21ST CENTURY LIBRARIANS AT THE CROSSROADS: SPECIALIZED COMPETENCIES NEEDED

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Presentation Outline

A. Introduction
B. Integration of Traditional Skills with Technologies
C. Librarians with Specialized Competencies
D. Faculty’s Curriculum pertaining to the development of the 21st century librarians and information professionals
E. Conclusion: Libraries Today and Tomorrow
A. Introduction

- Library work traditionally involves a process of collecting, organizing, archiving and circulating data and information.
- Overtime, various technological development have affected the provision of library services.
- A core element of the profession that is rarely expressed is, an evaluation and acceleration of knowledge.
Defining Librarian

- A professional person trained in library science and engaged in library services
- The basic functions of Librarians: acquires, manages, organizes, promotes and disseminates information
B. Integration of Traditional Skills with Technologies

The process of merging traditional skills (and ethics) with Internet technology requires a certain type of thinking skills (see Deng, Thomas & Trembach, 2014; Gonzalez, 2010; Lussky, 2008).

- **Thinking** can be an intellectual process characterized by methodical, systematic, and left-brain activities (via solving mathematical problems and computer programming)
- as intuitive, creative, critical and unsystematic (artistic works)
Integration of Traditional Skills with Technologies

- Thinking must be used to analyze the needs of our library users.
- Thinking is a necessary activity when learning how to use the latest piece of software.
- Thinking must be a part of the process when evaluating how to use computer technologies for library services.
- Thinking must be taken into account when asked a new reference question and the answer is not readily apparent.
Integration of Traditional Skills with Technologies

Thinking is the process you use when you encounter a new problem and must come up with some sort of solution.
Challenges of Librarians in the 20th Century

- The amount of information in one Sunday New Strait Times is greater than the amount of information an 18th century person in Kuala Lumpur would be exposed to in his lifetime.
- More improvements in printing technology: Photographic techniques, color lithography.
- Distance communication--telephone, radio, movies, TV, computer networks.
- Non-print communication.
Challenges of Librarians in the
20th Century - continue

- Mass market paperback industry begins in 1950s
- Rise of the academy and academic publishing--proliferation of scholarly journals
- Small presses, university presses coexist with giant publishing and media corporations
- 1980s: Beginning desk-top publishing and electronic publishing
- 1990s: World Wide Web and Internet allow anyone to be a publisher
Challenges of Librarians in the 21th Century

- Knowledge is a differentiator in a literate society—equitable access
- Ubiquitous access to information is essential
- New environments are necessary for learning
- Learning is “anytime, anywhere”
- Customized learning is available

All Requiring New Competencies…..
Competencies

- Competencies for a profession generally list or group a series of knowledge, skills, abilities and behaviors that define and contribute to performance.

- Competencies can be used to design and develop job postings, position descriptions, training and education programs and performance evaluation programs.
C. Librarians with Specialized Competencies

- Librarians must also be able to discover possibilities for improving services with these technologies.
  - Requires a fundamental understanding of library principles and,
  - Requires individual librarians to think “outside the box” for the purposes of enhancing methods of applying the fundamental principles (Deng, Thomas & Trembach, 2014).
Research related to the Specialized Competencies

- Gonzalez (2010) - Soft skills such as communication and organizational skills.
- Deng, Thomas and Trembach (2014) - strong communication and critical thinking skills.
Research related to the Specialized Competencies

Anne Goulding, Beth Bromham, Stuart Hannabuss, and Duncan Cramer (1999). The most essential qualities for library workers:

1. ability to accept pressure;
2. flexibility (respond to change);
3. ability to deal with a range of users;
4. written communication skills;
5. inquisitiveness (love of learning);
6. reflection;
7. dedication;
8. detective-like (follow-up and track-down);
9. leadership qualities; and
10. innovation.
Research related to the Specialized Competencies

Unfortunately, the study also found among the qualities considered most lacking in new librarians. They were:

(1) commitment to organizational goals;
(2) friendliness;
(3) ability to accept pressure;
(4) reliability;
(5) energy (vigor/activity);
(6) flexibility;
(7) logic;
(8) written communication skills;
(9) confidence about ability; and
(10) ability to work with/for a range of colleagues.
1. Foundations of the Profession
2. Information Resources
3. Organization of Recorded Knowledge and Information
4. Technological Knowledge and Skills
5. Reference and User Services
6. Research
7. Continuing Education and Lifelong Learning
8. Administration and Management
D. Role of Library Schools (particularly Faculty of Information Management, UiTM)

- At the Faculty of Information Management, Universiti Teknologi MARA, the curriculum has been geared towards preparing students to become the 21st century librarians and information professionals.

