To be included in the mailing list, please send the name of your organization and address to
query_perpustakaan@um.edu.my with the word **"subscribe"** in the subject line. Also available
online at http://www.umlib.um.edu.my

Contribution of articles relating to the library science discipline are most welcome subject to the
approval of the Editorial Board.

KEKAL ABADI

KANDUNGAN *CONTENTS*

16   22

Assessing Service Quality at the University of Malaya Library

Kiran Kaur
Faculty of Computer Science & Information Technology
University of Malaya
kiran@um.edu.my

Abstrak

Kualiti perkhidmatan dan kepuasan pelanggan merupakan dua konsep yang sedang berkembang pesat dalam bidang sains perpustakaan dan maklumat. Konsep pengukuran kualiti perkhidmatan dari bidang pemasaran digunapakai oleh penyelidik sains perpustakaan untuk membangunkan satu instrumen kajian untuk mengukur kualiti perkhidmatan perpustakaan. Kertas ini menghuraikan kajian yang telah dijalankan untuk mengkaji persepsi staf akademik mengenai kualiti perkhidmatan Perpustakaan Universiti Malaya. Ia juga mengkaji impak perkhidmatan perpustakaan ke atas kerja staf akademik dan tahap kepuasan mereka terhadap perkhidmatan perpustakaan. Alatan kajian merupakan soal-selidik yang diadaptasi daripada kajian impak kualiti berdasarkan SERVQUAL. Keputusan kajian ini menunjukkan bahawa staf akademik menganggap kualiti perkhidmatan perpustakaan berada pada tahap memuaskan. Staf perpustakaan juga dikatakan sedia membantu dan meningkatkan keyakinan pengguna perpustakaan. Staf akademik juga percaya bahawa perpustakaan mempunyai impak ke atas pengajaran, pembelajaran dan penyelidikan. Tahap kepuasan secara menyeluruh adalah agak memuaskan. Berdasarkan penemuan kajian ini, boleh disimpulkan bahawa walaupun kualiti perkhidmatan perpustakaan dianggap hanya agak memuaskan, para akademik akan terus menggunakan sumber perpustakaan dan bergantung kepada staf perpustakaan untuk keperluan maklumat mereka.

Abstract

Service quality and customer satisfaction are rapidly evolving areas in library and information science research. Service quality measures from the marketing literature are being effectively used by library science researchers to develop library service quality measuring tools. This paper describes the results of a study which examines the perceptions of the academic staff on the quality of University of Malaya Library services. It also attempts to assess the impact of that service on academic staff's work and their perceived level of satisfaction towards the library services. The survey instrument was a questionnaire adopted from a quality impact survey based on SERVQUAL dimensions. Results revealed that academic staff perceive the quality of library services to be just above average. The library staff are considered quite helpful and are able to instill confidence in library users. Academic staff also believe that the library has a positive impact on their teaching, learning and research. The overall satisfaction with the library services received a satisfactory rating. Based on the results, one has to conclude that even though the quality of library service is perceived as just above average, academics will

Introduction

A university library may be described as the "heart" of the learning community, providing a place for students, lecturers and researchers to do their research and advance their knowledge. With emphasis being placed on electronic resources, and the learning community being more interested in virtual information services on the internet, academic libraries urgently need to assess the quality of their services and how user satisfaction can be achieved. Assessment of library service quality has been a questionable agenda as traditional measures of collection size, counts of use, number of staff and size of budget are no longer applicable and societal concern for quality and accountability in information services of higher education has increased. (Chang, 1992; Miller and Stearns; Kennel, 1995; Nitecki, 1996). Alternative approaches to measure quality and what customers value as important, originally emerging in the business sector, are being used to measure service quality of libraries. Specifically the

tool, SERVQUAL (which was developed by A.Parasuraman, Valarie A. Zeithaml and Leonard L. Berry) is being widely adopted by academic libraries in the U.S. Another service measure tool, LIBQUAL developed using the SERVQUAL methodology, is also fast gaining popularity.

In Malaysia, university libraries are preoccupied with obtaining MS ISO 9001: 2000 certification (requirements for Quality Management System) to exhibit the library's commitment to quality. To date, 10 out of 17 public university libraries (of which 11 are full fledged universities and 6 are university colleges) have obtained MS ISO 9001: 2000 certification in the past 4 years. The University of Malaya Library obtained its certification for a quality management system under its parent organization in December 2002.

A description of QMS is given by Sossamma, Pauziaah & Kiran (2002) and later an analysis of its quality objective achievements is detailed by Kiran, Pauziaah & Sossamma (2006). Recently, the university managed to secure its MS ISO 9001: 2000 certification for the second time.

Since 2005, the Library has also been involved in the accreditation of undergraduate programs by the Quality Assurance Division (QAD) at various faculties throughout the campus. The QAD in the Ministry of Higher Education was established in April 2002 as the national body responsible for managing and coordinating the quality assurance system for public universities. QAD guidelines are divided into nine areas. Area number four, Student Selection and Support Services, specifically emphasizes on information facilities (library). All university libraries as academic service organizations are directly involved in such a quality assurance exercise. It is now essential that libraries offer services that are in demand by the users. User perception and satisfaction will be important factors in library services planning.

Research Objectives

This study was carried out to ascertain the perception on the quality of the University of Malaya Library services and the impact of the services on the academic staff's work. Specifically, it addressed the questions below:

1. What is the perception of academic staff towards the quality of UM Library services?

2. What is the impact of Library services on the efficiency and effectiveness of academic work?

3. What is the level of satisfaction of academic staff towards UM Library services?

4. Is there a relationship between faculty and perception of service quality?

Service Quality in Academic Libraries

Academic libraries in Malaysia are facing increasing competition from a global digital environment and ongoing change in user needs and expectations of information services. Traditionally, the quality of an academic library has been described in terms of its collection and measured by the size of the library's holding and various counts of its use (Nitecki, 1996). For years, researchers in library and information science (LIS) have examined information needs, user wants, and user perceptions about the value of library services. They have also looked at an elusive concept-quality in terms of collections and the effectiveness (extent to which goals and objectives are set and met) of library services (Nitecki &

Hernon, 2000). In recent years, LIS researchers have drawn on marketing and other literatures to focus attention on expectations and an alternative view of quality, one representing the user's or customer's perspective on the services used. In business industries, SERVQUAL is an alternative instrument proposed to measure service quality from the customers' perspectives and perhaps it has been the most popular standardized questionnaire to measure service quality. In the library setting, SERVQUAL was used to assess library quality service continually and it seems that the culture of assessment in libraries had strong international dimensions as there is much potential for international collaboration on assessing library service quality (Kyrillidou, 2005).

Hernon and Whitman (2001) argued that it is possible to examine expectations from two coequal and probably interrelated concepts, service quality and satisfaction. Service quality deals with those expectations that the library chooses to meet, and satisfaction is more of an emotional and subjective reaction to a time-limited event or the cumulative experiences that a customer has with a service provider. Within LIS, different approaches to measure service quality are emerging. One centers on the use of SERVQUAL was introduced in 1988 by A. Parasuraman, Valarie A. Zeithaml and Leonard L. Berry as an instrument for assessing customer perceptions of service quality in service and retailing organization. It is based on the Gaps Model of Service Quality.

Using SERVQUAL for Library Service Quality Assessment

The researchers of various subject areas contribute to and adapt SERVQUAL as the instrument to assess service quality in library settings. Cullen (2001) claims that the modification of the SERVQUAL model was introduced to academic library managers by Hernon and Altman (1998). They used the data collected from surveys and focus groups to refine the SERVQUAL model in order to develop a robust survey instrument for use specifically in library and information services. Later, Nitecki's doctoral research (1996) tested the SERVQUAL instrument on the three aspects of library service, interlibrary loan, reference, and closed-reserve and concluded that the instrument was useful in determining how well services match user expectations. Hernon and Calvert (1996) tested the validity of the SERVQUAL instrument for evaluating academic libraries among library students and librarians, and came up with an instrument based on SERVQUAL.

