

**MARKETING OF LIBRARY SERVICES:
A VEHICLE FOR EFFECTIVE INFORMATION
DISSEMINATION**

BY

**MEDINAT K. JATTO (MRS)
LIBRARY DEPARTMENT COLLEGE OF
EDUCATION ILORIN**

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ABSTRACT

The marketing of Library Services as a vehicle for effective Library information dissemination is a mean whereby Library material are been marketed to the user who have limited time to spend in the Library. This paper tries to examine ways of marketing Library services, better way of achieving effective Library Services and made a recommendation that Librarian should try to go to the media for more publicity, so that Library user will know what materials and what facilities are available in the Library.

MARKETING OF LIBRARY SERVICES AS A FUNCTION OF LIBRARY EFFECTIVENESS

INTRODUCTION

It would be recalled that some group of Librarian in 1909 has their axiom as "putting knowledge to work". The effectiveness of Library Services can thus be determined from the kind of information services provided by the Library.

The first service a Librarian should embark upon is the building of basic collection which will comprises of Looks and journals in area of interest to the user. He will now market the information to the targeted individuals or groups of persons in need of that services. Encyclopedia Britannica (2002) defines Libraries primarily as a store house for books and periodicals. However Libraries have emerged as a far reaching body of information resource and services that do not require a building.

Marketing Library Services is a process by which Library users who have limited time to spend in the Library are assisted by the Librarian who gets the information for that users through the quickest and most effective means.

However, standard definition of the terms are obviously available in standard dictionaries and encyclopedias, but for this purpose of this study we want to focus on the one available form the Encyclopedia Britanics and it definition of marketing, as activities involved in directing the flow of goods and services from producers to

consumers or users. Marketing refers to the functions of marketing departments in business firms.

Since the Library is a service institution, and since the above definition does not only apply to profit oriented institutions, the logical conclusion is that the Library can not be exempted from a process by which the system could aggressively expose and encouraged its resources for maximum utilization by all members of the society. At this Junction, one may want to mention goods or wares to market, and how to market them.

The wares of a given Library system could include all of the following Books, serials, gazettes maps, photographs and audio-visual materials. It is only when such wares are effectively marketed that client will fully appreciate what is in stock for them, now the question of how to market Library materials for better services need to be properly addressed in this study.

PURPOSE

A clear definition is needed for any meaningful service between the Library and users. In any Library, user may be academician, business, Lawyer, student and layman. Apart from general information there are members of societies who need specialized information. So it is clear that each type of Library has a defined clientele and the marketing strategy to be adopted has to depend on the type of Library user. Each Library have to know the type of clientele they are serving, so as to achieve the set goal of feeding the user with adequate information at the right times.

STRATEGIES FOR MARKETING INFORMATION IN THE LIBRARY

A Library needs to adopts a dynamic awareness service in order to inform, as well as provide digestible information to the user. In any Library there is a classes of people to be considered that is, professional, research-worker, civil servant, the judiciary and student, all

these categories of people, particularly those \ who makes laws, are very busy and often complain of time to read. They require ready made information.

TRADITIONAL STRATEGIES

These are referred to as indexes and abstracts. An index points out what is available, while abstract gives a gist of the content of the subject matter. The activity should also include recent addition to the Library, types of materials and current contents of Library materials. It should also involve selective dissemination of information, preparation of bibliographies, publication of newsletter, displays, exhibition, vertical files for newspapers and clipping as well as maintenance of lively mailing list of users. These are methods for marketing information and promoting the use of Library.

CAMPAIGN AND WORKSHOPS

The Libraries could organize a campaign and literary workshops during the holidays. At such workshops children or adult should be made to use materials from the Library with the workshop we are disseminating information and making people aware of what a Library is and what the Library can do.

USE OF POSTER

Posters could be extensively used by libraries to market vital information. Simple poster showing a boy going to school, after his education what he became in future and a boy hawking, the poster will show the differences and other example of a student reading when examination is coming and a student found to be playing about, at the end the result of these groups will judge.

The introduction of Universal Basic Education Offers new and brighter opportunities for Libraries to disseminate information to the public. The Libraries could prepare literature related to UBE schemes of work display and

publicize materials related to each of these areas in our educational institution.

