

CONFERENCE PROCEEDING

CONFERENCE ON LIBRARIANS FOR THE CYBER WORLD

**13-15 September 2015
Pullman Hotel, Bangsar
Kuala Lumpur
Malaysia**

**Celebrating Persatuan Pustakawan Malaysia's (PPM's)
Diamond Jubilee (1955-2015):
60 Years of Leadership and Commitment towards
Librarianship in Malaysia**

Jointly organized by PNM & PPM



**CONFERENCE PROCEEDING:
CONFERENCE ON LIBRARIANS FOR THE CYBER
WORLD**

**CELEBRATING PERSATUAN PUSTAKAWAN MALAYSIA (PPM)
DIAMOND JUBILEE (1955-2015)
60 YEARS OF LEADERSHIP AND COMMITMENT TOWARDS
LIBRARIANSHIP IN MALAYSIA**

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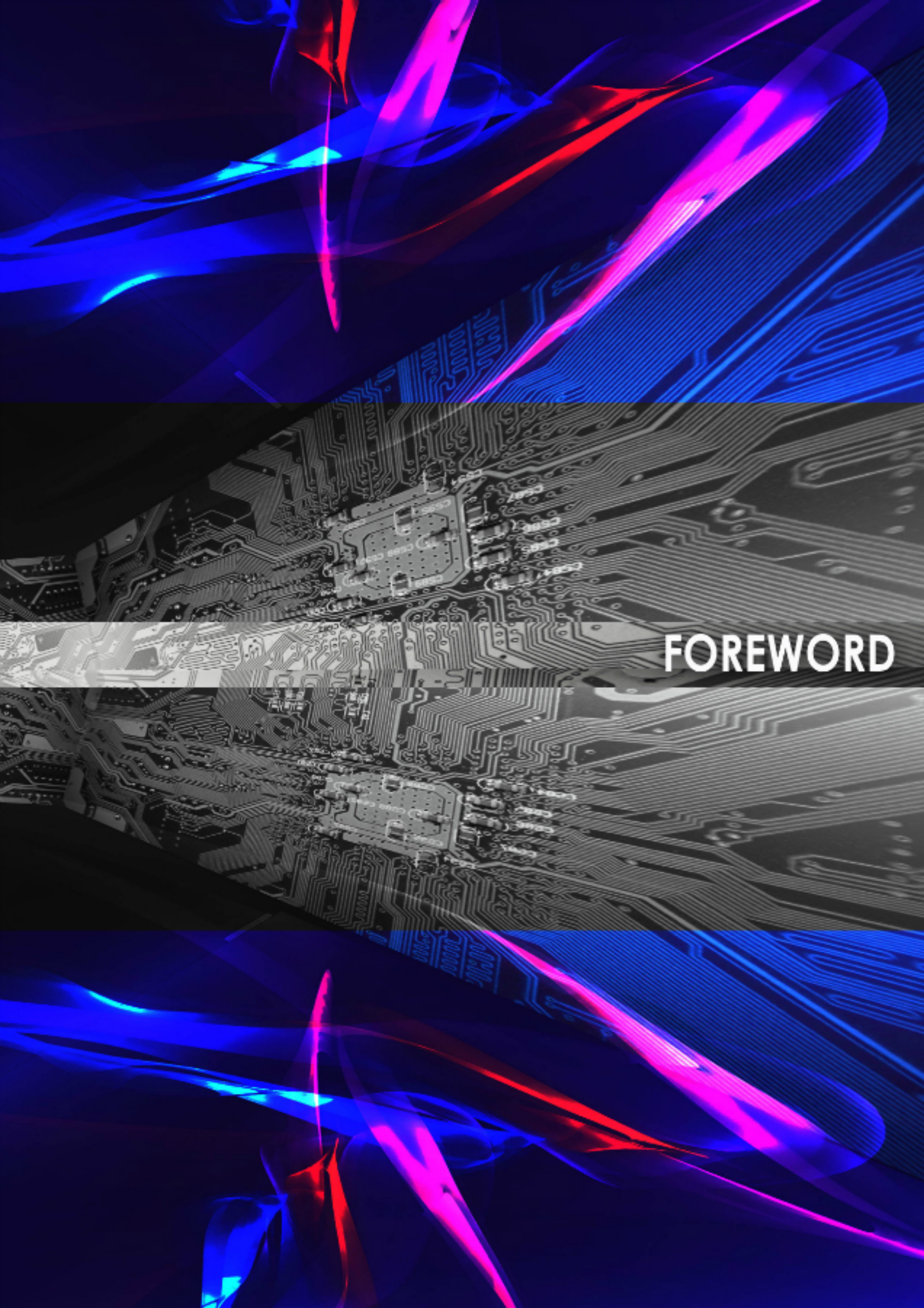
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FOREWORD

FOREWORD BY CHAIRPERSON OF ORGANIZING COMMITTEE



As chairperson of the Organizing Committee of “Celebrating Persatuan Pustakawan Malaysia’s (PPM’s) Diamond Jubilee 1955-2015: 60 years of Leadership and Commitment towards Librarianship in Malaysia”, I bid you a warm welcome and thank you for helping us to celebrate this auspicious occasion. Various activities have been organized— a workshop on the 13th September 2015, a commemorative dinner on the 14th September 2015 and a conference on the 14-15 September 2015. We hope these activities do justice to PPM’s Diamond Jubilee Celebration.

As a professional association, PPM has functioned effectively as the “voice” of the profession since 1955, fulfilling one of the crucial tenets of professionalism. It can list among its greatest achievements – initiating the move towards establishment of the National Library, the prolific development of public libraries, the development of school libraries as well as facilitating library education, etc. It has been a fruitful 60 years for PPM – providing professional leadership and displaying exemplary commitment to the development of the library profession in Malaysia. PPM’s achievements over the last 60 years were made possible by one outstanding characteristic – the spirit of volunteerism among PPM members. Time, money and effort have not been spared by past and present members who organized and conducted courses, undertook fund-raising activities, lobbied Ministries for all the right reasons like fighting for the status of librarians as well as helping to further the cause of library education and promote information literacy.

In similar vein, this event would not be possible without the active and direct involvement of the current PPM president and Council members. The dedication shown by all sub-committees truly exemplify this spirit of volunteerism that has been the bedrock of PPM’s dynamism. To all and everyone mentioned in this program book, my heartfelt gratitude. Terima kasih daun keladi.

Dato’ Dr Zaiton Osman



COMMEMORATIVE MESSAGES



SYED SALIM AGHA, PAST PRESIDENT, PPM. 1975/1975

Assalamualaikum and warm wishes.

Congratulations to PPM and its members for enhancing the role of libraries in our society by maximising the utilisation of graphic records for the benefit of society and by contributing to the advancement of knowledge in our country.

The steady growth and development of all types of libraries in Malaysia is laudable. However, in the face of global environmental change, constant technological advances, changing trends in social organisation and global economic trends, libraries and librarians need to constantly understand the nature of change and adjust accordingly by recreating the intellectual and philosophical underpinnings of Librarianship and by enhancing the sustainability of libraries.

In the light of the challenges we face, there is a dire need to strategize collaboratively and respond to the changes around by using a holistic approach to effectively resolve issues. Libraries are under threat on many fronts and we should be aware of them. Budgets have been reduced leading to the inability of libraries to acquire all the resources to meet the needs of customers. Under these circumstances is the library able to satisfy customer needs effectively? Other agencies like the internet are taking over the functions of the library. The use of technology is changing the way libraries operate. Must there be a shift of emphasis in libraries? We need to ask whether professional education of libraries is changing fast enough to keep up with the needs of today and tomorrow.

In order to face the challenges ahead of we need to contend with the following efforts:

- Constantly monitor, using various strategies, the needs of library customers.
- Develop information resources in keeping with customer needs.
- Design services and products to suit customer needs. Constantly monitor the use of current services offered and terminate those are not used sufficiently.
- Create sufficient awareness among customers on the availability of services and resources through marketing and other promotional methods.
- Understand that there is a constant need for a customer feedback process.
- Use information and communications technology appropriately, intelligently and cost-effectively.
- Maintain good management practice and flexible organisation to allow for adjustment to change.
- In all this libraries can become knowledge professionals in three dimensions:
 - Managing knowledge repositories

- Facilitating knowledge flow and communication
- Leveraging value generation capacity.

I have full confidence that the present and future generation of librarians will rally round appropriately to the challenges facing them such that libraries would continue to maintain our tradition to contribute effectively to the advancement of human knowledge in a timely and appropriate fashion.

**CONGRATULATORY MESSAGE FROM
EDWARD LIM HUCK TEE, PRESIDENT PPM, 1978-1980**

Congratulations to the current President of the PPM, Dr Nor Edzan binti Che Nasir, and the Executive Committee, for successfully celebrating the 60th Anniversary of the PPM.

That the PPM has survived this long is a testimony to the grit and determination of its leadership and membership considering the obstacles that it has had to face throughout the years of its existence.

In the early years of its existence, the PPM was mainly concerned with some basic existential issues, such as getting librarians recognised as professionals and rewarded appropriately, lobbying for the establishment of a library school to train and educate librarians, promoting the need for the establishment of public libraries and the better resourcing of libraries. Many in the profession struggled to get adequate budgets for their libraries, and tried to ameliorate the problem through cooperative endeavours, mainly interlibrary lending and other resource sharing programs. Computers in libraries barely existed and the only national cooperative program among the university libraries and the National Library of Malaysia was MALMARC, a batch processing catalogue database, which it was hoped would eventuate into a national union catalogue. There were also attempts by the PPM to develop regional resource sharing programs through CONSAL and the joint PPM/LAS conferences. Two pilot projects that were never fully implemented, included SAULNET (The Southeast Asian University Library Network) a model for resource sharing in ASEAN countries, and SEAPRINT (a database of Southeast Asian imprints with the catalogue data in the original language scripts of the participating ASEAN libraries)

Today, the PPM is faced with an existential threat, as its membership and member libraries face competitive pressures caused by the disruptive technologies of the Internet. I think the PPM is well placed to provide leadership and solutions to some of these competitive pressures. I have, in the past, listed the challenges which libraries face, in serving a new generation of techno-savvy users, as including:

- The availability of search engines which provide alternative pathways to digital Information resources;
- Programs to digitize analogue materials by non-traditional providers of library services, such as Google and Microsoft;
- The ability of publishers or producers of digital information resources to bypass libraries and target end users directly through pay-per-view services;
- Social networking and virtual world sites where the new generation of users gather.

These are the challenges the leadership of the PPM are facing and will continue to face in the future. But I have great confidence that there is a sufficient coterie of librarians who would be able to reinvent libraries to make them more relevant to current and future users, and who would envision that libraries are not merely depositories lending books and other information resources, both analogue and digital, to their users, but are also institutions that

play a primary function in assisting their users to acquire the information and knowledge that they want.

PPM in the 80s and the new millennium – some reflections

Dato Zawiyah Baba (1985/86, 1986/87, 2001/03, 2003/05)

1. INTRODUCTION

The Persatuan Pustakawan Malaysia (PPM) or The Library Association of Malaysia this year celebrates its 60th anniversary from the year it was established in 1955. The history of PPM has been well documented elsewhere and has merited a comprehensive entry in the Encyclopaedia of Library and Information Science. PPM has also been the subject of masters and doctoral thesis in institutions of higher learning in Malaysia and abroad. This article serves to highlight memorable events and developments in my years as President of PPM which covered two terms in the 1980s and another two terms two decades later as we enter the new millennium. This is to fulfil the request from PPM President Dr. Nor Edzan Che Nasir for former Presidents of PPM to share their thoughts about the Association in conjunction with its 60th anniversary this year.