In Thailand, Surithong Srisa-ard (Narit & Haruki, 2003) examined user expectations and perceptions of library service quality. The survey focused on three service areas: circulation, reference, and computer information service. The instrument used was SERVQUAL as adapted by Nitecki for use in academic libraries. The findings were parallel to those of Nitecki, that the users' rated reliability as most important and tangibles were least important. However, these studies did not include the construct of satisfaction in assessing service quality for performance improvement. Calvert (2001) studied the customer expectations in a comparative research which examined the expectation between the library users in New Zealand and China (LIS students at Peking University in China and Victoria University of Wellington in New Zealand). The data suggested that "academic library users have very similar expectations of services". Three dimensions that concern staff attitudes, the library environment, and services that help the customers to find and use the library's material efficiently are found in both studies. Remarkably, the users from both countries prefer to work on their own without personal contact. Thus, the library should make its service readily available when the customer wants it, and offer the collection that matches the customers' need.

As stated by Hernon (2002), quality indeed is a multi-faceted concept, and its assessment must "respond to its audience, those who have mandated the assessment as well as those who will be affected by it". In a study done by Adnan and Mumtaz (2006) on faculty perception on student library use, it was reported that faculty members regard student library use as very important and they also believe that the librarians' role is critical in demonstrating the extent to which library can assist in fulfilling or satisfying information needs.

Methodology

The measuring instrument used was a self-administered questionnaire which consisted of 30 questions to solicit response on a point Likert scale. It was adopted from a quality impact survey conducted on the teaching staff and students of the University of Pennsylvania by the Van Pelt Library, University of Pennsylvania in 2002. The questionnaire was based on SERVQUAL as a tool for quality service measurement. However, several changes were made to suit the objective of the current survey. The original questionnaire had a three scale response: minimum service level acceptable, the desired service level and perception of library service performance. In this study, only the perception of the library service performance was measured. Also the original seven point scale was reduced to a five point scale to facilitate data analysis.

The questionnaire was divided into three sections: Section A – Perception on quality of library services; Section B – Perception on impact of library services to academic work; and Section C – Overall perception of library services. In order to measure the quality of library services, three dimensions of facility, collection and service were used. Impact on academic work focus on provision of information resources, electronic tools and user support. A single question was also asked to provide the overall impression of the quality of library service.

Respondents were randomly selected from eight faculties: Faculty of Arts & Social Sciences (FASS), Faculty of Computer Science & Information Technology (FCSIT), Faculty of Medicine, Faculty of Languages & Linguistics (FBL), Faculty of Education, Faculty of Economics & Administration (FEA), Faculty of Law, and Faculty of Science. The questionnaires were personally sent to the lecturers' rooms by selected MLIS students and collected by hand in early January 2006. The data was organized and analyzed using SPSS to produce results in terms of percentages and means.

Results and Discussion

A total of 362 questionnaires were distributed to the academic staff of eight selected faculties. Only 151 were returned, giving a return rate of 41.7%. Details of the respondents are as shown in Table 1. The majority of the respondents are lecturers (82.8%) consisting of 16 (10.6%) Professors, 20 (13.2%) Associate Professors, 29 (19.2%) lecturers with PhD, and 60 (39.7%) lecturers with Masters degree. The remaining 26 (17.2%) are tutors. The highest number of participation is from the Faculty of Science with 18.5% respondents; followed by Faculty of Medicine, 15.2%. Faculty of Arts & Social Sciences and Faculty of Language & Linguistics each had a response rate of 14.6%. The highest number of respondents are lecturers with masters degree .

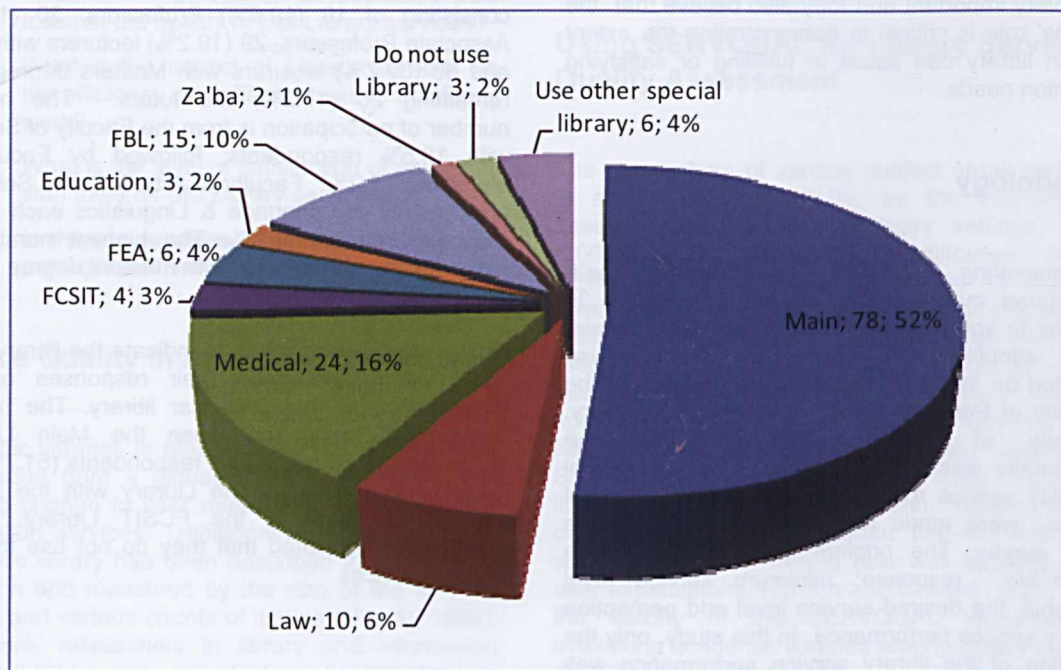Respondents were asked to indicate the library used 'most often' and base their responses on the performance of that particular library. The highest number of respondents use the Main Library; accounting to 78 out of 151 respondents (51.7%), as depicted in Figure 1. The Library with the lowest number of users is the FCSIT Library. Three respondent indicated that they do not use the UM Library services.

Table 1: Number of Respondents by Faculty and Designation (n=151)

Faculty	Designation					Total	%
	Professor	Associate Professor	Lecturer (PhD)	Lecturer (Master)	Tutor		
Science	1	4	6	5	12	28	18.5
FASS	5	5	2	7	3	22	14.6
FCSIT	1	2	1	12	4	20	13.2
Law	0	0	2	7	4	13	8.6
Medicine	1	5	11	6	0	23	15.2
Education	5	0	0	7	0	12	7.9
FBL	0	0	5	14	3	22	14.6
FEA	3	4	2	2	0	11	7.3
TOTAL	16	20	29	60	26	151	100

Figure 1 indicates that academic staff from the Faculty of Science use the Main Library most frequently. Ten out of 13 academics from the Faculty of Law use the Law Library and all the respondents from the Faculty of Medicine use the Medical Library most often. It shows that academic staff of the respective faculties prefer to use their own library except for the Faculty of Science and Faculty of Arts & Social Sciences. This is expected as both faculties do not have a Faculty Library and the Main Library is the nearest library.

Figure 1: Library Use by Faculty (n=151)

Values shown in the pie chart:
Do not use Library; 3; 2%
Za'ba; 2; 1%
Use other special library; 6; 4%
FBL; 15; 10%
Education; 3; 2%
FEA; 6; 4%
FCSIT; 4; 3%
Medical; 24; 16%
Main; 78; 52%
Law; 10; 6%

Quality of Library Services

The perceived quality of library services was mainly concerned with provision of facilities, space, staff support and knowledge, information resources, document delivery, and ICT support. The analysis is done twofold. First, the data is tabulated for all responses across all eight libraries and the second tabulation is done for only the Main Library responses as a majority of the users are from this library. The mean value of perception of quality as rated by academic staff from the eight participating faculties is 3.33, sd = 0.605. This indicates that the academic staff find the quality of services to be just above average. Details of each response is depicted in Table 2. The highest perception of quality service across all libraries is: 'help in locating and retrieving

information'; 'facilities for individual study'; 'resources that support interdisciplinary study needs'; 'use of online information' and 'staff who instill confidence in library users'.

