialization, but is considered to offer it as career pathway in ALA's directory.

Health Sciences

Programs (30 total, 19 online, 2 local): Alabama, Albany, Arizona, Catholic, Dominican, Drexel, Florida State, Hawaii, Illinois, Indiana, Kent, Kentucky, Louisiana, Maryland, Michigan, NC Chapel Hill, North Texas, Ontario, Pittsburgh, Pratt (Conditional), Simmons, South Carolina, South Florida, Texas – Austin, Texas Woman's, Toronto, UCLA, Valdosta, Wayne State University, Wisconsin – Madison

Highest growth in market share: [Kentucky](#) (45.86%), [Wisconsin – Madison](#) (37.07%), [Michigan](#)³ (35.72%), [Pratt](#) (30.16%), [Kent](#) (27.42%)

Marketing examples:

[Kentucky Health Information Description:](#) *A health information professional or medical librarian assists physicians, health professionals, students, patients, consumers, and medical researchers in finding health and scientific information to improve health care. Medical libraries are typically found in hospitals, medical schools, private industry, and in medical or health associations. In addition to providing reference services and literature searches to hospital personnel and healthcare providers, medical librarians often provide orientation and instruction in the use of the library's resources and services, and provide training to hospital staff on the use of online resources.*

[Madison Science Librarianship/Applied Informatics:](#) *The purpose of the science librarianship/applied informatics specialization is to produce librarians and information specialists who manage information and data in the science, technology, engineering and medical (STEM) fields. Graduates may hold jobs in STEM libraries, work as data managers in research centers or labs, or move into "embedded librarianship" jobs combining work in library and labs. Students with prior degrees in STEM fields are particularly encouraged to pursue this track; however, students with other backgrounds may also complete this track with special coursework recommendations.*

[Michigan Health Informationist \(Career Pathways\) Description:](#) *Good, current information is an essential component of good healthcare. A new breed of professionals is emerging to help both clinicians and consumers navigate and manage increasingly broad streams of health information. The combination of graduate training and practical experience prepares these specialists to work in any number of health-related fields including clinical care, public health, consumer health, and medical research.*

³ Does not offer this specific specialization, but is considered to offer it as career pathway in ALA's directory.

Information Architecture

Programs (1 total, online): [Indiana](#) (-25.28%)

Marketing examples:

Indiana MIS Degree: *Information is everywhere. Information scientists help people use it. Our M.I.S. graduates are the architects of the information culture. They analyze, organize, manage, and manipulate information, always considering how to make the result intuitive and easy to use. They are experts in the latest information technologies and user behaviors. At start-ups and Fortune 500 companies, for nonprofits and the government, they are the bridge between the tech team and the rest of the organization. Our program will prepare you for this essential work. The M.I.S. is accredited by the American Library Association, and in 2013, U.S. News & World Report ranked our graduate programs in library and information studies eighth nationally.*

Indiana Information Architecture Description: *When you specialize in information architecture, you will gain the skills to structure and label online data to make it easier to use and enhance user experience. This specialization will prepare you to work as an information architect in both the private and public sectors.*

Law Librarianship

Programs (22 total, 9 online): Alabama, Arizona, Buffalo (Conditional), Catholic, Denver, Dominican, Illinois, Indiana, Michigan, NC Central, NC Chapel Hill, North Texas, Pratt (Conditional), Simmons, South Florida, St John's, Texas – Austin, Toronto, UCLA, Washington, Wayne State, Wisconsin – Madison

Highest growth in market share: [Wisconsin – Madison](#) (37.07%), [Michigan](#) (35.72%), [Pratt](#) (30.16%), [Washington](#) (28.69%), [Clarion](#) (20.31%)

Example Descriptions:

Madison Law Librarianship Dual-Degree Description: *The field of law librarianship and specialized legal research is growing at a rapid pace. The number of law firm and corporate placements for lawyer-librarians is increasing, and many law schools now have a number of dual-degree law librarians who teach legal research and writing, teach computer-assisted legal research, and perform specialized reference work. The purpose of the combined program is to provide students the knowledge and skills necessary to practice librarianship and to provide information services in the legal arena, at a highly professional level in a diverse, technological and global society.*

Pratt Law Librarianship and Masters of Law Dual-Degree Description: *A new M.S.L.I.S. and LL.M in Information Law and Society with Brooklyn Law School (BLS) Approved by and registered with NYSED, this exciting program prepares students to play a central role in the world of law and information in today's digital landscape of the Internet, Web and social media. As the newest frontier of legal practice at the heart of corporate and cultural activity, this dual-degree gives students the knowledge and skills to meet the challenges of the emerging legal landscape of today's global digital world from copyright, intellectual property, information security, privacy, and identity.*

Washington Law Librarianship Description: *Over the course of four consecutive quarters in the Law Librarianship Program you can learn to bring your background in law together with powerful new skills and theoretical lenses that will transform your career. The UW iSchool is the top-rated law librarianship program in the United States because it offers the highest level of preparation for a career in law librarianship. The curriculum blends a strong theoretical foundation in the principles of information science with the specialized legal research and administration background you will need to thrive as a law librarian after graduation. An internship allows you to further build your portfolio and enhances your qualifications for securing your first job in law librarianship after completing the program.*