1.1 Years as PPM President

I served as President of PPM for a total of four terms or 6 years. The first two terms were one-year term in the 1980s while the subsequent terms in the 21st century were two-year terms, following constitutional amendments in respect of the term of office approved at the AGM of 1985. I was first elected and served as President of (PPM) or The Library Association of Malaysia in 1984 – 85. I had served as Vice – President before then since 1976-1977 when Ch'ng Kim See was President, then in 1977- 78 and 1978-1979 when Mr. Edward Lim Huck Tee was President. In 1979 -80 when Puan Ragayah Eusoff was elected President, I remained as Vice-President, as at age 31, I was still considered too young to become President. I left for further studies in 1981-82 and on my return I served on Council again as Vice-President 1 when Puan Zaiton Osman was elected President in 1983-84. I was elected President in 1984 at the age of 35 years and served for a second term in 1985-86, the maximum allowed under the PPM Constitution. After that I continued voluntary work and helped to set up the Malaysian Reading Association and the University of Wales, Aberystwyth Alumni Club of Malaysia.

It was almost two decades later that I was persuaded by the late Hajjah Cik Shahar Banun Jaafar who was then Director-General of the National Library of Malaysia (PNM) and my immediate superior, to stand again for the office of President after Puan Rashidah Begum completed her two-year term in 2001. En. Mohd. Shariff Saad who was then Vice-President 1 also came to persuade me as he had signed up for a doctoral programme at Universiti Malaya and was not ready to take on the responsibilities of President. So that was how I came to stand for elections for the third time and was elected President again in 2001-2003. The PPM's Golden anniversary was coming up in 2005, so came AGM in 2003, I decided to continue in office to help lead preparations for the 50th anniversary celebrations. I served four terms and six years as PPM President: 1984 – 85, 1985 – 86, 2001 – 03 and 2003 – 05.

Coincidentally, the last two years of my term as President were also the last two years of my term as Director-General of the National Library of Malaysia and as a librarian. After my compulsory retirement, I was appointed Principal Fellow at the Institute of the Malay World and Civilisation, Universiti Kebangsaan Malaysia. Thus began my foray into the research and academic world for the next eight years. However, I continued to be actively involved with the PPM. It was after I retired that I started receiving national, regional and international acknowledgements for services as a library professional. I was awarded the International Federation of Library Associations and Institutions (IFLA) Medal in 1997 at its Annual Conference in Durban, South Africa. This was followed by the PPM honouring me as 'Tokoh Pustakawan (*Outstanding Librarian*) 2008' and I was subsequently nominated for the CONSAL (Congress of South East Asian Librarians) regional library award at the CONSAL XII in Hanoi, Vietnam 2009. I was greatly honoured to be awarded 'Outstanding Librarian South East Asia – Gold Award' at the Congress.

2. PPM PRESIDENT IN THE 80S

I had been active in PPM activities since 1975, two years after joining government service as a Librarian at the Ministry of Information and Broadcasting in 1973. I was the only librarian in the Ministry and always looked for opportunities to meet other librarians, especially from Special Libraries. Cik Shahar Banun Jaafar who was my senior in the National Library introduced me to PPM during the lottery project, where I helped to sell lottery tickets. From there, I started attending PPM events, including by the Special Libraries Committee. I met Agnes How at one such functions and she brought me to a meeting of the Committee of which she was a member. That was how I started with the Special Libraries Committee. I then served in ad-hoc Committees on Standards for Special Libraries as Honorary Secretary for a few years before I was elected as a Council Member.

I would say that my earliest mentors in PPM were Puan Ragayah Eusoff of the Bank Negara Library in the Special Libraries Committee and Miss Philomena Ng of the National Library of Malaysia through the PPM Ad-hoc Committee on Standards for Special Libraries. I was first elected as Vice – President in 1977 when Ch'ng Kim See was President and continued to serve as Vice-President to successive Presidents including Mr. Edward Lim Huck Tee and Puan Ragayah Eusoff. I left for further studies in UK in 1981 – 82 and after my return I was elected Vice-President at the 1983 AGM. When Puan Zaiton Osman finished her term as President in 1984, I stood for election and was elected President for the 1984-85 session.

2.1 PPM President 1984-85

Members of the PPM Council of 1984-85 session were close friends and worked well as a team. Zaiton Osman was the Immediate Past President whilst Noor Aini Osman was Vice President 1 and Laila Hassan Vice-President II. Kartini Nasrul Haq was elected Hon. Secretary and Aizan Ali the Hon. Treasurer. We had senior librarians such as Datin Rugayah Rashid, Puan Zainab Abdul Kader and Puan Badillah Saad, En. Ibrahim Kassim, Puan Kalsom Ismail, Puan Shahaneem Mustafa (now deceased), and En. Kamal bin Daud as Council members.

The go-to venue for PPM events those days was the Rumah Universiti of Universiti Malaya. PPM AGMs were held there for years and so were almost all of its significant meetings, even

workshops and seminars. It was small and cosy and had all facilities needed by a small association like PPM. It even had accommodation for a limited number of guests. It had catered for a good number of PPM's activities. When PPM was offered Secretariat space at the new National Library building a few years after it started operations there in 1993, PPM AGM and Council and Committee meetings then moved to the National Library.

The PPM did not have a permanent secretariat at the time. It rented premises in Kuala Lumpur where secretarial work would be carried out by a clerical Executive Secretary. But due to cost constraints, PPM gave up its secretariat office and the Executive Secretary, who was a clerical assistant at the time. The Hon. Secretary or a Council Member would volunteer to provide space for PPM office equipment at their own house. In this way the Secretariat moved almost yearly to whoever was willing to allow space in their homes for PPM use. In 1984 Puan Badilah Saad was kind enough to house PPM office equipment at her house. It was not the most satisfactory method of housing the secretariat but it did reflect the willingness and commitment of PPM Honorary Secretaries and Council Members to be inconvenienced for the sake of PPM. It was one of the factors which drove PPM to acquire its own building.

2.1.1 Fund-raising projects

Following the success of the Lottery Project, the PPM Building Fund was set up in 1976 and from then on, PPM's fund-raising activities focussed on contributing to the fund. Fund-raising was the responsibility of the Vice- President 1 and fund-raising activities were held every year. These include the ever-popular Book-Bang or sale of used books donated by the public or left-over stock from book sellers, several of which were held over the years. There were at least two Charity Film Premiers. The first, coordinated by Mrs. Molina Nijhar was under the patronage of Dr. Mahathir Mohamed who was Deputy Minister of Education. The second, coordinated by Puan Zaiton Osman was under Dato' Musa Hitam's patronage. A Tea Dance and a Fashion Show organised to raise funds were also well patronised.

In 1978, a novel idea of producing a play for fund raising was made possible with assistance of volunteers from American Peace Corps working in Kuala Lumpur. With Zawiyah Baba, PPM VP1 as producer, Patricia Lockwood, an advertising consultant at the Ministry of Information and a colleague of Zawiyah agreed to direct the play. An American Peace Corps couple who were teaching at the International School Kuala Lumpur helped to design and construct the sets. Local actors such as Mano Maniam in the lead role of the villain, Mary Arshad, headmistress of Garden school, Sukania Venugopal, an accomplished dancer, Sandakumari, a civil service officer as well as other local volunteers sacrificed much of their time to rehearse for months for the play. PPM members also contributed all manner of props for the play. The theatre production of the crime thriller by Emyln Williams was successfully staged at the British Council theatre in Bukit Aman over a five-day period during which tickets at RM6.00 each were sold out. Apart from these, PPM also organised professional activities such as talks, seminars, workshops and courses which also indirectly helped to raise funds.

2.1.2 The Mount Kinabalu Expedition

During my first term as President, PPM undertook a 'climbathon' project to raise money for the Building fund. The Kinabalu expedition was indeed a most memorable project and was the first time attempted by the PPM. The idea was first mooted when I saw the peak of Mount Kinabalu in the distant horizon on a first visit to Kota Kinabalu in 1983, and it seemed to beckon to me. When my companion Joanna Kitingan and I went closer to the foothills in Ranau I felt even more inspired to reach the peak. It was 2 years later when I was President of PPM that a planned expedition to Mount Kinabalu evolved into the Climbathon project to raise funds for the PPM Building Fund. As President, I led participants which include 10 climbers from libraries in Peninsular Malaysia and 10 from libraries in Sabah. The much anticipated event took place on 5-10 March 1985. The climbers from PPM were Zawiyah Baba, President PPM and Expedition leader, Noor Aini Osman, VP1, Juhana Salim, Mazni Buyong, Maimunah Mohd Amin, Dr. Katni Kamsono Kibat, Ridzuan Wan Cik, Mustamam Mohd. Johan and a Malay Mail Journalist, Felicia Chong. The Sabah climbers were a much younger group from libraries in and around Kota kinabalu. The PPM Kinabalu expedition was highly successful as all 20 climbers made it to the highest peak of Kinabalu.

The expedition was followed by visits to libraries in Kota Kinabalu including the UKM Branch campus, Sabah State Library branches in Ranau and the Sabah Foundation Research Library. It also achieved its other objectives of integration between Sabah and Peninsular librarians, as well as an adventure programme for PPM members. One of the positive outcome of this project was the formation of the PPM Sabah Library Group with Puan Zahra Yaacob (now deceased), Chief Librarian of the Sabah Foundation Research Library as its first Chairman.

It was, however, less successful as a fund-raising project. This was due to the high cost of the project itself including air-fares, local transportation, accommodation, meals, as well as incidental climbing expenses including registration, fees for guides and porters. In addition, four of the climbers were eventually unsuccessful in securing the required RM5000.00 sponsor each. Nevertheless the project was able to contribute almost RM5000 to the building fund. A detailed account of the PPM Kinabalu Expedition entitled 'The Call of Kinabalu' by Zawiyah Baba was published in *Sekitar Perpustakaan*, the National Library of Malaysia journal in 1985. The article was reproduced by the National Library of Malaysia in their special publication '*Sebutir Mutiara, Selaut Bakti: penulisan terpilih Dato' Zawiyah Baba*' in 2005 in conjunction with my retirement from government service.

2.1.3 Reading project for youth

Apart from fund-raising projects, one of the most memorable reading promotion project organised by PPM was for youth in the Federal Territory. It was organised by PPM in cooperation with the Ministry of the Federal Territory, Information Department, Department of Youth, Culture and Sports. The project chaired by Puan Zaiton Osman was conducted in the form of workshops and presentations and was held from 1984 – 86. The workshops included information seeking skills, reading skills, drama writing and production as well as presentation skills. The organising Committee included Rosna Taib, Munisah Yusoff and Wong Kim Siong. Each module was conducted by experts in the relevant field. Information seeking skills was conducted by Zaiton Osman, Reading Skills workshop by Dr. Safiah Osman, Drama writing and production skills by Shuhaimi Baba and M. Nasir Jani. The

project culminated in the final presentation by the different groups which took place at the City Hall's *Panggung Bandaraya*, a lovely old purpose built theatre. 30 youths, including male and female, who had completed fifth form but were not in institutions of higher learning, were selected and stayed throughout the project. They clearly enjoyed the different skills they were learning and the brilliant group presentations they gave demonstrated the success of the project.

2.1.4 Amendments to the Constitution

The proposal to look into the purchase of a building for PPM particularly required significant constitutional changes in its objectives as it did not allow for PPM to invest its money, acquire assets or enter into fund-raising activities. The objectives of the PPM had to be amended to legitimise fund-raising activities and well as investment in stocks and shares carried out by PPM and to enable it to consider the purchase of a building, and applying for a bank loan. These amendments were discussed and approved at the AGM of 1984/85 and subsequent AGMs when the need arose such as the appointment of trustees. Another significant amendment proposed at the 1985/86 session when I was President was in respect of the term of office of the President, increasing it from one to two years. It was felt that one year was too short a time for a newly elected President and Executive Committee to accomplish any concrete projects and it was agreed that the constitution be amended to extend the term of office of the Executive Committee to two years. This resolution was duly approved by the AGM in 1985/86 and took effect from 1986. The late Puan Sri Rugayah Abdul Rashid, then Datin Rugayah was the first two-year term President in 1986 -1988.