Among the services that received a less than satisfactory rating of quality service are the 'availability of photocopiers' and 'availability of computers and printers'.

As for the Main Library, the services that received the highest ratings are, 'prompt service'; 'staff who instill confidence in library users'; 'help in handling software and related technologies to access electronic information'; 'order and maintenance of materials on Library shelves'; 'facilities for individual study' and 'dependable in handling my service problems'.

Table 2 : Perceived Quality of Library Services

Statements	All Libraries		Main Library	
	Mean	Rank	Mean	Rank
Helps me locate and retrieve information effectively on my own	3.51	1	3.30	7
Have facilities for individual study	3.50	2	3.33	5
Have information resources that support interdisciplinary study needs	3.47	3	3.24	9
Enables me to use information online when and where I need it	3.46	4	3.25	8
Staff who instill confidence in library users	3.42	5	3.45	2
Provides prompt service	3.37	6	3.51	1
Provides training in the use of information sources	3.36	7	3.24	10
Helps me handle the software and related technologies used to access electronic information	3.35	8	3.38	3
The order and maintenance of materials on Library shelves	3.35	9	3.38	4
Staff who are consistently courteous	3.28	10	3.08	17
Willingness to help me	3.28	11	3.19	12
Have spaces for group and team study needs	3.27	12	3.08	16
Staff who understand my information needs	3.22	13	3.12	14
The availability of books and journals listed in Library catalogs	3.21	14	3.07	19
Provides services as promised	3.18	15	3.22	11
Staff who have the knowledge to answer my question	3.16	16	3.10	15
Have electronic resources (e.g. e-journals, data files, online indexes) I need for my work	3.14	17	3.07	18
Dependable in handling my service problems	3.11	18	3.30	6
Service hours	3.09	19	3.18	13
Have printed books and journals I need for my work	3.08	20	3.00	22
Timely document delivery / interlibrary loan	3.07	21	3.01	21
The availability of working photocopiers	2.81	22	3.01	20
The availability of computers and printers	2.76	23	2.95	23

The results show that the top ten services that are of concern to the academicians are almost similar regardless of which library is being used. This is also expected as the overall result is based on a 57% response for the Main Library. It is notable that the services in the top ten ranking are similar, except for 'staff who are consistently courteous' which had a much lower rating (position 17) in the Main Library with a mean of 3.08 compared to a mean of 3.28 overall.

Table 3: *Perceived Impact on Academic Work*

Statements	Mean
Providing information resources necessary for my professional or academic achievement	3.40
Providing electronic tools (e.g. the library web site) that aid my efficiency	3.45
Helping me stay current with developments in my area of study	3.16
Helping me critically compare and evaluate information sources	3.08

The overall mean value on the perception of the impact of library services on the efficiency and effectiveness of academic work is 3.27 with sd= 0.803, which indicates that academic staff perceive library services to have an average impact on their academic work (Table 3).

A further analysis was done to assess the impact of library as perceived by academic staff from the eight participating faculties. It is found that the Faculty of Law has the highest mean value (m=3.71), followed closely by the Faculty of Computer Science & Information Technology (m = 3.66) and the Faculty of Economics & Administration (m = 3.61). The mean value of the other faculties is shown in Table 4. The Faculty with the lowest mean is the Faculty of Education (m = 2.48).

Table 4: *Perceived Impact on Academic Work by Faculty*

Faculty	Mean
Law	3.71
FCSIT	3.66
FEA	3.61
Medicine	3.36
FSSS	3.33
FBL	3.19
Science	2.91
Education	2.48

Impact of Library Service on Academic Work

Impact on academic work is measured in terms of providing information resources necessary for professional or academic achievement, providing electronic tools (e.g. the library web site) that aid efficiency, help stay current with developments in area of study and help critically compare and evaluate information sources.

Overall Assessment

The third section of the instrument consists of three questions to assess the overall perception on library services impact on teaching, learning and research, satisfaction with services, and quality of the library services (Table 5) .

The results are similar to those in Section A and Section B. Generally, the academicians rate the three as average, with "positive impact on my teaching, learning or research" receiving a higher mean compared to the individual questions in Section B.

An analysis of the Law Library and Medical Library users was carried out because both these libraries serve academics in a specific field and the respondents in this study are users of these libraries. Both the branch library users have higher perception on the quality of library services if compared to the overall result. This is of course expected, but it is a good indication for the individual branch library that the academics at their faculty have quite a high perception on the impact of the library on their teaching, learning and research.

Table 5: *Overall Assessment of Library Services and Impact*

Statements	Mean		
	All Libraries	Law Library	Medical Library
The library has a positive impact on my teaching, learning or research	3.54	3.62	3.65
On the whole, I am satisfied with library services	3.35	3.46	3.43
The overall quality of library services is high	3.41	3.62	3.43

Conclusion

The results of the survey would seem to suggest that although the academic staff are using the library services, their perception of the quality of library services is average (on a scale of 1=low to 5=high). Yet academics are aware that the library has a positive impact on their teaching, learning and research. A good indication is that the library staff are considered quite helpful and able to instill confidence in library users. This would encourage users and increase library staff morale. Prompt service in the Main Library is also appreciated by the academic staff, though request for interlibrary loan/document delivery is rated average. This of course could be due to the nature of obtaining the information from elsewhere and is dependent on the other institutions' response time. It should be of concern that the courtesy and knowledge of the library staff is also perceived as average. Further study should be done to identify the category of library staff being referred to, professional librarians, para-professionals or the support staff.

Access and suitability of library resources is also satisfactory among the academic staff. This is also related to the perception that the library has an impact on an academician's work. There is indeed potential for the library to improve the services and resources to support teaching, learning and research, especially in providing electronic resources (e-journals, data files, online databases, and others) as this factor received lower ratings. If lecturers perceive that the library has an impact on their work, this will further influence them to motivate and encourage students to use the library.

As expected, the users are least satisfied with the photocopy service and the availability of computers and printers. This is usually a complaint from the students (Zaiton, Kiran and Zanaria, 2003), but it seems that even the academic staff would like the luxury of photocopying and printing made available at the library. The library should investigate this matter further and if these services are well managed, then

it is likely that the usage will increase and will spread throughout all faculties in campus. The University of Malaya Library must be prepared to adapt to the expectations of academicians and to face the challenges of other means of obtaining information, that is the Internet or 'www'. The value-added services and information resources provided by an academic library cannot be compromised with free information on the Internet, but there is a need for librarians to make this aware among the academic so that the library becomes critical and the value of the library within the organization is recognized and well respected.

Based on the results, one has to conclude that even though the quality of library services is perceived as just above average, academics will continue to use the library resources and depend on the library staff for their information needs. The present study was confined to eight faculties only and provides an insight to academic staff's perception of service quality. There is a need to investigate actual expectations of academic staff and also how they may influence student library use.

References

Adnan Ali Adikata, & Mumtaz A. Anwar. (2006). Student library use: A study of faculty perceptions in a Malaysian university. *Library Review*, 55(2) ,106-119.

Calvert, P.J. (2001). International variations in measuring customer expectations. *Library Trends, 49*(4) ,732- 758.

Cullen, R. (2001). Perspectives on user satisfaction surveys. *Library Trends, 49*(4),662-686.

Hernon, P. (2002). Quality : New directions in the research. *Journal of Academic Librarianship, 28*(4), 224-231.

Hernon, P., & Altman, E. (1998). *Assessing service quality: Satisfying the expectations of library customers*. Chicago : American Library Association.

Hernon, P., & Calvert, P.J. (1996). Methods for measuring service quality in university libraries In New Zealand. *Journal of Academic Librarianship, 22*(5), 387-391.

Hernon, P., & Whitman, J.R. (2001). *Delivering satisfaction and service quality: A customer based approach for libraries*. Chicago: American Library Association.

Kiran Kaur, Pauziaah Mohamad, & Sossamma George. (2006). Quality management service at the University of Malaya Library. *Library Management, 27*(4/5),249-256.

Kyrillidou, M. (2005). Library assessment as a collaborative enterprise. *Resource Sharing & Information Networks, 18* (1/2) ,73-87.