Organization of Information

Programs (36 total, 18 online): Alabama, Albany, Alberta, Arizona, British Columbia (Conditional), Buffalo (Conditional), Catholic, Dominican, Florida State, Hawaii, Illinois, Indiana, Kent, Kentucky, Louisiana, Michigan, Mississippi, Montréal, NC Chapel Hill, North Texas, Ontario, Ottawa, Pratt (Conditional), Queens (Conditional), San Jose, Simmons, South Carolina, South Florida, Tennessee, Texas – Austin, Toronto, UCLA, Valdosta, Washington, Wayne State, Wisconsin – Madison, Wisconsin – Milwaukee

Highest growth in market share: [British Columbia](#) (91.29%), [Alberta](#) (90.59%), [Montreal](#) (52.12%), [Kentucky](#) (45.86%), [Wisconsin – Madison](#) (37.07%), [Michigan](#) (35.72%), [Pratt](#) (30.16%), [Washington](#) (28.69%), [Kent](#) (27.42%),

Marketing examples:

[Kent Knowledge Management Program Description:](#) *In the knowledge economy, the success of organizations will depend on their ability to generate, adopt and diffuse knowledge. The skills required for success in the knowledge economy are found in the emerging domain of knowledge management (KM).*

[Madison Information Organization: Cataloging, Metadata and E-resource Management Description:](#) *The challenge of organizing and arranging access to information remains a core area of concern in the information professions. It is also an area of exciting change as technological advancements, user expectations and available information products constantly shift. Past SLIS graduates have become leaders in the development of shared information organization standards and technologies. Students who have completed some or all of the suggested courses in this specialization have gone on to be Catalogers, Metadata Librarians, and Electronic Resources Librarians in public, academic, and special libraries and archives.*

[Michigan Library and Information Science Description:](#) *Librarians not only manage collections, they evaluate, analyze, organize, package, and present information and train people in its use. The LIS specialization introduces students to research, theories, and approaches, as well as the practices of library and information science. LIS students develop knowledge of information representation and organization, information architecture, content and collections, information needs and uses, and information technology.*

School Library Media

Programs (47 total, 26 online, 2 local): Albany, Arizona, Buffalo (Conditional), Clarion, Denver, Dominican, Drexel, Emporia, Florida State, Hawaii, Illinois, Indiana, Iowa, Kent, Kentucky, Long Island (Conditional), Louisiana, Maryland, Michigan, Mississippi, Montréal, NC Central, NC Chapel Hill, NC Greensboro, North Texas, Oklahoma, Pittsburgh, Pratt (Conditional), Puerto Rico, Queens (Conditional), Rhode Island, Rutgers, San Jose, Simmons, South Carolina, South Florida, St Catherine, St John's, Syracuse, Tennessee, Texas – Austin, Texas Woman's, Washington, Wayne State, Wisconsin – Madison, Wisconsin – Milwaukee

Highest growth in market share: [Montreal](#) (52.12%), [Kentucky](#) (45.86%), [St Catherine](#) (41.86%), [Wisconsin – Madison](#) (37.07%), [Michigan](#) (35.72%)

Marketing examples:

Kentucky School Librarian Program Description: *Today's school librarian or school media specialist works with both students and teachers to facilitate access to information in a wide variety of formats, instruct students and teachers how to acquire, evaluate and use information and the technology needed in this process, and introduces children and young adults to literature and other resources to broaden their horizons. As a collaborator, change agent, and leader, the school librarian develops, promotes and implements a program that will help prepare students to be effective users of ideas and information, a lifelong skill.*

St Catherine's School Library Media Specialist Description: *By pursuing this option, students learn the principles of librarianship in general and service to children and young adults in particular. Developmental psychology of the child, pre-adolescent, and adolescent is woven into the literature courses. The philosophy of education for elementary, middle and secondary school levels is an integral part of the curriculum. Some of the topics in the curriculum include information literacy, educator collaboration, integration of the library media program into school curriculum, instructional technology, literature-based curriculum, program administration, communication and professional development. Students graduate from this program with a firm understanding of the roles of the school librarian and the library media program within the school context and the extended school learning community. Graduates become educational leaders in their schools, districts and library systems.*

Madison School Library Media Program: *To qualify for careers in school library media centers, students require preparation in two professional fields, librarianship and education. Preparation in library and information studies includes course work in children's and young adult literature, administration of the school's library media center, audiovisual materials and services, computer applications, field experience, and others.*

Data Sources

American Library Association. (2014). *Trend data on program performance* [Data file]. Available from <http://www.ala.org/accreditedprograms/reportsandpublications/prismreports>

American Library Association. (2015). *Database of Accredited Programs*. Available from <http://www.ala.org/CFApps/lisdir/index.cfm>

American Library Association. (2015). *Directory of Accredited Programs*. Available from http://www.ala.org/accreditedprograms/sites/ala.org.accreditedprograms/files/content/directary/pdf/LIS%20DIR_current.pdf

Appendix I: Program-Level Market Share Data

Peer institutions (defined as institutions with +/-5 our market share) are highlighted. Future analysis of 2010 peer institutions that increased their market share between 2010 and 2013 (Alabama, Arizona, Kentucky, Montreal, NC Greensboro, Tennessee, Texas Austin, Valdosta, Wisconsin – Madison) may yield additional insights.