3. PPM President 1985-86

I continued for another year as President in 1985 – 86 as work on acquiring a building had begun and we had to see it through. Zaiton Osman continued as the Immediate Past-President. Noor Aini Osman was re-elected VP1 and Laila Hassan as VP11 with Norlela Nor Mohamed as Hon Secretary and Abdul Hamid Ismail as Hon Treasurer. Council members included Datin Rugayah Rashid, Puan Badillah Saad, En. Ibrahim Kassim (now deceased). So I had more or less the same committed and dedicated team to work with.

3.1 Acquisition of building in Shah Alam

The acquisition of the PPM Building in Shah Alam was the major focus in 1985/86. It was noted at the AGM in 1984 that funds in PPM's fixed deposit account had exceeded 1 million. Apart from this, PPM held shares in several blue chip companies. It was agreed that PPM set up a committee to explore the possibility of fulfilling its main fund-raising objective of acquiring a building of its own to use as Secretariat office, meeting room and training rooms. The committee comprised of the main office – bearers of the Council. Abdul Hamid as Honorary Treasurer was tasked with the job of identifying suitable buildings for consideration. A two-storey shop lot in Section 17 Shah Alam was agreed to as it met the space requirements, location in a well-developed and accessible area and most important, affordable. Once this was agreed upon the committee comprising of PPM Council office bearers met almost every other day, usually at Puan Zaiton's house in Bangsar for a few months to prepare proposal for the purchase of the building including costings of alternative

methods of acquiring the building, whether by outright purchase as against payment by instalments, to present before an Emergency General Meeting (EGM) for approval.

The EGM approval was necessary due to the fact that the large sum which needed to be spent from the building fund exceeded the amount the Council was authorised to spend. The paper also included the suitability of the building for PPM's use. Puan Zaiton generously provided the use of her dining room for our meetings with Mak Nah (now deceased) her long-time domestic helper providing endless supply of *'teh tarik'* and *'pisang goreng'*. It was agreed that the ground floor of the shop lot would be rented out to suitable business activities. This would exclude restaurants, mini-markets and other 'messy' activities. Abdul Hamid enlisted the assistance of his dear wife Fauziah (Ogy) who worked in Mesiniaga to calculate the mode of payment and interest rates. The purchase of the building was made possible essentially due to the commitment and diligence of Abdul Hamid who worked out all the necessary details to be presented to the EGM. It was agreed that outright payment will be made in cash as we did not want PPM to be burdened with issues of defaulting.

Once details have been worked out, we prepared to obtain approval of PPM members in order to disburse the sum of RM20,0834.00 needed to pay the Perbadanan Kemajuan Negeri Selangor (PKNS) for the building through the EGM. PPM Council called for an EGM twice as the first one did not meet the necessary quorum. At the second EGM, approval was obtained and PPM Council proceeded with the purchase of the building. A Board of Trustees was formed following approval at yet another EGM, and Tuan Syed Salim Agha and Puan Rohani Rustam were duly appointed. At the PPM AGM in 1986, outgoing President Zawiyah Baba announced the acquisition of the building and the project was handed over to the newly elected President Datin Rugayah Rashid and the incoming PPM Council of 1986/88.

4. The Millennium Years

As PPM entered the new millennium in the year 2000, it underwent a significant change in its name from Persatuan Perpustakaan Malaysia (Library Association of Malaysia) to Persatuan Pustakawan Malaysia (Librarians Association of Malaysia). This was intended for PPM to focus on professional development of its members as librarians rather than on libraries. Constitutional amendment to effect the change of name had been approved at the AGM of 1998 under the stewardship of Cik Shahar Banun Jaafar and took effect during the term led by Puan Rashidah Begum, who was President in 1999 – 2001.

4.1 PPM President 2001-2003

As explained in the introduction above, I stood for election for 2001-2003 session as President of PPM and was unopposed. I took over from Puan Rashidah Begum when she completed her two-year term. Vice-President 1 was Putri Saniah Megat Abdul Rahman and Puan Siti Zakiah Aman was Vice-President II. The Honorary Secretary then was Cik Nafisah Ahmad who is the present Director-General of the National Library, assisted by Mr. Azli Abdul Rahim. Puan Chin Loy Jyoon from the National Library was Hon. Treasurer assisted by Cik Rajeswary Ramalingam. Encik Hasbullah Atan was a Council Member in charge of social activities. Puan Maimunah Kadir was the dynamic chairman of the Medical Libraries

Committee, En. Mohd, Sharif Mohd Saad, Fatimah Jusoh, Jamaliah Aini Manah, Norma Darus and Saiful Yazam Mat.

It was a very active year for PPM as we had an excellent and very hard-working team. A number of important initiatives including the Library Excellence Award begun during this term. That was also the year PPM organised a delegation to IFLA in Boston, USA, and in 2003 to IFLA in Buenos Aires, Argentina. We conducted a good variety of courses and workshops for library personnels, all of which were well attended and helped to keep the association afloat. The late Dr. Mohd Sharif Saad in particular was very active in organising training programmes and at one stage I felt, as President, I was forever signing Attendance Certificates for participants of courses he organised.

4.2 PPM President 2003 -2005

I was re-elected as the PPM President for the 2003-2005 term which proved to be most eventful for the association. The main consideration for standing for election for the next two years was the forthcoming Golden Jubilee of the PPM and LAS in 2005. Preparation for the 50th Anniversary began in 2004 soon after the AGM in April. A number of new initiatives were planned for 2005, not least of which was the Library Excellence Award, the Presidents of PPM Talk Series, appointment of five Honorary Life Members from among non-librarians who made significant contributions to the library profession, a joint conference with Library Association of Singapore which shared the same anniversary as PPM and a Gala Dinner to celebrate the Golden Jubilee where the Excellent Library Awards were to be presented. PPM was also joint organisers for the Sixth International Conference on Asian Digital Libraries (ICADL) in 2004.

4.2.1 The 6th International Conference on Asian Digital Libraries (ICADL) 2003

PPM was co-organiser with National Library of Malaysia and Universiti Kebangsaan Malaysia for the 6th ICADL themed "Digital Libraries: Technology and Management of Indigenous Knowledge for Global Access" which was held for the first time in Kuala Lumpur on 8-12 December 2003. The Conference, held at the Prince Hotel was officially opened by the Hon. Minister of Education, YB Tan Sri Dato' Seri Musa bin Mohammad. More than 300 participants, with 80 from overseas including the United States, Britain, China, India, Taiwan, Indonesia and Singapore attended the conference. The proceedings of the conference was published by Springer and distributed to all participants before the conference.

4.2.2 PPM Library Excellence Awards 2005

The PPM Library Excellence Award was mooted in 2002 was debated and approved by AGM in 2003. The preparation of the criteria for selection and paper for presentation was mainly due to the hard work and research done by Hasbullah Atan. It was agreed that it would be a Biennial award with the prize money of RM10,000.00 sponsored by Access Dunia and a trophy provided by PPM. The call for nominations went out in 2004 and panel of judges Dato' Zawiyah Baba, PPM President as moderator, were appointed the same year. Members of the panel were Puan Khoo Siew Mun, Prof. Dr. Szarina Shakir and Datin Siti Mariani Omar. The panel members visited libraries which had been shortlisted in two categories, Large and

Medium and Small libraries. The results were announced at the 50th Anniversary or Golden Jubilee Gala Dinner held at the Ballroom of Hotel Istana. The guest of honour was the Deputy Prime Minister YAB Dato' Seri Najib bin Tun Abdul Razak and his wife YABhg Datin Seri Rosmah Mansor. The winner of the first award for the large libraries category was the Perpustakaan Tuanku Sultanah Zanariah of Universiti Teknologi Malaysia, Skudai, Johor. Pustaka Negeri Sarawak was awarded a Special Award for Excellence and Creativity in Library Promotion and the Bank Negara Malaysia Resource Centre also merited a special award for Library Transformation. While there was no winner for the Small Library category, the Institute for International Languages Library won a special award for Resourcefulness.

For the following two years, the number of categories was increased from two to three to accommodate Medium-sized libraries in addition to the Large and Small libraries. Access Dunia was generous enough to increase the prize money to accommodate the new category. Since 2005, the award was scheduled to be held every two years.

4.2.3 PPM – LAS Joint Conference 2005

The PPM-LAS Joint Conference was a major event held to commemorate PPM's Golden Anniversary. The theme of the conference was "The Visible Librarian in the Virtual World" which was held at the Hotel Istana, Kuala Lumpur on 6-8 April 2005. Dato' Zaiton Osman was the Chairman of the Organising Committee. The conference was a highly successful platform for discussion of issues of current concerns to the library profession. Attended by librarians from Malaysia and Singapore, the conference also saw the participation of the President of the South African Library Association (LIASA) Mr. Tommy Mathe and the representative of President of the Indian Library Association (ILA) Mr. Muttaya Koganuramath who were invited to present papers at the conference. The invitations to LIASA and ILA were to reciprocate the respective invitations for PPM President by LIASA at their Annual Conference in 2003 and from the ILA for their Golden Jubilee Conference in 1984. The Conference Papers were published as Proceedings by PPM in 2005, edited by Zaiton Osman and her team from the Universiti of Malaya Library. A well subscribed exhibition on library and information service products were also held in conjunction with the conference.

4.2.4 Appointment of 5 Honorary Life Members

In conjunction with its 50th anniversary, PPM took the opportunity to recognise the support and contribution of individuals who are not librarians, to the library profession. At that time, the only Honorary Life Member of PPM was Mrs Hedwig Anuar. Based on recommendations by a search committee, PPM Council agreed to confer the following five individuals as Honorary Life Members of PPM:

- i) YBhg. Tan Sri Dato' Dr. Mohd. Rashdan bin Baba – Chairman of the National Library Advisory Board
- ii) YBhg. Tengku Dato' Azman Sharifudeen – Director-General of MIMOS Malaysia
- iii) Y.Bhg. Dato' Halim bin Shafie – Director-General of MAMPU

- iv) Y.Bhg. Prof. Dato Dr. Ibrahim Bajunid – Dekan, Fakulti Ilmu Kemanusiaan, Univ. Tun Abdul Razak (UTAR)
- v) Y.Bhg. Prof. Dato' Dr. Shamsul Amri Baharuddin – Director, Institute of the Malay World and Civilisation, Universiti Kebangsaan Malaysia.

All the five recipients had facilitated the development of the National Library and national library development through their respective good offices. The recipients received their Honorary Life Membership of PPM from the Deputy Prime Minister, Dato' Seri Najib bin Tun Abdul Razak at the Gala Dinner to celebrate PPM's Golden Anniversary on 6th May 2005.

4.2.5 Gala Dinner

The PPM Gala Dinner organised by Puan Siti Zakiah Aman, Vice-President II PPM and Director of Policy and Corporate Affairs Division, NLM and her team was a huge success. It was held on 6th May 1980 at the Istana Hotel. The glittering dinner was graced by the YAB Dato' Seri Najib Tun Abdul Razak, Deputy Prime Minister of Malaysia and his wife YABhg. Datin Seri Rosmah Mansor. The guest of honour also officiated the opening of the AGM, which was held the following day and presented awards for the Excellent Libraries as well as special awards for different categories. The five recipients of the Honorary Life Membership also received their certificates and tokens of appreciation from the Deputy Prime Minister. The Deputy PPM gave a profound speech congratulating PPM on its 50th Anniversary and reminded librarians that they should play a more pro-active and visible role in promoting reading among the population, especially those in the rural areas. A beautiful and large golden anniversary cake was cut by the DPM and his wife with PPM President Dato' Zawiyah Baba. YABhg. Datin Seri Rosmah graciously entertained dinner guests with a lovely song by Kris Dayanti. A band provided entertainment for the whole night with well-known singer Aishah as the guest vocalist. PPM 50th Anniversary Night was certainly a night to remember and was indeed a memorable way to usher in the golden anniversary.