Narit Nimsomboon, & Haruki Nagata (2003). *Assessment of library service quality at Thammasat University Library System*. University of Library and Information Science, Japan. Retrieved February,6 2006, from http:// www.kc.tsukuba.ac.jp/div -comm/report0403.pdf.

Nitecki, D. A. (1996). Changing the concept and measure of service quality in academic libraries. *Journal of Academic Librarianship, 22*(3), 181-190.

Nitecki, D. A., & Hernon, P. (2000). Measuring service quality at Yale University's Libraries. *Journal of Academic Librarianship 26*(4), 259-273.

Parasuraman A., Zeithaml, V.A., & Berry, L.L. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of Retailing, 67*(4), 420-450.

Sossamma George, Pauziaah Mohamed, & Kiran Kaur. (2002). In pursuit of quality - towards MS ISO 9001: 2000: The experience of the University of Malaya Library. *Kekal Abadi, 21* (2), 1-6.

Weiner, S.A. (2005). Library quality and impact: Is there a relationship between new measures and traditional measures? *Journal of Academic Librarianship, 31*(5), 432-437.

Zaiton Osman, Kiran Kaur, & Zanaria Saupi Udin. (2003). A survey of student satisfaction at the University of Malaya Library. *Kekal Abadi, 22* (1),1-17.

Challenges in the Library Marketing Effort in a Knowledge Society

Che Rosnah Ngah

Universiti Malaysia Terengganu

Abstrak

Artikel ini menggariskan cabaran perpustakaan dalam usaha pemasaran masakini. Tidak kira apa jua jenis perpustakaan, inisiatif pemasaran perlu diberi lebih penekanan. Perpustakaan merupakan pusat pengumpulan maklumat dan ilmu pengetahuan di mana ia boleh dicapai dan disebarkan. Adalah tidak wajar sekiranya maklumat yang dikumpul ini tidak dapat digunakan apabila ia diperlukan, bukan kerana kekurangan maklumat, tetapi kerana ia tidak diketahui. Walaupun pengguna mengetahui peranan perpustakaan tetapi pendedahan tentang penyediaan maklumat yang cepat dan tepat tidak diberikan perhatian. Oleh itu, golongan profesional perpustakaan iaitu pustakawan bertanggungjawab mempromosi dan memaklumkan kepada pengguna. Ini hanya boleh dilakukan melalui inisiatif pemasaran, bukan hanya untuk menyebarkan maklumat, tetapi untuk mendidik dan menggalakkan pengguna menggunakan perpustakaan dengan berkesan. Cabaran dalam proses pemasaran perpustakaan dan cadangan untuk mengurangkan jurang maklumat menggunakan perubahan minda, perancangan strategik, pendekatan proses kejuruteraan semula dan pembangunan kepimpinan dibincangkan.

Abstract

This paper outlines the challenges in the marketing effort that libraries are facing nowadays. Regardless of library categories, the marketing initiative needs to be considered with great care. The library is known to be a central avenue where information and knowledge are housed which later can be retrieved and disseminated for fair use. It is unsatisfactory if the assembled resources could not be used when needed; not because of inadequate information but because it is not made known to the interested community. Although people know what a library normally possess, the knowledge has never been extensive in providing matched and timely information. The library professional personnel who are librarians or knowledge workers, are therefore responsible for promoting and informing the library patrons. This can only be done via marketing initiatives not only to inform but to educate and encourage patrons to use the library effectively. Challenges in the library marketing process and suggestions to reduce the information gap using mind set change, strategic planning, business process reengineering approach, and leadership development are discussed.

Introduction

Efforts in library marketing has to be taken seriously. In today's knowledge society environment, this could spark a threatening situation to libraries regardless of the nature of service they offer. This is brought about by the rapid change in information keeping and seeking which grows along with the advancement of technology.

Marketing library services can be said to be a must especially in the current society which is known as the 'Net Generation'. Jia, Nesta and Fialkoff (2006) noted that the majority of people prefer using search engines to library resources. This has alarmed librarians who see libraries in danger of losing their place as the primary information provider to academics and the general public. They blamed failures in marketing strategy as the main cause.

Library customers are individuals and each person's or organization's needs may be different (Rowley, 2003). As such, libraries need to know their customers' profiles well before any marketing effort can be taken. Different categories of library services serve different clientele and may need different approach of marketing strategy. An academic library may focus mainly on its academia requirements whereas a special library will concentrate on services that are in line with its organizational culture. But in both cases, efforts to make known what libraries can offer to the customers is paramount.

Therefore, what is marketing? Do libraries really need it?. Burrow (2006) categorized business use marketing as directly involving major marketing activities or with limited marketing role. Libraries indirectly falls under the last category. Nevertheless, marketing is very much in need as only through marketing, satisfaction exchange between business and consumers is created. Marketing is said to be the creation and maintenance of satisfying exchange relationships. Robert Wientzen, CEO of the Direct Marketing Association stated that "the center of the marketing universe is the customer. It's the customer who sets the rules and the marketer who responds".

The role of library marketing is in great demand although libraries may not be profit making orientated. Certain special libraries or information centers may sell their information as commodities depending on the nature of business or service offered to their customers.

Marketing the Library

The library is known to be the central avenue for storing primary resources, information and knowledge. Depending on its nature of service, the collection varies depending on the size and policy of the organization. Kumar (2006) mentioned that the main function of a library is the collection and preservation of knowledge for its dissemination to all.

a. Libraries in an alarming stage

Libraries nowadays are competing with search engines like Google whereby people prefer to use the latter in terms of getting quick information. A study by Xiaoying Dong reported by Jia and Nesta (2006) has shown that 77% of academic users in China use an Internet search engine. The same study also reported that even Google Scholar brings over seven times more visitors to the *British Medical Journal* than does PubMed (Giustini, 2005; Jia and Nesta, 2006). Although it is unique to the Internet, conference proceedings, scholarly repositories and government data can be obtained via the Internet now.

The fact is alarming to professional workers or librarians as people choose the credibility and accuracy of the search engines which offer speed, convenience, ease of use, cost effectiveness and reliability (OCLC Study, 2005; Jia and Nesta, 2006). Many people and organizations seem to be convinced that most answers needed are available online via Google without questioning the authority or validity of the information retrieved (Pantry and Griffiths, 2005). This is very much in line with the OCLC 2005 study where people ignore the credibility and accuracy of the information versus the speed and ease.

The fast changing technology has made people impatient in waiting to get information at the time it is needed. Thus, libraries may have to shift themselves from collection development to content management, implying that libraries should offer more direct access to non-owned resources (Budd and Harole, 1997; Jia and Nesta, 2006). Otherwise, libraries may be left behind as their existence may be irrelevant to the customers' needs. Since the market has changed, the library's function should also change from that of collection holder to that of an information gateway. If customers find libraries of no help, whatever resources at the library might be wasted. Although good indexing terms and catalogues are provided, information can only be circulated slowly and narrowly. Millions of pages of full-text resources can now be easily accessed electronically and remotely without the customers' physical presence at the library. This is a great challenge to libraries as they cannot hold the customers' retention and loyalty.

b. Libraries have constraints

Although the changing technology has affected libraries very much, not all libraries can accommodate to the changes instantaneously. Many things need to be considered which again depend on the type of organization climate. Academic libraries may adapt accordingly as to suit the needs of their academia. Public libraries may also change depending on the government policies. However, special libraries depend on their company's vision and mission.

A good example which can be highlighted is in the context of academic libraries per se. Studies show that students prefer to use the Internet for searching rather than the library resources like online databases for journal articles. In several local universities, there is still a limitation in use of online databases from remote areas. Students can only access within the campus area. This has inconvenienced students especially when they need to search information during the semester break. If they are given access from remote areas, they can easily login to the library's website from home as they are usually not residing in the campus. Students therefore, turn away from using library online databases no matter how well they are indexed. The only fast and easy way to access information anywhere anytime is through the search engines.