Total ALA (head count) Masters Students TOTAL	2010 Market Share	2013 Market Share	Change in Market Share since 2010	CHIM	Digital Libraries	Health Sciences	Information Architecture	Law Librarianship	Organization of Information	School Library Media	User Services
16				16	37	30	2	22	36	47	36
BC	0.75%	1.44%	91.29%	1	1				1		
Alberta	0.47%	0.90%	90.59%		1				1		1
McGill	0.82%	1.27%	53.80%								
Montreal	1.17%	1.78%	52.12%		1				1	1	1
Kentucky	1.01%	1.47%	45.86%			1			1	1	1
StCatherine	0.82%	1.16%	41.86%		1					1	1
WIMad	0.95%	1.30%	37.07%		1	1		1	1	1	1
Michigan	1.79%	2.43%	35.72%	1	1	1		1	1	1	1
NCGreensbo ro	1.01%	1.33%	31.76%							1	
Pratt	1.62%	2.11%	30.16%	1	1	1		1	1	1	1
Washington	1.67%	2.15%	28.69%		1			1	1	1	1
Kent	2.97%	3.78%	27.42%		1	1			1	1	1
Hawaii	0.43%	0.52%	23.29%		1	1			1	1	1
Arizona	1.25%	1.51%	20.65%	1	1	1		1	1	1	1
Clarion	2.05%	2.47%	20.31%							1	1
Tennessee	1.07%	1.28%	19.04%		1				1	1	1
Maryland	1.67%	1.99%	18.74%			1				1	
SMiss	0.72%	0.85%	16.89%						1	1	
WOntario	1.36%	1.57%	15.58%			1			1		1
Emporia	1.61%	1.86%	15.23%							1	
Valdosta	1.28%	1.46%	14.58%		1	1			1		1
Toronto	2.19%	2.50%	14.19%	1		1		1	1		1
Alabama	1.32%	1.51%	13.76%		1	1		1	1		1
Syracuse	0.86%	0.96%	11.79%							1	
Illinois	2.92%	3.22%	10.23%	1	1	1		1	1	1	1

Oklahoma	0.84%	0.91%	8.54%		1					1
TexasAustin	1.29%	1.38%	7.02%	1	1	1	1	1	1	
WayneSt	2.75%	2.93%	6.32%	1	1	1	1	1	1	1
SanJoseSt	10.53%	11.11%	5.51%	1	1			1	1	1
TWU	2.37%	2.41%	1.62%			1			1	
Simmons	3.76%	3.76%	-0.13%	1	1	1	1	1	1	1
Rutgers	1.91%	1.88%	-1.77%		1				1	
Louisiana	0.89%	0.86%	-3.48%		1	1		1	1	1
Dalhousie	0.56%	0.52%	-5.97%							
SCarolina	1.97%	1.79%	-9.00%	1	1	1		1	1	1
Iowa	0.37%	0.34%	-9.12%						1	
California (UCLA)	0.67%	0.60%	-9.91%	1	1	1	1	1		1
RhodeIsland	0.73%	0.65%	-11.57%						1	1
Denver	0.75%	0.66%	-12.15%		1		1		1	1
Buffalo	1.41%	1.23%	-12.83%				1	1	1	1
NCChapel_ Hill	1.46%	1.25%	-14.39%	1	1	1	1	1	1	1
Albany	1.05%	0.89%	-15.71%			1		1	1	1
SFlorida	1.76%	1.43%	-19.16%		1	1	1	1	1	1
Drexel	3.23%	2.58%	-19.99%		1	1			1	
Missouri	1.42%	1.12%	-21.24%							
Queens	2.57%	2.01%	-21.63%	1	1			1	1	1
NCCentral	1.45%	1.12%	-22.79%		1		1		1	
FloridaSU	2.69%	2.07%	-23.14%		1	1		1	1	1
Catholic	1.09%	0.84%	-23.15%	1	1	1	1	1	1	1
WIMil	2.95%	2.25%	-23.73%					1	1	
Indiana	2.88%	2.15%	-25.28%		1	1	1	1	1	1
Dominican	2.47%	1.85%	-25.37%	1	1	1	1	1	1	1
PuertoRico	0.40%	0.28%	-30.07%						1	
LongIsland	1.94%	1.27%	-34.41%						1	
NTexas	5.62%	3.62%	-35.50%		1	1	1	1	1	
StJohns	0.63%	0.40%	-37.18%		1		1		1	
Pittsburgh	1.81%	1.07%	-41.04%		1	1			1	1