4.2.6 PPM Mission in Aceh after the Tsunami

While the planning for the golden anniversary were in full swing, an unexpected calamity struck South East Asia and the Indian Ocean on 24 December 2004. An earthquake measuring at 9.0 on the Richter scale near Banda Aceh, resulted in a giant tsunami which devastated Banda Aceh in North Sumatera and severely destroyed parts of Thailand, North West coast of Malaysia, Sri Lanka, southern coast of India and Madagascar. The PPM received a report and video on the damage to Libraries in Aceh and appeal for help from the Indonesian Library Association. The matter was discussed at the 2005 AGM where PPM agreed to send a special delegation comprising of Dato' Zawiyah Baba, Puan Rohani Rustam and Encik Hasbullah Atan to Banda Aceh in August 2005 to assess the damage to libraries and gather information on the types of assistance needed for immediate recovery and long-term redevelopment. A videographer sponsored by Pesona Pictures Sdn. Bhd. also joined the team to record the visit. Aceh was the worst affected region following the earth-quake and suffered the worst devastation by tsunami in the memory of mankind. The PPM Aceh Mission team visited affected libraries and reading centres and met with key librarians and staff of affected libraries in and around Banda Aceh and submitted a full report to PPM by

December 2015. The work of the PPM Mission team continued under the External Aid Committee, of which I was Chairman, over the next five years until 2010.

My involvement with IFLA continued after my term as President ended in June 2005, mainly through the Round Table for the Management of Library Associations (RTMLA) where I presented reports and updates on the PPM's mission to Aceh after the tsunami. The first time I presented an oral report about Aceh was at the open session on the aftermath of the tsunami presented by the Director-General of the National Library of Sri Lanka. During question time, Puan Putri Saniah who was the PPM President then urged me to give an impromptu oral report on PPM's mission to Aceh. The response to the oral report I presented was overwhelming. IFLA delegates were anxious to know about what happened in Aceh as there was very little news coming through the international news channel due to Aceh being a closed province under military rule for many years. Members of International aid agencies came to me asking for information and requested the report of our first visit to Aceh in August 2005, just weeks prior to IFLA in Oslo that year. A full report in English was subsequently submitted to IFLA and also to the Indonesian Library Association as well as CONSAL member countries. The report was also submitted by PPM to the Ministry of Culture and Tourism Malaysia. I was also invited to present a report on Aceh after the tsunami to the IFLA Committee for National Libraries.

In the meantime, UNESCO Regional Office in India also appointed me as a Consultant to prepare a blueprint for redevelopment of public libraries in Sri Lanka after the tsunami in November 2005. With assistance from staff of the National Library of Sri Lanka, I surveyed the damage to libraries in the southern coastal areas of Sri Lanka which were the hardest hit. I met with many National and Local government agencies and attended the meetings of the Special Committee to look into the damage to libraries and plan for restoration and redevelopment. The report and recommendations was submitted to UNESCO in July 2006.

The tremendous interest shown by IFLA members at Oslo encouraged us to propose the setting up of a special fund to help the work of the PPM Mission to Aceh. The PPM Aceh Libraries Fund was launched at the AGM in 2006 and a report was presented at IFLA RTMLA meeting. PPM received on-the-spot contributions from librarians attending AGM that year as well as from libraries in Malaysia during the year. The American Library Association, American Agricultural Libraries Association and the Canadian Libraries Association made generous donations to the fund which sustained PPM's work in Aceh until 2010. A book documenting the work of the PPM Aceh Mission team in Aceh entitled *Aceh Reads: The PPM Mission in Aceh after Tsunami* authored by Zawiyah Baba, Rohani Rustam and Hasbullah Atan was published by PPM in 2011.

5. PPM in 1980s and the New Millennium

An obvious and glaring difference in the scenario in the 80s and the new millennium was of course the absence of internet and use of computers in libraries generally, let alone by the PPM. All official correspondence or communication was typed using a typewriter. When there was a clerical Executive Secretary, all official correspondence would be typed by her. When there wasn't one, PPM volunteers would have them typed by their own office staff or by themselves. It does mean a great deal of travelling to and fro to the secretariat office for

typing and printing of letters or duplicating circulars. There was considerable dependence on clerical staff as not many people owned a typewriter. Without mobile phones or fax machines, communication naturally took a longer time and needed earlier planning. Despite these obstacles, we managed to get things done.

5.1 PPM/LAS Joint Committees

In the 80s, PPM had close relationship with Library Association of Singapore through two bilateral joint projects namely the PPM/LAS Joint Liaison Committee and BILCO (Standing Committee on Bibliographical and Library Cooperation) which met at least once a year in Kuala Lumpur and Singapore alternately. This was due mainly to its historical origins. These bilateral committees more or less fizzled out in the 1990s as Singapore pursued its *Singapore 2000* master plan to transform its libraries for global impact. In the meantime, PPM aligned itself to the national *Vision 2020* plan and transformed itself and the nations' library and information services for a fully developed nation. We more or less went our separate ways until the Golden Anniversary of the Library Association of Malaysia and Singapore in 2005 where we got together and had joint celebratory programmes. There have been efforts to organise more bilateral activities in the form of seminars and attendance at celebratory events since then. I certainly hope that PPM and LAS will continue to explore ways that both associations can cooperate or collaborate. It would be such a pity to let our long-standing ties simply fade into oblivion.

5.2. PPM Secretariat at PNM

A new development in respect of the secretariat for PPM took place after the completion of the National Library building in Jalan Tun Razak in 1992. There had been complaints previously that the Secretariat in Shah Alam was inconvenient as most office bearers and council members lived in Kuala Lumpur and Petaling Jaya. Circa 1996, the National Library offered PPM the use of its former game room for the National Library Club as its use. No rental was charged and in fact the water and electricity bills were also absorbed by PNM as these utilities were centrally controlled and metered. PPM readily accepted the spacious room for use as its secretariat office.

With the transfer of the secretariat to the National Library building, both floors of the PPM building in Shah Alam was available for rent. The higher rental came in handy to defray other administrative costs of running the Association including hiring of a full-time Executive Secretary and modern office equipment and facilities. PPM was able to hire a library science graduate who was a PPM member as full-time executive secretary to run the secretariat office and carry out PPM Executive Council's decisions. With these new developments fundraising projects for PPM became a thing of the past and PPM was able to focus on professional activities which also contributed to PPM's healthy financial status.

5.3 Proposed new building for PPM

With its secretariat ensconced at the National Library since mid-1990s, PPM in the new millennium years was also able to consider acquiring a more accessible new building for its secretariat office, board room and multipurpose room. With AGM approval, it was successful in selling off the building in Shah Alam to use as capital. Under the leadership of the late Dr Mohd Sharif Mohd Saad as President, PPM AGM of 2013 also approved Council's resolution to acquire a new building or premises. However, this resolution has yet to be implemented and would take a high degree of commitment and hard work on the part of the PPM President and Executive Council to accomplish.

5.4 Travel packages for international conferences and book fairs

In addition to the above-mentioned activities PPM certainly became more outgoing and adventurous in its activities. It organised more travel packages to make it more affordable for librarians to attend international conferences especially IFLA and CONSAL. PPM packages for IFLA included Boston, USA (2001), Buenos Aires, Argentina (2003), Oslo, Norway (2005), Seoul, South Korea (2006) and Durban, South Africa (2007). Similarly PPM travel packages were organised for all CONSAL congresses including in Brunei Darussalam, Manila, Philippines and Saigon, Vietnam. In addition to conferences and seminars, travel packages was also extended to Book Fairs, especially London, Frankfurt, Delhi and Jakarta. These travel packages not only enabled more librarians to attend and participate in overseas conferences and book fairs, but they also helped to raise funds for the association.

Expeditions were also another interesting diversion from PPM's courses and seminars. One expedition was organised to Taman Negara (National Park) in Pahang 21-23 May 2005 and earlier in 2003 to the Mulu Caves in Sarawak, the biggest cave in the world. A PPM workshop held in Kuching with the Sarawak Library Group was followed by the Mulu Caves expedition. The Chairman of the Board of Pustaka Negeri Sarawak Tan Sri Hamid Bugo and CEO of Pustaka, Puan Rashidah Bolhassan accompanied the PPM delegation.

Personally, I felt by far the most interesting and worthwhile package organised by PPM was for IFLA in Buenos Aires in 2003, a wonderful destination for a conference. In addition, Malaysia Airlines those days had a three-day stopover in Cape Town, South Africa, another breathtaking destination. It gave us time to meet with local librarians and visit important libraries in Cape Town. We also managed to reach the world renowned tourist destinations such as the Table Mountains, Cape of Good Hope, Penguin Island and Ostrich Farm as well as to shop for gem stones as well as other fascinating South African memorabilia. Travel packages were certainly popular among librarians in the first few years of the 21st century.

6. Participation in IFLA and CONSAL

6.1 IFLA (International Federation of Library Associations and Institutions)

With PPM organising travel packages to international conferences, an increasing number of Malaysian librarians began participating in IFLA, CONSAL and other regional conferences.

Formerly, only heads and senior officers of major libraries were able to attend these conferences. Travel cost was one of the obstacles. However, with the travel packages, the cost became considerably less and affordable to mid-level librarians as well. More and more institutions were becoming aware of the need for librarians to attend regional and international library conferences and provide for this in their annual budget.

Malaysian librarians have been fairly active in IFLA since the time of J.S. Soosal, DEK Wijasuriya, Edward Lim Huck Tee, Mariam Abdul Kadir and Shahar Banun Jaafar (now deceased). More recently, librarians actively serving on IFLA Committees include Rashidah Begum, Zawiyah Baba, Mohd. Sharif Saad, Ku Jo Bee and Putri Saniah Megat Abdul Rahman. Others served as corresponding members including Nafisah Ahmad, Siti Aishah Sheikh Kadir, Rashidah Bolhassan and others. Paper presentation at IFLA were also mainly by those mentioned above as well as teaching faculty from the various library schools in Malaysia, and librarians from special and public libraries.

My first stint at IFLA was in 1995 in Istanbul, Turkey, as a postgraduate research student at University of Wales Aberystwyth. There was a pretty strong representation from Malaysia and Malaysians were involved in a number of IFLA committees including the Standing Committee for National Libraries, IT and also RASCAO. I remember posing with Mariam Kadir, Shahar Banun, Zaiton Osman and Rashidah Begum in our beautiful batik kebaya and baju kurung after the opening ceremony.

I became active in IFLA after my second participation at IFLA in Boston in 2001. PPM had organised a travel package, so was well represented. But I had arrived a week earlier to attend an IFLA pre-conference workshop on library planning at North Western University. I recall the now infamous September 11 destruction of the Twin Towers which happened barely 2 weeks after I returned from the US, having spent another week in Washington D.C. after the conference. I had arrived early in the morning on the 22-hour Malaysia Airlines direct flight from Kuala Lumpur to New York. In the taxi approaching the city I asked the taxi driver whether the tall buildings I saw in the horizon was the Empire State Building. "No Ma'am" said the Jamaican driver. "Those are the World Trade Center Twin Towers ". That was the first and last time I saw the Twin Towers.

As Deputy DG of the National Library of Malaysia in 2001, I was more assured of attending the annual world library conference, the most important event in the library professional calendar. This encouraged me to participate actively in the IFLA Standing Committee for National Libraries. At the first meeting I attended I introduced myself and reported on developments in NLM relevant to the meeting's agenda. I attended other sessions at the conference which was of interest to me and raised questions or commented on papers presented. The following year, there were vacancies in the National Library Committee and I put my name up for election and was voted in. From then on I became an active full-fledged member of the Committee.