In this case, the universities may need to purchase an Easy Proxy with a connecting system and access privacy outside the campus. In the long run, the cost of providing such a service is much more lower when compared to students having to look through the unreliable Internet resources. In the lifelong learning process, students should be given alternatives. The current Net Generation, people who are positive thinkers, are confident in their search abilities. Their world is the Internet, relies on multimedia, convenient, visual, immediate and non-linear. This is very much in contrast with the library world which is organized, hierarchical, factual, time-consuming and structured (Harley et al., 2001; Jia and Nesta, 2006). Thus, libraries have become unpopular.

A special library may have an opposite view. They are much more dependent on the company's overall strategy. Certain special libraries are very active in providing information to their clients, for example bank libraries. Resources kept are very much tailored to the needs of the staff and clients of the bank. As they are special in their own content, there is no doubt that the library management is more focused on the content rather than the collection itself. However, their marketing strategy may be limited to their own community unless they are aware of shouldering some social responsibilities like what the Petroleum Resource Centre does. By organizing the Special Libraries Conference, Petronas managed to gather resources of people and materials to be used, circulated and shared within the community.

Library Marketing in the Information/ Knowledge Society

According to Wallis (2003), an information society is a situation where information and communication technologies are of increasing importance in many aspects of our lives and where the ability to access and comprehend information are valuable skills. A significant feature of the information society is the growth of the Internet and the World Wide Web.

Information seekers today have far greater opportunities to carry out research on their own. Individual libraries cater to the unique needs of their own patrons, the particular strengths and mission of their parent institutions, and the constraints of local staffing, budget and space configurations (Sowards, 2003). Sowards also mentioned that the complexity of satisfying patron needs is only made more complicated by the ability of these patrons to tap a widening range of public and commercial sources on the World Wide Web.

a. Library marketing effort

In order to be parallel with the technology advancement, serious marketing efforts must be strategically outlined in libraries. Regardless of the nature of service, libraries must not be ignorant about what marketing is all about. Libraries are discouraged to be complacent and think that customers or users will visit their brick and mortar building to acquire information. This is not always the case as competition with the Internet is very much stiffer. The libraries can attract their users to return back using new strategies over the Internet. Turning libraries to click and mortar institutions accessible 24 x 7 x 365 would be great.

b. Who are responsible for marketing?

Knowledge workers are the people who will be responsible in handling the marketing effort and are librarians or any information/knowledge managers. As Peter Drucker, a famous management guru had coined the term in his book entitled *Landmarks of Tomorrow*" way back in 1959, where he had foreseen how knowledge workers can be a great human asset in an organization. Without their role and expertise, any intelligent business decision of an organization can be jeopardized. Therefore, librarians have to move on.

Reducing the Information Gap

Librarians need to take one step ahead and get rid of their complacency. Kalan (2002) focused on the image that libraries and librarians portray which have been sabotaging themselves with their own 'professional' image. She brought in Kotler's view of 'what is a customer' as follows to name a few:

"A Customer is the most important person ever in this office… in person or by mail."

"A Customer is not dependent on us… we are dependent on him."

"A Customer is not an interruption of our work… he is the purpose of it. We are not doing a favor by serving him…, he is doing us a favor by giving us the opportunity to do so."

"A Customer is not someone to argue or match wits with. Nobody ever won an argument with a Customer"

"A Customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves."

Are librarians ready for the change? It is necessary as Bundy (2003) has quoted from Kirkpatrick (2001) that new learning technologies suggest new groupings, new communications patterns, new interactions and newer structures. Changing the way of thinking therefore is paramount.

Strategic planning

Strategic planning could be done in various ways using the most suitable approach affordable by the organizations. For example, the European Union has decided that some kind of quality management system should be established in its higher education institutions. The quality management system has been used as a tool for leadership within the library whereby it improves the library's processes and markets the library within the university (Juntunen et al., 2005).

Other local examples can be taken from the Tun Hussein Onn Library at the Sunway University College which implemented the QMS with the system called Integrated Quality Management (IQM) for its ISO documentation. While many other established academic libraries in Malaysia, including Universiti Malaysia Terengganu, use the library management systems as an essential tool to support effective customer service and stock management.

The focus of such system is on maintenance, development and control of the documents in the collection (Rowley, 1998). No matter how good the system is, without the cooperation of the knowledge workers to effectively inform users what they possess, it will be of no use. In other words, communication with library users is crucial and libraries can only feel elated if they have done a good marketing job.

Other strategic planning to be considered for libraries could also be the business process re-engineering approach, Kaizen (which is more people oriented), change management, leadership development or any other business strategies suitable to the organization/library's vision and mission. The president of the US Notre Dame University, Thomas Hesburg, observed that:

"The very essence of leadership is that you have to have a vision. It's got to be a vision you articulate profoundly on every occasion. You can't blow an uncertain trumpet" (Bundy, 2003).

Libraries do have visions and so do librarians. The only question is how good do they blow the trumpet to be aligned with the current music being played.

Customers' profiling

Various ways of customers' profiling such as library surveys, public relations activities or going out from the library's territory and zooming directly on customers could help any library to identify what users really want. In an information or knowledge society, nothing can be done without knowing its end purpose. It is always good to serve what is being requested within the time frame. Any information will be of no value once it is given not in a timely manner. The user may be unable to add value into his/her life because information sought is obtained after its due time.

In academic libraries, proper marketing battles need to be chosen carefully to promote resources. It is also important that services should be promoted only when the library is prepared to support demands for increased services or when the demand for a service is clearly diminishing (Neuhaus and Snowden, 2003). The same can be applied to special libraries prior to eliciting any marketing strategy within their own vicinity of users. They should coin up the strategy along with their goal as the market segment is very specific. In the end, the profit margin need to be looked at.

Conclusion

Although most libraries are non-profit organizations, the value of the resources is worthy and can afford to give value added service to their customers. However, being in competition with other medium of information such as the Internet and search engines, libraries must be more pro-active in working out the best strategy to minimize the gap. This can only be done through the awareness of their own staff; knowledge workers or librarians who play a vital role in ensuring that marketing effort is done successfully. Nobody works alone, therefore it has to be a team effort. Understanding the whole scenario is important to get a clear picture of where libraries are heading to. The existing and future generations may not wait a single second unoccupied with ever changing technologies. Libraries and librarians have to encounter these challenges upfront to keep them moving with the time and stay relevant. More importantly, libraries need to survive for the future.

References

Boone, L.E, & Kurtz, D.L. (2004). *Comtemporary marketing.* Canada:Thompson.

Bundy, A. (2003). A window of opportunity:Libraries in higher education. *Library Management, 24* (8/9), 393-400.

Burrow, J.L. (2006). *Marketing.* 2nd ed. Canada: Thompson

Jia M., & Nesta, F. (2006). Marketing library services to the net generation. *Library Management, 27*(97), 411-422.

Juntunen, A. (2005). Managing library processes: Collecting data and providing tailored services to end-users. *Library Management, 26*(8/9), 487-493.

Kalan, A. (2002). Are we sabotaging ourselves with our 'professional' image? *American Libraries, 33*(5), 42.

Kumar, A.D. (2006). *Library management.* New Delhi: SBS Publishers & Distributors P. Ltd.

Neuhaus, C., & Snowden, K. (2003). Public relations for a university library: A marketing programme is born. *Library Management, 24*(4/5), 193-203.

Pantry, S., & Griffiths, P. (2005). *Setting up a library and information service from scratch.* London : Facet Publishing.

Rowley, J. (1998). *The electronic library.* London : Library Association Publishing.

Rowley, J. (2003). Information marketing: Seven questions. *Library Management, 24*(1), 13-19.

Sowards, S. W. (2003). Reference collections, reference services, and the change from text to technology. *New Library World, 104* (1187/1188), 135-141.

Wallis, J. (2003). Information-saturated yet ignorant: Information mediation as social empowerment in the knowledge economy. *Library Review, 52*(8), 369-372.

Perpustakaan Universiti Malaya: Laporan Pameran Kemerdekaan ke- 51
University of Malaya Library: 51st Independence Day Exhibition Report

Rafidah Abdul Aziz
Perpustakaan Universiti Malaya
fidahaziz@um.edu.my

Abstract

The University of Malaya Library held an Independence Day Exhibition at the Library Gallery in conjunction with the celebration of Malaysia's 51st Independence Day. The theme of this exhibition was "Perpaduan Teras Kejayaan" [Unity is the Foundation of Success]. The exhibition was on display for a period of one month from 15 August 2008 until 15 September 2008.