- Students in the field of library and information studies have to **Major in Library and Information Management**, taking a **Minor in Information Systems Management**.
1. FACULTY CORE

IMC 401 Foundation of Information Communication and Technology
IMC 402 Foundation of Information Management
IMC 403 Introduction to Reference and Information Sources
IMC 404 Management of Internet Information Sources and Services
IMC 405 Organization of Information
2. FACULTY CORE (LIBRARY AND INFORMATION MANAGEMENT)

IML 451 Information Proficiency
IML 452 Organization of Information: Descriptive Cataloguing
IML 453 IT in Libraries and Information Center
IML 454 Library and Information Center Management
IML 501 Computerized Textual Information Management
IML 502 Organization of Information: Subject Cataloguing and Classification
IML 503 Information Sources and Services in: Social Science
IML 504 Information Sources and Services in: S & T
IML 505 Information Sources and Services in: Humanities
IML 506  Information Marketing in Libraries and Information Centers
IML 551  Research Methods in Library and Information Science
IML 552  Organization of Information : Abstracting and Indexing
IML 553  Public Relation in Information Work
IML 601  Publication & Production of Information Materials
IML 602  Organization of Information : Computerized Cataloguing
IML 603  Planning and Design of Information Centers
Continue...

IML 604  Research Project in Library and Information Science
IML 651  Digital Libraries
IML 652  Metadata
IML 653  Library Automation
IML 654  Information Professional Work
3. ELECTIVE / MINOR COURSES FROM INFORMATION SYSTEMS MANAGEMENT

IMS 453 Support Service and Maintenance for Information Systems
IMS 504 Database Management Systems for Information Professional
IMS 503 Introduction to E-Commerce
IMS 552 Information System Management
IMS 554 Information Marketing for Information Systems Department
IMS 553 Multimedia for Information Professional
IMS 604 Web Programming for Information Retrieval
IMS 652 Strategic Information Systems for Information Professional
4. UNIVERSITY COURSES

- Islamic Studies I
- Co-curriculum
- English I
- Co-curriculum
- English II
- Islamic Studies II
- Third Language
Faculty’s Initiatives

- Master of Information Management
- Master of Knowledge Management
- Master of Information and Library Management
- Master of Records Management
- Master of Information Systems Management (in-progress)
- PhD in Information Management

Main aim: to offer specialized and advanced professional training and education
E. Conclusion: Libraries

Today

- In today's world of networked information, more and more information seeking activities can be accomplished without the need of a librarian.
- Our library users can do real, significant information seeking without ever stepping into a library.
Future of Libraries

- Libraries are and will not fading away.
- The current environment fosters a means of evolution and an enhancement of library services.
- Just like a caterpillar...
  - use the current environment to foster growth,
  - turn upon itself for the purposes of reorganization, and
  - emerge as a beauty unto itself and for others.
References


Thank You

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Activities
Call for extended abstract
Early bird fee begins

Extended abstract submission deadline

Notification of extended abstract acceptance
Early bird fee deadline
Final extended abstract deadline
Author registration deadline

Conference dates

http://www.icis2015.org/

Dates
July 27, 2015

August 27, 2015
September 13, 2015
September 30, 2015

September 14 - Oct 17, 2015
October 19, 2015

November 17, 2015

December 7-8, 2015

Participant          Fee

• Malaysia          RM500
• Early bird
• Normal          RM600
• International
• Early bird
• USD150
• Normal          USD200
• Student
• Early bird
• RM300
• Normal          RM350

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