I was usually requested by the Committee to conduct surveys for the Asia Oceania region and report on international projects undertaken by the National Library especially regional workshops on leadership, conservation and development planning. I presented a paper every year at IFLA from then on until my retirement from the National Library. I also spoke

at a forum at the Conference of Directors of National Libraries (CDNL) meeting. The National Library of Malaysia had a very high profile then and was awarded funding for a regional conservation project from UNESCO in 2004. In that year too, I was elected Deputy Chairman of the annual Conference of Directors of National Libraries (CDNL), in which more than 80 countries were represented. That was the highest position I was elected to in IFLA before retiring in 2005. It was truly a great honour for me to be awarded the IFLA Medal at the IFLA Congress in Durban, South Africa in 2007 from IFLA President Alex Byrne.

With many more Malaysian librarians attending IFLA through the PPM organised travel packages, it is hoped that there would be a corresponding increase in participation in IFLA Committees and also for paper presentations. Unfortunately, the increase has been negligible especially among younger librarians. PPM and major library institutions should perhaps provide guidance on how Malaysian librarians can make the most of their attendance at IFLA conferences and play a more active and visible professional role. A session devoted to participation in IFLA was once organised by PPM where senior librarians who attend IFLA regularly including Rashidah Begum, Zawiyah Baba and Putri Saniah Megat Abdul Rahman shared their experiences at IFLA. Such sessions should perhaps be held more regularly and could be included as part of the PPM travel package organised.

6.2 CONSAL (Congress of Southeast Asian Libraries)

CONSAL remains a very important platform for regional library cooperation and PPM has played an active role in CONSAL Board Meetings and conferences as well as all its projects and activities since its inception in the 1970s. Malaysia hosted the triennial Congress in 1984 and 1996 and is due to play host again in the near future. I have attended a good number of CONSAL Executive Board meetings and conferences over the years since 1984. Country members of CONSAL has increased gradually from the original five countries since its inception to ten including Brunei Darussalam, Vietnam, Laos, Myanmar and Kampuchea in keeping with the ASEAN (Association of South East Asian Nations) membership. In addition, Timor Leste has also been invited as an Associate Member since its independence. Malaysia has had a pretty successful run with the Outstanding Librarians of South East Asia Awards with two of its nominees Dato' Zaiton Osman (Brunei Darussalam, 2002) and Dato' Zawiyah Baba (Hanoi, Vietnam, 2009) were awarded the coveted prize. With its increased membership, the duration for Malaysia's turn to host the triennial CONSAL conference would now inevitably take longer. After the 2015 Congress in Bangkok, Myanmar has agreed to host the next CONSAL in 2018.

7. Managing Two National Portfolios

In December of 2001, I was appointed Director-General National Library of Malaysia. I had earlier been elected President of PPM and was leading two national associations at the same time. I was not the first to hold these positions simultaneously as my predecessors, Datin Mariam Abdul Kadir and Cik Shahar Banun Jaafar became President of PPM when they were holding office as Director-General of PNM. The burden of responsibility was enormous but I enjoyed my work thoroughly and was fully committed to both that it became less of a chore and more a source of excitement and inspiration.

There were several factors which helped me carry out the responsibilities of PPM President while I was Director-General. The fact that the PPM Secretariat was in the National Library building helped a great deal especially when it came to chairing PPM meetings and attending to PPM administrative matters. It cut so much hassle with travelling and saves time and cost. Furthermore, constitutional amendments in respect of the Hon. Secretary at the end of the 20th century meant that the position was filled by appointment from among elected Council members. I was fortunate that Cik Nafisah Ahmad from the National Library was among them and duly appointed her as Honorary Secretary. The elected Honorary Treasurer Puan Chin Loy Jyoon was also a staff of the National Library. Close proximity with these two important and very capable officers made my work that much easier and helped me cope with the burden of responsibility.

I also had a strong team with the PPM Council especially in the two years leading to PPM's golden anniversary, which was why we were able to undertake so many significant activities for the celebration. The Vice-Presidents Dr Mohd. Sharif and Puan Putri Saniah and all office-bearers and council members pulled their weight. Those heading key projects such as Dato' Zaiton Osman and Puan Siti Zakiah Aman were worth more than their weight in gold. Being able to draw from the National Library's talents also contributed to the success of many PPM projects for the 50th anniversary.

Taking charge of two national associations by PNM Director-General had positive benefits as although PNM had a myriad of other national objectives, PPM and PNM shared similar objectives in furthering the development and advancement of the library profession and library professionals. In this role, they complement one another. There were certainly closer cooperation in organising regional and international activities such as conferences and workshops and national IT programmes. Although there was pressure internally for the space occupied by PPM Secretariat to be taken back for the National Library's own use, PPM members among PNM staff have managed to convince their colleagues of the long-term benefits of continuing of allowing PPM to maintain its headquarters at the National Library.

When the Director-General of the National Library is also President of PPM this is a clear indication that PPM has the full support of the National Library. Access to its facilities such as the auditorium, lecture rooms and premises was much easier and facilitated many PPM activities. With PPM as strategic organising partner, it enabled fees to be charged for programmes which needed to be more cost-effective.

Although the National Library Acts provide for its leadership role in library matters, a single focal point for leadership in library matters would certainly avoid discord or conflicting positions regarding the profession. It would certainly facilitate decision making and ensure that national issues pertaining to librarianship is brought to the attention of the relevant authorities. This is particularly so in matters pertaining to scheme of service, library standards, training and education of librarians, conservation and networking of digital library services. It would also facilitate PPM's inclusion as a voice in national policy making bodies as well as international bodies and organisations such as UNESCO and ASEAN.

There is a need for PPM and PNM to synergise in galvanising efforts of all libraries and librarians in a nationwide campaign to inculcate the reading habit and information skills

which could raise the profile and impact of libraries especially among the public and government. I recall the message from the Deputy Prime Minister at PPM's Gala Dinner for librarians to play a more pro-active and prominent role in promoting the reading habit and skills among the population. Libraries generally tend to regard reading promotion as the responsibility of the National Library and public libraries and to some extent the special libraries in the public sector. Not all university and special libraries have annual programmes for reading promotion, but there were notable exceptions such as the Universiti Kebangsaan Malaysia Library. University and other academic libraries especially in the private sector mostly feel that their clientele are already sufficiently literate and thus focus on information literacy within their student population as a separate programme. Furthermore they do not have a presence in the rural areas where the main targets of reading campaigns are based. Thus far, the lack of synergy in the national reading campaign is still prevalent. The library community as a whole need to galvanise their efforts and take the opportunity to make a really major impact through a nationwide reading and information literacy campaign. With the Director-General of PNM as PPM President, there is a better chance of achieving this in the near future.

It is vital that all library institutions particularly PPM and PNM maintain a close and strong professional relationship for the development of the profession and library professionals. The strength of the profession depends on strategic alliance and close collaboration between PNM and PPM especially in human resource development. PPM should perhaps not rely on PNM representation through the general elections alone as this may not ensure one that is at the required level and capability. Perhaps it is time for PPM to consider providing in its constitution a permanent representation for the Director-General of PNM on PPM Council as an ex-officio member. This would acknowledge the importance of the National Library as a strategic partner in providing better and more beneficial programmes for members and the profession.

8. Urgent and Outstanding Matter for PPM

An important and urgent task for both PPM and PNM is the registration of library and information professionals in the country. The large and increasing number joining the profession every year is sadly not reflected in the PPM membership which by guesstimate is currently less than half the number practicing. This partly explains the apathy on the part of many librarians towards PPM. A large membership is imperative in building up the strength of the profession for professional impact and development. It is also vital for mobilising of human resource and volunteers if PPM were to host major international conferences such as IFLA and CONSAL. Registration of librarians has been discussed at PPM Council and AGMs since the 70s and committees formed to look into a Librarians' Act. The Philippines and Indonesia library associations have achieved it. So we have models to look at within ASEAN. With ever-increasing numbers graduating from library schools, the library community has potential strength in numbers of but this needs to be impacted in PPM membership. Registration of library and information personnel has to be revitalised and pursued seriously. An all-out membership drive is needed to recruit increasing numbers in the information and library profession in order to make a bigger impact nationally and globally.

9. Conclusion

I have enjoyed working in a voluntary capacity with the PPM and have been fully committed to it since my early days as a librarian. In fact it had been so much a part of my professional life and where I made my best and lasting friends. Relying entirely on volunteers, both in the Executive Council and also in running its activities had its challenges and is often trying, or even thankless, but with commitment and conviction in the value of the work that needed to be done, we managed to overcome most obstacles. Comradeship from like-minded members also provided motivation, support and camaraderie which help overcome challenges and difficulties and to even enjoy the task at hand. PPM has managed 60 years of its existence through the spirit of volunteerism of its members and have made tremendous achievements. A lot still remains to be done to strengthen the association. The registration of librarians for one, is a long outstanding issue, and the acquisition of a new library building is another. Both will need a high degree of commitment, determination and hard work from senior and young members working together in order to be accomplished.

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CHEW WING FOONG
PRESIDENT PPM 1993-1997

It is my pleasure to congratulate Persatuan Pustakawan Malaysia (PPM) on the occasion of its 60th Anniversary (1955-2015). PPM, as a professional association, has indeed come a long way. Thanks to the current Council presided by Dr. Nor Edzan, PPM has been able to commemorate the occasion with many events that included the 60th Anniversary Dinner in Kuala Lumpur on 14th September 2015.

From 1993 to 1997, there were two major events – the 10th CONSAL Conference and PPM's participation in IFLA – that came to mind. I was privileged to be the chairperson of the 10th CONSAL Executive Board.

In 1996, Malaysia was the host of the 10th CONSAL Conference from May 21-25. Spearheaded by Perpustakaan Negara Malaysia (PNM) under Director General Datin Mariam Tan Sri Abdul Kadir, PPM, with the contribution of libraries and librarians in the country, organised and hosted the five-day Conference which was attended by 600 participants from Malaysia, ASEAN, and countries around the world. It is the biggest conference-to-date organized by PPM.

It was also during this time that PPM made a concerted effort to play a more active role in IFLA which culminated in latter PPM President Rashidah Begum Fazal Mohamed chairing the IFLA Regional Section of Asia and Oceania (RSAO) from 2001-2003.

I am pleased to note that PPM-LAS (Library Association of Singapore) relationship has remained strong until today, as both associations have their root in the Malayan Library Group that was established in 1955.

On a personal note, I have been a member of PPM since 1972 (the year that Perpustakaan Negara Malaysia was legally established), and had been a council member between 1978 and 1999. In the earlier days, apart from library advocacy, PPM contributed to professional training by preparing students for the professional examinations of the British and Australian Library Associations. Having been a beneficiary, I was the PPM Course Coordinator from 1977 to 1980, after which the exams were phased out.

On technology, my generation of librarians have seen the 3x5 catalogue cards, manual typewriters, computer punch cards and programming languages, and hard copy audio-visual materials transferred to the digital age of today, accessible at computer terminals. It is indeed a digital revolution, when those equipment and hard copy materials seem like yesterday.

I particularly miss the late Mohd Sharif Mohd Saad who was PPM President a couple of years ago. He was my vice President and a gentleman who contributed much to the PPM and the librarian profession.

It would not be a fitting conclusion if I fail to thank all my mentors, the librarians who came before us to establish the Library Association and libraries, all my fellow librarians who contributed to the activities and progress of PPM, and the librarians who willing volunteer to carry on the torch of librarianship in PPM. I would encourage all librarians to support PPM as the association is as good as you are.

**SHARING EXPERIENCES AND NETWORKING BY PUTRI SANIAH MEGAT ABD RAHMAN
(PRESIDENT 2005/2007 & 2007/2008)**

PPM is a good platform for knowledge sharing, networking and professional development at national and international level. PPM's affiliation with other associations, organisations and institutions facilitate PPM to develop and organise training programs, conferences and quality management services and activities. The programs initiated benefit all librarians from all types of libraries in Malaysia.