Abstrak

Perpustakaan Universiti Malaya telah mengadakan Pameran Kemerdekaan di Galeri Perpustakaan, sempena dengan sambutan Hari Kemerdekaan ke-51. Pameran yang bertemakan "Perpaduan Teras Kejayaan" telah berlangsung selama sebulan bermula daripada 15 Ogos 2008 hingga 15 September 2008.

Pengenalan

Hampir lebih dari setengah abad Malaysia telah mencapai kemerdekaan dan negara bertuah ini telah menunjukkan perubahan yang amat membanggakan berbanding dengan negara membangun yang lain. Perkembangan yang pesat dari sudut ekonomi, teknologi maklumat, sains, pendidikan dan sebagainya adalah satu kejayaan hasil dari perpaduan yang erat dan teguh di kalangan rakyat Malaysia. Semangat perpaduan ini telah lama wujud di Tanah Melayu dan merupakan penyumbang terbesar dalam usaha mencapai kemerdekaan.

Penjajahan ke atas Tanah Melayu oleh kuasa-kuasa besar seperti Inggeris dan Jepun telah banyak mencetuskan semangat patriotik di kalangan rakyat tempatan demi membebaskan negara dari cengkaman penjajahan kuasa luar. Setelah Jepun menyerah kalah pada 15 Ogos 1945, penjajah Inggeris telah mengambil semula Tanah Melayu dan menjadikannya sebagai sebuah koloni. Penjajahan semula Inggeris ini tidak disenangi oleh rakyat Tanah Melayu dan di sinilah bermulanya usaha menuntut kemerdekaan dari pihak Inggeris.

Rombongan rundingan kemerdekaan Persekutuan Tanah Melayu yang bertolak ke London pada 1 Januari 1956 diketuai oleh Tunku Abdul Rahman.

Namun begitu, hasil kerja keras dan usaha tanpa mengenal penat dan jemu oleh Tunku Abdul Rahman, maka satu rombongan ke London yang turut disertai oleh beberapa pemimpin Parti Perikatan, antaranya Dato' Abdul Razak Hussein, Dr. Ismail Abdul Rahman, Kolonel H.S. Lee, Tuan T.H. Tan dan Encik Bahaman Shamsudin dan wakil Raja-Raja Melayu; Dato' Panglima Bukit Gantang, Dato' Nik Ahmad Kamil, Encik Abdul Aziz Majid dan Dato Mohd. Seth telah membuahkan hasil di mana pada 8 Februari 1956, Perjanjian Merdeka telah dimeterai dengan menetapkan tarikh 31 Ogos 1957 sebagai tarikh kemerdekaan Persekutuan Tanah Melayu.

20 Februari 1956
YTM Tunku Abdul Rahman melaungkan 'MERDEKA'.

Majlis menandatangani Perjanjian Merdeka oleh Tunku Abdul Rahman bagi pihak kerajaan Persekutuan Tanah Melayu dan Encik Alan Lennox-Boyd, Setiausaha Tanah Jajahan bagi pihak kerajaan British di Lancaster House, London pada 8 Februari 1956.

Sumber: http://www.malaysiamerdeka.gov.my

Sejajar dengan sambutan Hari Kemerdekaan Malaysia yang ke 51 pada 31 Ogos 2008, Perpustakaan Universiti Malaya telah mengambil inisiatif menganjur satu Pameran Kemerdekaan bertempat di Galeri Perpustakaan, Aras 4, Perpustakaan Utama. Pameran ini berlangung dari 15 Ogos hingga 15 September 2008 dengan tema "Perpaduan Teras Kejayaan".

Pameran tersebut telah dibahagikan kepada beberapa panel:

PANEL 1:
PERISTIWA SEBELUM KEMERDEKAAN

Mempamerkan peristiwa dan sejarah sebelum kemerdekaan meliputi gambar rombongan rundingan kemerdekaan Persekutuan Tanah Melayu pimpinan Y.M Tunku Abdul Rahman Putra Al-Haj yang telah bertolak ke London pada 1 Januari 1956; majlis Perjanjian Merdeka di Lancaster House, London; kisah perjuang kemerdekaan pahlawan terbilang seperti Mat Kilau, Dol Said, Tok Janggut dan juga Mat Salleh turut dipamerkan.
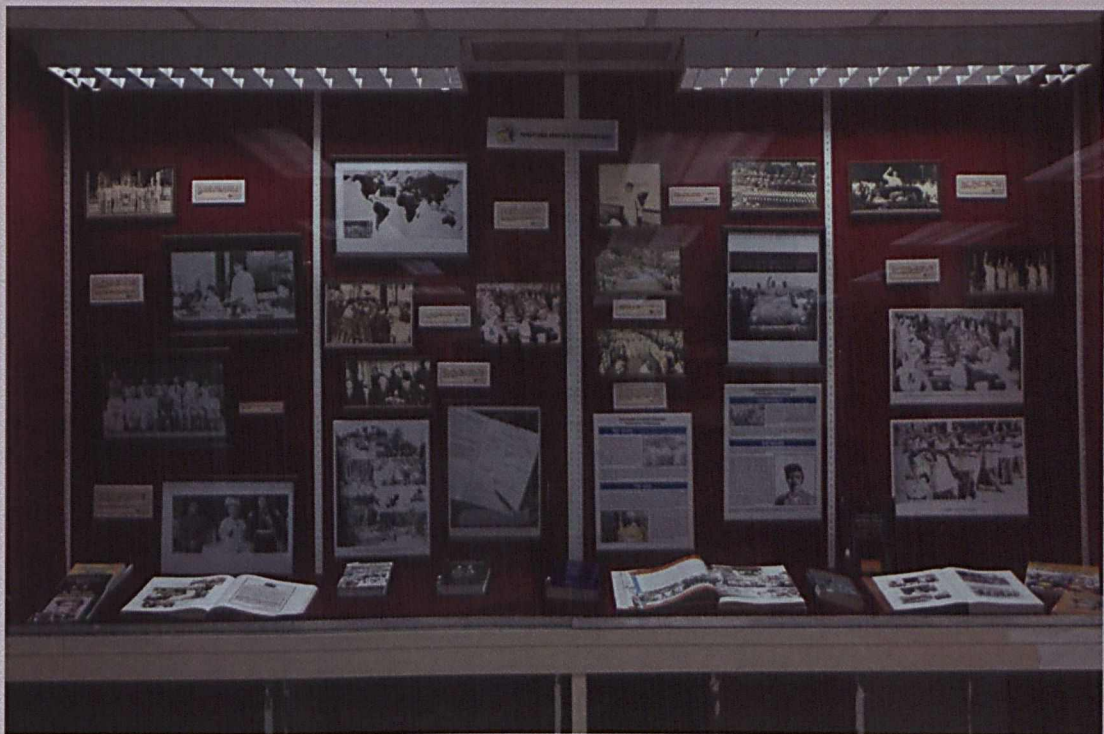
Gambar peristiwa sebelum kemerdekaan
Sumber : Galeri Perpustakaan UM

PANEL 2:
PENGISYTIHARAN KEMERDEKAAN

Mempamerkan gambar dan peristiwa berkaitan dengan pengisytiharan kemerdekaan. Juga dipamerkan maklumat tentang Dokumen Pemasyhuran Kemerdekaan Persekutuan Tanah Melayu pada 31 Ogos 1957.

Gambar pengisytiharan kemerdekaan
Sumber : Galeri Perpustakaan UM

PANEL 3:
SAMBUTAN HARI KEMERDEKAAN

Mempamerkan gambar berwarna warni yang menunjukkan bagaimana hari kemerdekaan disambut dengan penuh gilang gemilang. Panel ini juga menyediakan maklumat tentang Jalur Gemilang dan keratan akhbar berkaitan dengan Anugerah Merdeka yang julung kalinya diadakan pada tahun ini.