TRANSLATION SERVICES

This services involves Library prepared translation of articles in some Languages. Many Libraries in Nigerian today, lack personnel to provide translation services and hence do not offer it at all. Libraries should try and employed a translator in different Language so as to disseminate the information contain in that certificates or articles to the client.

MASS MEDIA

In this era of information and population explosion, the scope of Library Services is ever expanding. There are more potential user waiting to make use of the services. The radio, the television and the newspaper are effective means of disseminating Library Services they should be used to publicize the activities and resources of the Library.

REPACKAGING INFORMATION

Information could be repackaged to make it a consumable commodity for illiterate and those who do not see reason for going into the Library as anything. If a person is unable to read, is he also unable to hear?. We could therefore repackage information in a book into a film which could be played back to him/her e.g. A textbook on Igbo Olodumare can be repackage into a film and translate into English Language for the benefit of those who cannot read Yoruba.

Audio visual centre were all available local Language records are kept. These records should be made widely known in a community so that even the illiterate would feel free to come and listens to records in the Language he understands or even the ones in the Languages he does not understand, but appreciate. The Librarian should come out from the four walls of the Library and make information available to the

public in order for the public and Library user to appreciate the effects of this noble institutions.

- A mobile Library can also be used to disseminate information were good road
- Social worker can also be used to call on people in their homes to give advice on the important of Library in our daily life and educational development of the society.

TELEPHONE SERVICES

The telephone service is another way of marketing Library service and provide information to the potential Library user of the arrival of a publication or communicate a specific information considered relevant to the user.

ARCHIVAL SERVICES

Archival services is one important area of Library Services that is often neglected. The important function of a Library is to preserved records. Archives materials become useful when a nation, organization, institution decides, to commensurate an anniversary since the archives contains documents of important. As observed by Strable (1975). In special Libraries "The alert Librarian will take the initiative in "Preserving the corporate memory" and will collect, classify and index materials that now have or will some day have historic value".

TO ACHIEVE BETTER LIRABRY SERVICES

The user of Library value the Library and do not hesitate to make good remarks about the services rendered by the Library. The strategy that could be employed is to continue with dynamic services

provides to the user. The Librarian should attempt to determine their information need through marketing of relevant information.

A SUGGESTION ON HOW TO ACHIEVE BETTER

LIBRARY SERVICE'S

Library committees: Is a group of selected individual in an organization or community that mainly advises in the management of the Library. It may also serve to broaden the Library support base, and assist in publicizing the Library activities to promotes the use of Library and disseminated information to the public or community.

Broadening the Library's support base support for the Library is needed at budget meeting where fund allocation are made. The process of broadening the Library support base is a complex one that requires being a political strategist, a dynamic Librarian and a promoter of good human relations.

AGGRESSIVE STYLES OF LIBRARY SERVICES

A Librarian need to be pushfu l, dynamic, an extrovert, ready to defend publicize and win support for the Library. So, an aggressive Librarian is a person of action, he does not wait until users request for information, but his preactive by providing information in anticipation of demand. He surveys user information needs and employs all the methods of disseminating information to provide their needs He manages the Library's information such that the right information is provided to the right user at the right rime.

COMMUNICATION METHODS

Communication with Library users is another important function of the Library services. The more the communication, the more the Library

users get to know the Library activities and hence the impact of the Library would be felt. While some methods of communication commonly employed by Libraries are the use of, Radio, television, telephone, bulletin, annual reports and personal contact.

These are ways that are very crucial in disseminating information for better Library Services and it would assist Libraries and information centre if implemented.

In conclusion, Libraries have to be more dynamic in their approach to drawing attention to their services and resources. We have to aim at information for all since it is a national resource and people want digested and ready made information of their consumption. If that is the case why not take our wares (Library, materials) to the users through all possible media.

RECOMMENDATIONS

The Librarian should endeavour to introduce Library user regular orientation programme and reminded them of importance of Library club, exhibition, and display of books. The Librarian should try to go to the media for more publicity so as to know what ingoing on within the four wall of the Library. E.g book fair bang organized by the state library.

A Library hour should be provided on the school time-table where Library skills would be taught. Lastly, there should be a media resources centres in all Library.

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