Local Training Programs

Information literacy workshops jointly organised with UKM were conducted in several places in Malaysia, the main objectives of the workshops were to increase awareness of information literacy among the library users and to promote and improve usage of library databases that will contribute to lifelong learning skills. Participants were taught on search strategies, information retrieval skills and building of home pages. The workshops allow librarians to share experiences and established network among the librarians in the academic, public and special libraries. The workshops had been held in various states as follows:

- 29-31 July 2002 at Perlis Public Library, Simpang Empat Branch. Jointly organised with Perlis Public Library Corporation.
- 28-30th July 2003 at Kuala Terengganu – Jointly organised with the Terengganu Public Library & Department of Educational Technology, Ministry of Education.
- 28-30 July 2004 at Penang State Library - Jointly organised with Penang State Library Corporation.
- 29 – 30th July 2005 at UMS Library, Kota Kinabalu – Jointly organised with Universiti Malaysia Sabah.

The workshops were conducted in my capacity as Vice President 1, responsible for training programs and also as the Chief Librarian UKM.

International Staff Development & Training Program

PPM Monash University Library: Staff Development and Training Program 2004 was the first ever international attachment program initiated by PPM for Malaysian librarians. The program was conducted in Monash University library, Melbourne from 7-28 June 2004. It was attended by 10 librarians from various university libraries. Initial discussion was made with Mrs. Ho Chooi Hon, the Senior Librarian from Monash University during CONSAL 2003 in Brunei Darussalam. The objectives of the training program were to:

- Provide exposure to librarians on the management and services of advance libraries with international visions and missions.
- Impart knowledge on issues relating to delivery of electronic information services.
- To develop a culture of quality information services.

The training program was conducted in two modules. Module 1: Overview of policies and operations. Module 2: In-depth briefing/practical experiences.

The program includes lectures, seminars, workshop and library visits in Melbourne.

Monash University also arranged accommodation in the university campus. The training program was a success and Malaysian librarians gained exposure and networking.

Subsequently another program was conducted with the cooperation of University of Queensland, Brisbane held from 16 June to 1st July 2006 and participated by 11 librarians. The program was organised with the cooperation from Ms Heather Todd of University of Queensland. This was also made possible with the networking that existed between UKM and University of Queensland.

PPM's Travel Packages to Book Fairs & Library Benchmarking Visits

PPM has made it affordable for librarians to travel abroad to attend conferences, book fairs and benchmarking visits.

- London Book Fair April 2005 which includes visit to British Library, Loughborough University of Technology and Cambridge University Library.
- PPM's Package to New Delhi World Book Fair, 26 January – 2 February 2006
- PPM's Package Medical Library Group (MLG), 11-18 April 2006, Beijing, China
- PPM's Package ICADL, November 2006, Kyoto, Japan.

Conferences/ Seminars/Workshops

The following Conferences and Seminars were organised in 2006:

- International Conference on Information Literacy (ICIL) 14-15 June 2006, Hilton Kuala Lumpur jointly organised with the Faculty of Information Management, UITM, IFLA, UNESCO and Paradigm Systems.
- Seminar on Digitisation, 5th July 2006 at the National Library of Malaysia.
- Seminar on Knowledge Sharing: Experiences from IFLA, 28th November 2006 at the National Library of Malaysia
- International Workshop on Information Literacy (IWIL), 7-12 June 2006 in Shah Village Hotel, Petaling Jaya jointly organised with the Faculty of Information Management, UITM, IFLA and Ministry of Education.
- Training for Library Assistants, 4-7 Dec. 2006, Port Dickson, Negri Sembilan

Deregistration of PPM by Registrar of Societies (ROS)

PPM was briefly deregistered by ROS in 2007 due to technical problems. Several activities had to be postponed due to this. Despite de-registration, PPM continued to organise the visit by IFLA Bid Committee.

Bid for IFLA WLIC 2009/2010

PPM was shortlisted to bid for IFLA WLIC 2010. PPM council agreed to appoint Dato Dr. Zaiton Osman as Chair of the Organising Committee which also include National Library of Malaysia, Ministry of Tourism, Kuala Lumpur Convention Centre and Malaysian Airlines. The organising committee received the IFLA Bid Committee members for visits from 29th June to 1st July 2007. Unfortunately, PPM was not successful to bring WLIC 2010 to Kuala Lumpur.

**MY THOUGHTS OF PPM BY MAIMUNAH KADIR, ACTING PRESIDENT (9.12.2014 –
14.4.2014)
MAIMUNAH KADIR, ACTING PRESIDENT, 9.12.2014 – 14.4.2014**

On 9th December 2014 PPM Council was shocked with the sudden passing away of our beloved President, Assoc. Professor Dr. Mohd Sharif Mohd Saad. As Vice President 1, I was naturally very close to our late President and either of us will call each other to discuss about matters regarding PPM. Without him we were in a state of shock for almost a week. Inna lillahi wa inna ilayhi raji'un (Arabic: *إِنَّا لِلّٰهِ وَإِنَّا إِلَيْهِ رَاجِعُونَ*) is a part of a verse from the Qur'an which translates to "We surely belong to Allah and to Him we shall return. The phrase is recited by Muslims when a person experiences a tragedy in life, especially upon hearing news that a person has died.

I had to gather my strength after that week long of feeling emptiness and sadness because PPM had agreed to host the IFLA Asia Oceania Section Midterm meeting in Kuala Lumpur, 17-18 February 2014 and the International Seminar on Library Consortia and Community Engagement, 19th February 2014 at Perdana Leadership Foundation (PLF), Putrajaya. All of the council members had to work together to ensure the success of the IFLA RSCAO Midterm meeting and the international seminar could proceed as planned. A lot of logistic issues such as hotel accommodation and transportation for the RSCAO members needed to be organised to ensure the success of the meeting. PPM being the host must ensure that the RSCAO members who were attending the meeting were also given the opportunity to sample some sightseeing of the city of Kuala Lumpur. For that we had organised to take the RSCAO members and their accompanying spouses and family members to visit Royal Selangor Pewter in the afternoon after their second day meeting. Royal Selangor Pewter had a special session with them and they were able to see and experience first-hand the art of making pewters. After the visit to Selangor Pewter they were also taken to Beryls' chocolate factories for some shopping to bring home some local chocolates.

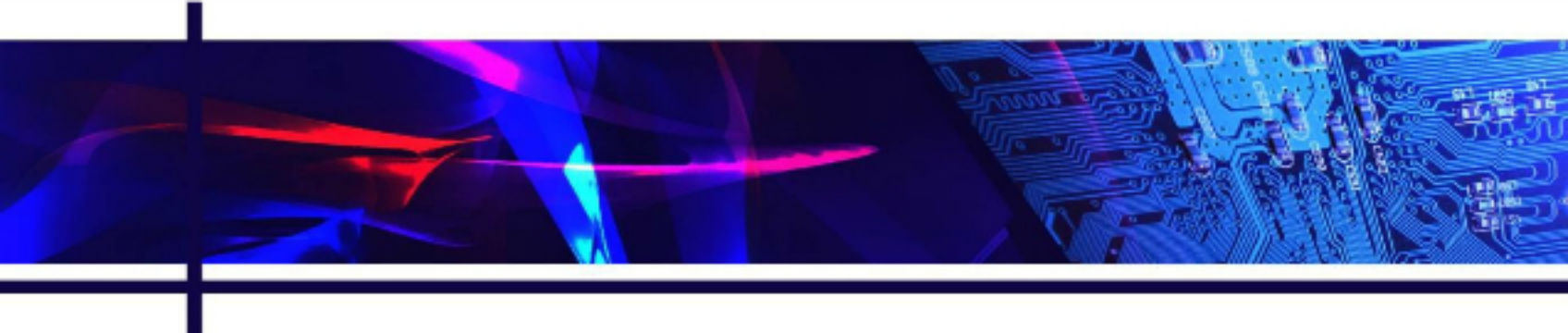
On 19th February 2014 they were transported to Putrajaya for the International Seminar. We had Dr. Fawz Abdullah, Sub-Region Chair (West Asia-Arab Countries), from Lebanon and Ms Roza A. Berdigaliyeva from Kazakhstan as speakers at the conference. The Mid Term meeting and the conference was a success and the RSCAO members enjoyed a successful meeting and seminar and they were grateful to PPM for being able to organise that very important events despite the sudden demise of PPM's President. In time of sadness and grief, PPM council members gathered their strengths and worked tirelessly together to ensure that we could organised such an event and to honour the commitment that was made by our late President. That was a memorable experience for me as Acting President to ensure we acted in a professional manner and all for the love and passion we shared for PPM. Even though my Acting period was very short (only 5 months) but we managed to organise the publication of "Cabaran Pembangunan Perpustakaan: Esei-esel Memperingati Shahar Banun Jaafar dan Shahaneem Hanoum Dadameah" which was launched at PPM's AGM. I am truly indebted to Dato Zawiyah Baba for chairing the Gedenschrift publication sub-committee for her guidance, passion and commitment to ensure the publication was ready and published before the AGM. During those months leading to the AGM I had encountered a personal problem when my husband fell and broke his left arms in three

parts. He had to be operated on with a metal strip inserted into his arm at Putrajaya Hospital and had to excuse myself from the RSCAO members from attending the dinner with them on the 18th of February because my husband was discharged that day and I had to fetch him at the hospital to bring him home.

This was the starting point that made me decided not to stand for the President of PPM because I felt I was not able to fulfil my responsibilities. This decision also paved the way for the appointment of a new President, Dr. Nor Edzan Che Nasir for the term 2014-2016. Even though I only had 5 months but it was full of activities with RSCAO midterm meeting and International Seminar on Consortia and Community Engagement in February; PPM's annual retreat (25-26th) January; International Digital Library Conference(IDLC) organised by PNM and PPM as co-organiser and PPM's AGM on 14th April 2014. Those events even though it happened within such a short space of time it will certainly remain in my memory forever as the wonderful times shared with PPM in times of grief and happiness!



**ABOUT CELEBRATING PPM'S 60 YEARS
(1955-2015)**



ABOUT CELEBRATING PPM'S 60 YEARS

(1955-2015)

CONFERENCE ON LIBRARIANS FOR THE CYBER WORLD

Towards the middle of the 20th Century there was a general assumption that with the advent of technology, libraries would be rendered obsolete. Today however, despite the proliferation of technology in library applications and the metamorphosis of the traditional book-based library into the digital library, libraries and librarians have adapted well to their new environment – the Cyber World.

No library has been immune to technological changes – whether academic, public, and national or even school libraries. This has made it incumbent upon librarians to review their role, giving rise to a new breed of librarians who have become adept at adapting to the digital environment, using modern tools and systems and providing services as intermediary, facilitator and educator in the business of providing information.

As a consequence of technological advancements however, libraries and librarians have had to cope with the demands of a new set of users – technology-savvy, expecting nothing less than accurate and speedy method of retrieval of info, greater access to numerous networks, possessing skills in coping with the ever-changing technology – resulting in the need to upgrade their own knowledge, skills and competencies, so as to be fully equipped to serve the cyber world. This new breed of librarians are confronted with the need to understand and integrate technology into library practice, function as catalyst for lifelong education, serve as research intermediaries, and as facilitators in searching for information and knowledge in cyber space. It has not been altogether a smooth transition in role from librarian to cyberarian, with many complex issues confronting libraries and librarians. This conference on the topic "Librarians for the Cyber World" – will highlight issues that are reflected in the sub-topics detailed below:

Session 1	Developing Lifelong Learning Skills via Libraries
Paper 1	Services for on-line learning
Paper 2	Information retrieval skills
Paper 3	Public libraries and lifelong learning

Session 2	Developing Competencies for 21st Century
Paper 1	Cyber skills for 21st century librarians?
Paper 2	Research skills for librarians in academic libraries
Paper 3	From information management to knowledge management

Session 3	Coping with Technology
Paper 1	Services through social media
Paper 2	Reducing dependence by developing in-house library systems
Paper 3	On-line acquisitions and cataloguing

Session 4	Leadership
Paper 1	Leadership and national development: the role of the
Paper 2	Developing leadership skills among librarians in organizations
Paper 3	Creativity and Innovation: hallmarks of leadership in libraries

PRE-CONFERENCE WORKSHOP ON SOCIAL MEDIA IN THE LIBRARY

Social media refers to the means of interactions among people in which they create, share and exchange information in virtual communities and networks. The more popular social media are Facebook, Twitter, blogs and Instagram. Through this medium, the library disseminates updates and shares with its “friends” any information and news about the library and its research resources.