Gambar sambutan Hari
Kemerdekaan
Sumber : Galeri
Perpustakaan UM

PANEL 4:
SAJAK KEMERDEKAAN

Mempamerkan sajak dan puisi kemerdekaan hasil nukilan beberapa orang penulis seperti Affrini Adham, Muhammad Hasmadi Hasan, Kemala, Ghazali Lateh, Shamsudin Puteh dan Pena Mutiara. Turut dipamerkan sajak yang ditulis sendiri oleh Dato Seri Dr Mahathir Mohamad berjudul Erti Kemerdekaan. Dalam panel keempat ini juga terdapat sajak dalam Bahasa Cina dan Bahasa Tamil mengenai kemerdekaan.

Gambar sajak kemerdekaan
Sumber : Galeri Perpustakaan UM

PANEL 5:
LOGO KEMERDEKAAN

Mempamerkan logo kemerdekaan beserta maklumat mengenainya. Logo yang dipamerkan bermula dari tahun 1976 hingga yang terkini. Pengunjung dapat melihat tema kemerdekaan selama 32 tahun hinggalah tema terbaru iaitu "Perpaduan Teras Kejayaan"

Gambar logo kemerdekaan
Sumber : Galeri Perpustakaan UM

PANEL 6:
## POTRET SERI PADUKA BAGINDA YANG DI PERTUAN AGONG

Mempamerkan potret Seri Paduka Baginda Yang di Pertuan Agong dan Seri Paduka Baginda Raja Permaisuri Agong yang pertama hingga kini. Maklumat mengenai baginda terutama dari segi tarikh dan tempoh perlantikan sebagai Seri Paduka Baginda Yang di Pertuan Agong juga terdapat di sini.

Potret Seri Paduka Baginda Yang di Pertuan Agong
Sumber : Galeri Perpustakaan UM

PANEL 7:
## KEJAYAAN YANG DIKECAPI

Mempamerkan kejayaan dan kecemerlangan Malaysia semenjak kemerdekaan hingga kini. Terdapat gambar Angkasawan Negara Datuk Dr. Seikh Muszaphar Shukor Al-Masrie; sistem monorel Kuala Lumpur yang dibuka kepada orang ramai pada 31 Ogos 2003; kejayaan M. Magendaran dan M. Mohandas yang berjaya menakluk Gunung Everest pada tanggal 23 Mei 1977; kecemerlangan raja dan ratu renang negara Nurul Huda Abdullah dan Jeffrey Ong; perkembangan industri automobil negara iaitu Proton; Menara Berkembar Petronas dan banyak lagi.
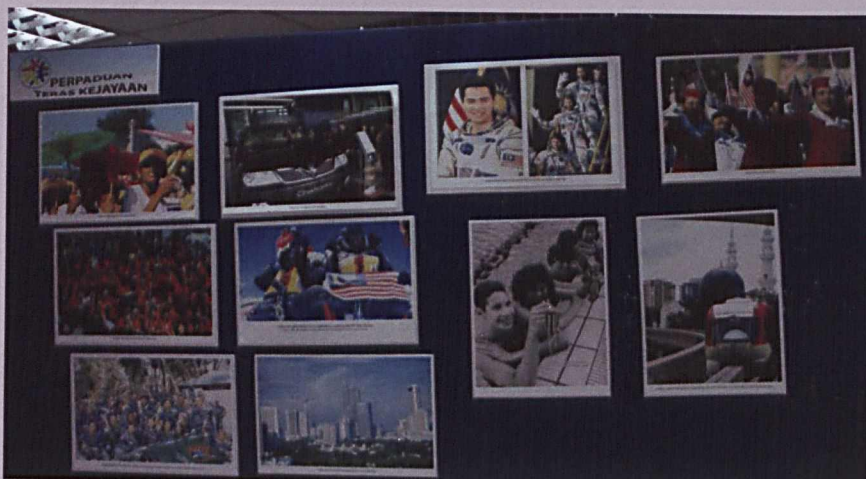
Gambar kejayaan
Malaysia selepas
kemerdekaan
Sumber : Galeri
Perpustakaan UM

PANEL 8:
PAKAIAN POLIS DIRAJA MALAYSIA

Mempamerkan maklumat berkaitan pakaian yang diambil dari buku "Sejarah Bergambar Institusi Polis di Malaysia". Terdapat maklumat dan gambar mengenai pakaian polis dari dulu hingga sekarang termasuklah gambar pakaian seragam Polis Negeri-Negeri Selat; pakaian seragam Malay States Guides tahun 1896; pakaian seragam Polis Sabah tahun 1880; pakaian seragam Sarawak Constabulary Tahun 1946 dan banyak lagi.
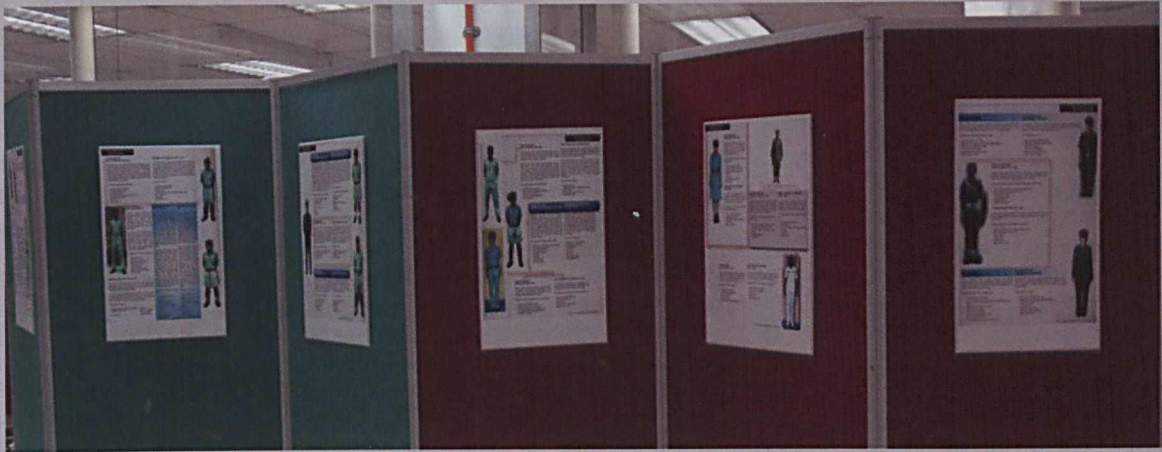
Panel Pakaian Polis DiRaja Malaysia
Sumber : Galeri Perpustakaan UM

Di dinding Galeri ini juga dipamerkan gambar Perdana Menteri Malaysia yang pertama hingga kini iaitu bermula dari Y.M Tunku Abdul Rahman Putra Al-Haj, Tun Abdul Razak Hussein, Tun Hussein Onn, Tun Dr. Mahathir Mohamad dan Dato' Seri Abdullah Haji Ahmad Badawi.

Perpustakaan berharap melalui pameran sebegini, pengunjung terutama para pelajar dapat didedahkan kepada sejarah dan pahit getir pejuangan pejuang-pejuang negara dalam menuntut kemerdekaan. Kepayahan dan pengorbanan pejuang-pejuang negara ini telah berjaya memastikan kita bebas daripada terus dijajah. Di samping itu, usaha gigih yang dilakukan oleh pemerintah negara dari dahulu hingga kini telah banyak menyumbang kepada pembangunan pesat Malaysia yang berjaya menjadikannya sebuah negara yang gemilang dan terbilang di mata dunia.

Mutiara Kata

"...Sesungguhnya, segala kejayaan yang dicapai hari ini ditunjangi oleh usaha dan pengorbanan pejuang-pejuang kita yang terdahulu.

Tunku Abdul Rahman telah berjuang bagi mencapai kemerdekaan, Tun Abdul Razak berusaha gigih bagi membawa pembangunan, Tun Hussein Onn memerah keringat bagi memupuk perpaduan rakyat dan Tun Dr.Mahathir telah menentang arus bagi mencipta pemodenan.

Mereka sebagai pemimpin kita bersama rakyat sekalian telah membawa Malaysia ke tahap ia berada hari ini..."