Friends can also share any relevant information and queries which will be responded immediately. Social media has the potential to facilitate much closer relationships between libraries and their patrons. Current usage of social media by the library community generally, remains ad hoc and somewhat experimental but the uptake of these tools is accelerating, and they will likely play an increasingly important role in the provision of library services and outreach in the future.

In this Pre-Conference Workshop, participants will be presented with the findings from literature reviews as well as tips and lessons learnt from a number of case studies. The Pre-Conference Workshop will also outline common practices for using social media in the library, as well as strategies for effectively incorporating social media tools into your own library. Participants will be able to critically examine common practices associated with use of social media tools in the library; learn how to incorporate social media strategies into marketing plans effectively, understanding the capabilities of different channels and how they can be tailored to suit your library's individual needs; and understand how trends in librarianship affect social media usage, how use of social media can vary by job role, and how you can transfer this knowledge to enhance the effectiveness of your role. This Workshop should be attended by all practicing librarians who have an interest in social media; this includes those currently using social media in the library or those who would like to learn more about how social media is currently being used by librarians in various roles.

PANEL DISCUSSION: CONTRIBUTING TOWARDS MALAYSIAN LIBRARIANSHIP

Online Databases vendors and publishers certainly have a role to play in shaping the Malaysian librarianship today. We cannot deny the fact that libraries cannot develop its library services without the help and contribution of their vendors and publishers. The aim of the Panel Discussion is to give credit to the immense contribution vendors and publishers had contributed to the development of libraries in Malaysia. We have four speakers from Access Dunia Sdn Bhd., Zeutchel GmbH which is the German Principal for Galaxy Automation Sdn Bhd., Ovid Technologies, Wolters Kluwer Health and Knowledge Connections Sdn. Bhd. They will share their knowledge and experience in their own way how they have contributed towards Malaysian Librarianship.

KNOWLEDGE CAFÉ

One of the highlights of the conference is the Knowledge Café. Participants will be divided into four groups depicting the different types of libraries. There will be Subject Matter Experts (SME) and 20 Documenters who will be selected among the participants of the Conference. Each group will handle a specific topic.

The groups and topics are as follows:

Group 1	Academic Libraries
<p>Topic: The role of librarians towards promoting research activities.</p>	
<p>Librarians are highly skilled in the research process and possess a unique knowledge of the breadth and depth of information resources in various subjects. Librarians are increasingly going to participate in research teams. By facilitating access to information, finding it, analyzing, synthesizing and packaging – librarians would play a more important role in the information creation process.</p>	

Group 2**Public Libraries****Topic: The role of the librarians in providing community services**

The traditional role of public and libraries and librarians are under new scrutiny. As internet challenge familiar notions of the community and defy common assumptions about what, how, where and with whom we communicate. To remain viable public libraries must and the community that support them must clarify their mission, identifying and capitalizing on the services they are in a unique position to offer and exploit the technology to the best advantage. The task is complicated by the availability of information at their fingertips. How would public libraries ensure their community gets access to the right and reliable information? What are the current roles of the library in the community? What segment of the community use the library and how do they use it? What are the special needs of minors? People with disabilities and special needs? Under privileged population?

Group 3**National Library****Topic: Leadership and national development: the role of national library in transforming librarianship.**

The national library and its social partners will have to continuously foster cooperation and collaboration among various types of libraries towards building a reading nation and to inculcate the spirit of sharing and broadening access to information resources. The ultimate effort is to provide various training programmes for librarians at a national level to equip library professional with the necessary skills that are needed to develop leadership to provide sustainability with the challenges faced in the cyber world. There is still a general lack of value and recognition given to the library profession. How can the National library transform the librarianship into a profession that is highly regarded and respected in the country.

Group 4**Special Libraries****Topic: Information consolidation and repackaging.**

Special libraries serve its own special community and specializing in their own subject area based on the parent organization. Users of special libraries are usually heavily involved in research and require specialized information sources. They do not have the time to go to the library but they require information related to their work and research. What are the roles of the librarians in transforming their special libraries into a digital library information sources in the era of cyber world. In this case the library needs to go to its users and consolidate all types of information resources that they have identified and to repackage it so that it can be provided online. How social media does plays its role in this kind of services.



CONFERENCE PAPERS



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Session 1: Developing Lifelong Learning Skills via Libraries

Chairperson: Putri Saniah Megat Abd Rahman

DEVELOPING LIFELONG LEARNERS: THE ROLE OF THE ACADEMIC LIAISON LIBRARIANS IN AN INTERNATIONAL ISLAMIC UNIVERSITY

Assoc. Prof. Dr. Basri Hassan
International Islamic University Malaysia

Abstract

Librarians in tertiary education have a common goal of providing learning opportunities to their library clients. Academic Liaison Librarians work with academics, researchers and students to help them achieve their research, learning and teaching goals. They ensure that the library collection supports the research and teaching needs of the university community. They conduct information literacy skills classes (in teaching labs) incorporating hands-on training to help their clients use the online databases, e-books and printed resources provided by the library; and also help their clients manage research citations. International Islamic University Malaysia (IIUM) library served a large population of university community coming from many countries around the world. The main library in Gombak campus has large collections of resources (online, electronic, printed and non-printed) ranging from many disciplines. The liaison librarians are tasked with developing lifelong learners to face the challenges posed by the digital revolution.

INFORMATION LITERACY IN THE CHANGING MEDIA ENVIRONMENT: THE EVOLUTION OF INFORMATION LITERACY CONCEPTS AND PRACTICES AND ROLE OF LIBRARIES IN EDUCATION AND LIFE- LONG LEARNING

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Abstract

The proliferation of digital news media and social media in the last 10 years is transforming the nature of news content. The emergence of participatory social media is redefining the relationship between newsroom and consumers of news and media information. Media literacy, which emerged out of the social critique of mass media with emphasis on deconstruction of media messages, is now focusing on competencies for participatory culture in the new media. Over the years information literacy, media literacy, and critical literacy have developed independently of each other, championed by different professions and focusing on different core competencies and learning outcome. Convergence of elements in the media industry, information services and educational practices, requires the convergence of various concepts of literacy in developing new competencies for life-long learning. This paper will briefly discuss the salient features, of the three literacy concepts and practices, namely information literacy, media literacy and critical literacy, which evolved out of different fields of practice. This paper will discuss how the convergence of industries and fields of practice requires libraries to reflect and evaluate its concept of literacy and how ideas from different traditions and practices can be reconciled to design literacy programs to cultivate competencies for the development of an information literate person and competent long life learner.

Keywords: Information literacy; Mass media; Social media; Competencies; Role of libraries and librarians

For more than 20 years the ALA's definition of information literacy as a set of abilities requiring individuals to "recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information" has dominated the intellectual and operational agendas of libraries and librarianship. The concept and scope of ALA's definition shaped the information literacy competency standards developed by ACRL and AASL and information literacy programmes in school and academic/research libraries. Only in the last five years, there is recognition by the leaders of the library profession of the complexity of the social learning environment and the fluidity of information creation in the new learning ecosystem. This has led to the re-examination of the theoretical framework and traditional standards and skill based approach to information literacy which are no longer sufficient for the revolutionary social technologies prevalent online.

Digital infrastructure is radically changing the skills, social practices and institutions that we develop to support the new technology and the exponential rate of information creation. At the heart of this radical change is the proliferation of digital social media over the last ten years, which is transforming the nature of information and knowledge and our social institutions. The emergence of participatory culture in social media is redefining the relationship between producers and consumers of media information. Media literacy, which emerged out of the social critique of mass media with emphasis on deconstruction of media messages, is now focusing on issues in participatory culture in the new media environment.

This is happening at the time when mainstream media companies are undergoing painful changes brought about by the pressures of dwindling revenue and diminishing profit. The evolving business model of media companies shapes the medium and the content and ultimately the meaning of the message itself.

Media is also beginning to play an important role in education and learning. The social media shapes the mode and behavior for learning and teaching. Media companies are fast developing information products and services using its content to tap on the growing production and consumption of education product and services to compensate for their dwindling revenue from traditional sources. The convergence of data, news, knowledge creation, advertisements and entertainment materials has merged the territorial boundaries of traditional gatekeepers that control the production, dissemination and consumption of media content.

Schools no longer have monopoly over education. Media is gradually producing content and developing applications to serve the information needs of students and teachers. New enterprises with creative business models are developing mass based online education. School curriculums and pedagogical practices are designed to capitalise on information resources and applications developed by the media. With rapid development in information and knowledge creation, schools are giving greater emphasis to the cultivation of critical thinking and competency in learning and handling of content from various information sources.

Libraries are not spared from this great transformation in the media industry. Media is emerging as the dominant source of information for reference and research. Libraries that are managing new media products and engaging users in the new social media environment must necessarily transform their roles and functions. Library information literacy must deal with key aspects of critical literacy and media literacy.

Traditionally, library and information literacy programmes have developed out of search and retrieval of print resources in a context of traditional research process. Although the search and retrieval now deal with a vast array of multimedia resources which are predominantly digital in nature, the process remains closely tied to traditional research process, which is often presented as a linear process.

The expansion of libraries in news areas like the development of new learning spaces, museums, exhibitions and media publications have been largely focused on the provision and management of physical facilities and learning spaces. The libraries new curatorial and communication services have little impact on the concept and practices of information literacy designed by libraries. Information literacy programmes are heavily focused on competencies dealing with information search and retrieval and evaluation of information sources. The cultivation of competencies in communications, content appraisal, curation and production, in the context of the cultural and social environment are relegated to other learning agencies.

Media literacy in schools on the other hand has been concerned with deconstruction of media messages and lately the focus has been on ensuring safe handling of the new media especially the social media. In the field of education, literacy in school curriculum has traditionally focused on reading and writing skills in terms of code learning (basic literacy), progressing to functional literacy.

Traditionally, information and media literacy programmes in schools are heavily focused on the use of information technology in finding information and evaluating sources and techniques in media production. The role of school libraries and media resource centres are often limited to providing resources and facilities. Information literacy instruction in schools are designed to deliver authoritative skill sets to retrieve and identify authoritative knowledge within a linear information search model instead of a conversational model that requires participation in an ever changing flow of knowledge.

In the field of education, critical literacy movement, heavily influenced by constructivist approach to education informed by the works John Dewey and Maria Montessori and revolutionary pedagogy of Paulo Freire, provide robust critiques of the "delivery model" in education which is based on the premise that the concept of teaching and learning texts (information objects) and language are neutral. Critical literacy shows ways of looking at

written, visual, spoken, multimedia and performance “text” and the agents of learning which project the power relations. It challenges the attitudes, values and belief that lie beneath the surface. Concepts such as “multimodality”, “multisemiotics” and “multiliteracies” are attempts that account for the diversity of communications and how these affect what we make of them. “Without educating young people to develop these understandings, according to this school of thought, they will be unable to constructively critique anything they have learned, unable to account for its cultural location, or creatively extend or apply it; they will only grow into unquestioning adults incapable of innovation”. Until fairly recently, the concept and practices of information literacy, media literacy, and critical literacy have developed independently of each other, championed by different professions and focusing on different core competencies and learning outcomes.