Dato' Seri Abdullah Ahmad Badawi.
Perdana Menteri Malaysia (2003 - Kini)

Sumber : http://www.malaysiamerdeka.gov.my

Karnival Perpustakaan 2008: *My Library in My Heart*
Library Carnival 2008: *My Library in My Heart*

Koh Ai Peng
Perpustakaan Universiti Malaya
kohai@um.edu.my

Abstract

The University of Malaya Library (UML) organized the Library Carnival 2008 with the theme "My Library in My Heart" on 30th and 31st July 2008. This activity received encouraging response from the campus community. A lot of activities were held, such as Infosearch Quizzes, Lucky Draws, Repairing Books Demonstration, Library Award 2008, Used Books for Sales, Book Take Away, Activities by Local Radio Stations and Food Stalls. The library will be organizing the Carnival as an annual event to strengthen the relationship between the Library staff and the campus community. Furthermore, the Carnival will also serve as a platform to disseminate information services of the Library to its users.

Abstrak

Perpustakaan Universiti Malaya (PUM) telah menganjurkan Karnival Perpustakaan 2008 bertemakan "My Library in My Heart" pada 30 dan 31 Julai 2008. Aktiviti tersebut mendapat sambutan yang amat menggalakkan daripada warga kampus. Pelbagai aktiviti telah diadakan, seperti kuiz *Infosearch,* Cabutan Bertuah, Demostrasi Baik-Pulih Buku, Anugerah Perpustakaan 2008, Buku Terpakai untuk Dijual, *Book Take Away*, Aktiviti oleh Stesen Radio dan Gerai Makanan. Perpustakaan akan menganjurkan karnival seumpama ini sebagai acara tahunan untuk mengeratkan hubungan antara staf perpustakaan dan komuniti kampus. Tambahan pula, karnival ini boleh dijadikan sebagai platform untuk menyebarkan maklumat kepada pengguna.

Pengenalan

Perpustakaan Universiti Malaya (PUM) memainkan peranan yang aktif dan penting dalam menyokong proses pembelajaran, pengajaran dan penyelidikan di Universiti Malaya (UM). Peruntukan dan perbelanjaan Perpustakaan yang tinggi setiap tahun digunakan untuk menaiktaraf koleksi dan perkhidmatan Perpustakaan.

Ramai warga kampus telah menggunakan Perpustakaan dengan berkesan dan sentiasa mengikuti perkembangannya dari masa ke semasa. Mereka sentiasa memberi maklum balas dan cadangan yang membina kepada Perpustakaan. Walaubagaimanapun, sebahagian dari warga kampus masih kurang memahami Perpustakaan secara mendalam. Justeru itu, mereka berkecenderungan untuk tidak mengunjungi Perpustakaan dan tidak menggunakan kemudahan Perpustakaan yang disediakan.

Kepentingan pengguna dan perkhidmatan yang berkualiti sentiasa dipandang serius oleh Perpustakaan. Segala penaiktarafan dan penambahbaikan Perpustakaan dirancang demi kebaikan semua warga kampus.

Ekoran daripada itu, pengurusan PUM telah memutuskan untuk menganjurkan Karnival Perpustakaan buat pertama kalinya pada 30 Julai 2008 bagi mencapai objektif berikut:

Objektif Karnival Perpustakaan

- Mempromosi koleksi dan perkhidmatan Perpustakaan
- Merapatkan hubungan warga kampus dengan Perpustakaan dan stafnya
- Meningkatkan pengetahuan dan kemahiran pengguna dengan memperkenalkan kemudahan yang disediakan di Perpustakaan

Perasmian Karnival Perpustakaan oleh Ketua Pustakawan

Diharapkan dengan kegiatan promosi sebegini dapat membantu meningkatkan lagi pengetahuan pengguna mengenai Perpustakaan dan merapatkan hubungan warga kampus dengan staf Perpustakaan.

Profesor Madya Dr Nor Edzan Che Nasir, selaku Ketua Pustakawan PUM telah merasmikan Karnival Perpustakaan 2008 yang turut dihadiri oleh pembekal, pengguna dan staf Perpustakaan.

Program yang dirancang merupakan satu kombinasi antara akademik dan hiburan. Ia bertujuan untuk menarik perhatian dan kunjungan lebih ramai warga kampus. Di samping mendapat maklumat dan ilmu pengetahuan yang lebih mendalam mengenai Perpustakaan, pengunjung juga disajikan dengan pelbagai aktiviti sampingan yang disediakan oleh perpustakaan dan pembekal jemputan.

Demi menggalakkan budaya membaca di kalangan pelajar UM, Anugerah Perpustakaan 2008 telah diperkenalkan. Penerima Anugerah merupakan pelajar yang paling banyak meminjam buku sepanjang tahun 2007. Mereka telah dianugerahkan sijil dan baucer sebagai hadiah. Sikap mereka yang tekun dan rajin membaca ini patut diteladani oleh semua pelajar. Setiap tahun, PUM sentiasa berusaha untuk menambah dan membangunkan koleksi sebagai satu bentuk pelaburan dalam melahirkan graduan yang berpengetahuan.

Dengan usaha gigih semua pihak, secara keseluruhan Karnvial Perpustakaan 2008 telah berjalan dengan lancar dan sungguh meriah. Program yang dilaksanakan adalah seperti berikut:

: Program Karnival Perpustakaan :

- Aktiviti dan demo oleh wakil pangkalan data dalam talian: IFIS, Emerald, Springer, Lexis-Nexis, Access Dunia
- Anugerah Perpustakaan 2008
- Kuiz
- Pencarian maklumat (*Treasure hunt*)
- Penjualan buku terpakai oleh pelajar
- *Book take away*
- Pameran Perpustakaan
- Demonstrasi membaik pulih buku
- Lawatan berpandu
- Kunjungan skuad radio dari Myfm dan Thr fm
- Cabutan bertuah
- Pendaftaran pelajar sukarela untuk pelajar istimewa
- Jualan makanan dan minuman oleh Kelab SRPUM
- Aktiviti dan promosi Digi

Pembekal bersama staf perpustakaan semasa acara perasmian

Pemenang kuiz yang dianjurkan oleh Springer

Demonstrasi baik pulih buku memberi pendedahan baru kepada pengunjung

Aktiviti dan demonstrasi DiGi

Jualan buku terpakai oleh pelajar

"Book take away" menjadi daya tarikan utama

Gerai makanan dan minuman mendapat sambutan

Ketua Pustakawan bersama para pemenang Anugerah Perpustakaan 2008

Pemenang Anugerah Perpustakaan 2008 adalah seperti berikut:

Kategori Pasca Ijazah

Puan Fatimah bt Mohd Dahalan
(AHA040014)

Cik Leong Thor Lee
(AGF040018)

Encik Segahran Apoo
(AHA010010)

Kategori Ijazah Dasar

Hadiah Utama

Encik Low Soon Chai (MEM040061)
Fakulti Perubatan

Cik Shafra binti Zainal Abidin (IES060083)
Akademi Pengajian Islam

Encik Poon Kok Siong (SES060577)
Fakulti Sains

Kategori Ijazah Dasar

Hadiah Penghargaan

Cik Chong Ee Foon (KEB050005)
Fakulti Kejuruteraan

Cik Goh Guat Ling (CEA050057)
Fakulti Perniagaan & Perakaunan

Cik Jamuna a/p Selladurai (AEA060096)
Fakulti Sastera & Sains Sosial

Encik Law Jun Kiong (KEC050020)
Fakulti Kejuruteraan

Cik Mangammah a/p Threvegedam
(TEA060066)
Fakulti Bahasa & Linguistik

Cik Pushpa Rani Subramani Selvan
(AEA060352)
Fakulti Sastera & Sains Sosial

Cik Raja Syazwina R Shuib
(BEA060046)
Fakulti Alam Bina

Sambutan dan maklum balas daripada warga kampus adalah menggalakkan. Pihak Perpustakaan ingin mengucapkan setinggi-tinggi terima kasih kepada semua yang turut memberi cadangan, komen dan teguran. Kami akan mengambil perhatian kepada maklum balas daripada pelbagai pihak dan menambahbaik lagi pada masa akan datang. Marilah kita berkarnival lagi pada tahun hadapan, JUMPA LAGI DI KARNIVAL 2009 !