The ubiquitous information and communication technology and intuitive design of new devices have shifted the attention away from technical skills and competencies in using these devices to more salient concerns with gaps in cultural, intellectual and ethical competencies in dealing with consumption, production and dissemination of the information content. According to Seely (2015), “The technology is the easy part. The hard part is figuring the social and institutional structures around the technology”.

Recent developments in the fields of education, media studies and information services and the convergence of interests of these various fields in the provision of services for life-long learning create opportunities for libraries to review and evaluate our concept and information literacy. Recent works on education and pedagogy especially on critical and “multi-literacies” and works on the culture of digital social media in learning and production of media provide libraries with rich ideas and resources to develop new information literacy concepts and programs that will provide some of the core value propositions for library services.

The convergence of fields of practices requires new competencies in handling information. New information literacy competencies are not limited to skill sets required to perform tasks within a framework of a linear research process. The traditional competencies of “... knowing when and why you need information, where to find it, and how to evaluate, use and communicate it in an ethical manner” has to be lodged as part of a dynamic nature of continuing conversation or dialogues.

In a conversation, it is quite normal to stop to look for information that help facilitate a discussion. “The information you pull in action is learned institution, made personal and contextualized”. In the world of new social media, information is often created on the fly, filtered on a fly, validated on the fly, disseminated and passed into action as part of the continuous conversation and learning. Emerging from this global network of conversation is the social network of learning and corroborative problem solving tools.

Such conversation requires socio cultural and intellectual competencies in the finding, appraising, synthesizing, constructing and articulating socially constructed content. Learners have to develop the capacity to understand the multi-semiotic nature of information and the ability to engage in multimodal learning and transmedia communication and use of information.

Mackey and Jacobson’s (2014) Metaliteracy attempts to enlarge the scope of information literacy. “Metaliteracy promotes critical thinking and collaboration in a digital age, providing a comprehensive framework to effectively participate in social media and online communities. It is a unified construct that supports the acquisition, production, and sharing of knowledge in collaborative on-line communities” “Metaliteracy challenges traditional skills-based approaches to information literacy by recognizing related literacy types and incorporating emerging technologies. Standard definitions of information literacy are insufficient for the revolutionary social technologies currently prevalent online”

In February 2015, ACRL posted a new information literacy framework which radically shifted the concept from skill based approach to the cultivation of a set of knowledge practices and dispositions within a framework organized into six aspects of information literacy.

These new competencies are not technical skills that libraries can teach. These competencies can be developed by cultivating the disposition for critical thinking and information handling behaviour in the new learning ecosystem. New social skills and cultural competencies in new media literacy and critical multi-literacies pedagogy such as those proposed by experts like Jenkins, Allan Luke and JSB should be incorporated into the competencies and skill set cultivated by libraries to help learners manage information in the new media environment. The new social skills and cultural competencies includes play, tinkering and imagination, simulation, performance, appropriation, multitasking, distributed cognition, collective intelligence, judgement, transmedia navigation networking negotiation, multi modal learning and critical analysis of information objects (text, image, audio and artifacts).

Libraries have to develop their capacity to create opportunities for self-driven learning through interest driven activities. It is important for libraries to assist our users to leverage on the new learning ecosystem. The level of library integration with the business of the parent organizations and its capacity to mobilize both internal and external resources through its social capital will determine its capacity to create such leaning environment for its users.

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MY LIBRARY AT SUTERA MALL: A LIBRARY WITH A UNIQUE BACKDROP (CONSAL XVI CONFERENCE IN BANGKOK, JUNE 2015)

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ABSTRACT

This paper intends to present to the conference a unique model of a community/public library set up in the state of Johor in Malaysia. My Library in the Sutera Mall Shopping Centre is a corporate social responsibility project of the Tanah Sutera Development Sendirian Berhad (the owner of the Sutera Mall, a private limited company based in Malaysia and deal in properties). As part of its expansion plan, the Sutera Mall management has taken a big step in embarking on a project to set up a library within the shopping mall. This is indeed a noble undertaking by the mall management to play their part in the efforts to promote reading and knowledge acquisition among the communities. The paper will highlight the process of the library development from the conceptualization of the idea to the preparation for the physical and other set up of the library which covers a compressed timeline made possible only through innovative system and creative ways of doing things differently from the given norms in a typical library development project. Lastly the paper will look into the services the library offers and its performance thus far.

Keywords: Corporate social responsibility, shopping mall library, community library, innovative, library development



CONFERENCE PAPERS

Session 2 : Developing Competencies for the 21st Century

Chairperson: Dato' Zawiyah Baba

21ST CENTURY LIBRARIANS AT THE CROSSROADS: SPECIALIZED COMPETENCIES NEEDED

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Abstract

Library work traditionally involves a process of collecting, organizing, promoting and circulating data and information. The work processes should be a means to an end. With the advancement of the Internet and online technologies, the traditional process of library work and the advancement of the technologies have to be integrated and require a certain type of thinking skills which involve the left-and right-brain activities. This paper attempts to highlight the processes of thinking that seem necessary for the libraries of today to manage technology effectively. The librarians must also be able acquire new competencies and discover opportunities for improving services through tapping along with these technologies. Curriculum pertaining to the development of the 21st century librarians and information professionals is also discussed in order to ensure that the new breed of information professionals are able to act as change agents in society.

Keywords: Librarians; Competencies; Library and information science education; Library technologies

INTRODUCTION

Over and over again, librarianship is described as the process of collecting, organizing, promoting and disseminating data and information. The introduction of the Internet with its ability to share and store huge amounts of data and information has affected the traditional librarianship. Even though the profession seems ordinary and outdated, yet there remains one core element of the profession that remains unchanged, but rarely expressed, that is, an evaluation and acceleration of knowledge.

The role of librarians is beyond the routine process of collecting, organizing, archiving and disseminating information. These processes are just a means to an end, not the end themselves. The librarians have to bear these questions in mind: Why archive anything if there is no intention to retrieve the materials later? Why organize them unless someone was supposedly to browse and use them? Why collect things if one is not going to use them?

The librarianship as a profession directly deals with data and information. Deep in their heart, the librarians and information professionals consistently aim to create new knowledge, expanding understanding and spreading wisdom throughout their career. However, the Internet with all its strengths and weaknesses has a deep effect on the profession. The profession needs to reflect and understand that the Internet and its accompanying technology is merely another tool to fulfil those goals.

INTEGRATION OF TRADITIONAL SKILLS WITH TECHNOLOGIES

The process of merging traditional skills (and ethics) with the Internet and other networked technologies requires a certain type of thinking skills (Deng, Thomas and Trembach, 2014; Gonzalez, 2010; Lussky, 2008). In the context of librarianship, thinking can be an intellectual process characterized by methodical, systematic, and left-brain activities (Morgan, 2000). In many ways, this kind of activity is seen through solving mathematical problems and computer programming. Another process of thinking is referred to as intuitive, creative, critical and unsystematic, such as artistic works.

Both of these processes of thinking are necessary for the libraries of today and tomorrow to manage technology effectively. Thinking must be used to analyse the needs of our library users. It must be applied when drawing up expenses. It is a necessary activity when trying out the latest piece of software and when evaluating how to apply and use computer technologies for library services.

At the reference desk, thinking must be taken into account when answering a new reference question. Therefore, thinking involves the process of sorting out problems through several ways or solutions. Unfortunately, the profession today tends to ignore the importance of thinking process as well as the skills.

LIBRARIANS WITH SPECIALIZED COMPETENCIES

Competencies for a profession generally list or group a series of knowledge, skills, abilities and behaviours 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. In the context of libraries and librarians, it is not only necessary for libraries to continually be aware of new computer technologies, but they must also be able to discover room for improvement of library services with the application of networked technologies. Then, and only then, will librarians be effectively using the Internet and other networked information. The entire process requires librarians to possess a fundamental understanding of library principles. At the same time, it requires them to think “outside the box” for the purpose of enhancing the way they apply the library principles (Deng, Thomas and Trembach, 2014).

Today, most information professionals are discussing the need for soft skills. Soft skills are also seen as vital for librarians and information professionals in particular communication and organizational skills (Gonzalez, 2010). Lussky (2008) indicates that passion for learning, risk-taking ability, public service orientation and independence in decision-making should be the desired qualities. A study by Deng, Thomas and Trembach (2014) also found that their respondents unanimously agreed on the need to hire well-rounded candidates with strong communication and critical thinking skills. They also found that the need for being creative and be able to think outside the box among librarians were a thread across all interviews and surveys. They highlight that creativity and thinking outside the box is defined as “entrepreneurial spirit” by one of the interviewees, the Dean of an academic library.

Earlier, Buttlar and Du Mont (1996) identified fifty-nine essential professional library competencies. They used them as the basis of a survey to measure the relevance of these skills to librarianship. In priority order, they outlined ten competencies:

- i. Knowledge of sources in all formats to answer typical reference questions
- ii. Collection management skills (development, selection, de-selection, preservation)
- iii. Ability to conduct appropriate reference interview
- iv. Effective communication in writing reports, proposals, procedural manuals, correspondence, etc.
- v. Application of critical thinking skills to library problems
- vi. Effective human relations skills in group processes
- vii. Selection and evaluation of print and non-print materials
- viii. Application of appropriate principles to weed and inventory materials and equipment
- ix. Oral communication skills to make presentations
- x. Development of selection policies.

They are of the opinion that, while technical skills such as collection development and reference interview techniques, is important, so too are communication and human relations skills.

Goulding, Bromham, Hannabuss, and Cramer (1999) share a similar view derived from a survey of nearly 900 employers. According to them, the most essential qualities for library workers are:

- i. Ability to accept pressure
- ii. Flexibility (respond to change)
- iii. Ability to deal with a range of users
- iv. Written communication skills
- v. Inquisitiveness (love of learning)
- vi. Reflection
- vii. Dedication
- viii. Detective-like (follow-up and track-down)
- ix. Leadership qualities
- x. Innovation.

Unfortunately, the study also found that some of these highly preferred qualities are hardly found in new librarians. Among the qualities considered most lacking were:

- i. Commitment to organizational goals;
- ii. Friendliness;
- iii. Ability to accept pressure;
- iv. Reliability;
- v. Energy (vigour/activity);
- vi. Flexibility;
- vii. Logic;
- viii. Written communication skills;
- ix. Confidence about ability; and
- x. Ability to work with/for a range of colleagues.

From the literatures mentioned here, no doubt, the 21st century librarians need to enhance their evaluating competencies which are the larger part involving thinking skills.

LIBRARY AND INFORMATION SCHOOLS CURRICULA

How do library schools or faculties such as the Faculty of Information Management prepare the librarians to meet job market of the 21st century?

This question keeps on echoing amongst our library educators. At the Faculty of Information Management, Universiti Teknologi MARA (UiTM), the curriculum has been geared towards preparing students to become 21st century librarians and information professionals. Students in the field of library and information studies are prepared to Major in Library and Information Management and can opt for a Minor in Information Systems Management. This will help students to strengthen their knowledge in ICT besides having a solid background in library and information science. This is evident in the curriculum for the Bachelor of Science in Information Studies (Hons.) Library and Information Management Programme. The following are the details of the curricula offered by the Faculty:

1. Faculty Core Courses

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) – Major Courses

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 Centres
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 Centres
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 And 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

In line with the aspiration of the Malaysian Government to move ahead into the K-based economy and the Malaysian Government Transformation Program, the Faculty too has taken initiatives to introduce the post graduates programmes - masters and doctor of philosophy. The main aim of the post graduate programmes are to offer specialized and advanced professional training and education in an area which focuses on the acquisition, creation, generation, capture, organization, retrieval, sharing and utilisation of information, knowledge and information management systems in an organization which involves people, technology and processes. The following is a list of post graduate programs offered by the Faculty:

- i. Master of Information Management
- ii. Master of Knowledge Management
- iii. Master of Information and Library Management
- iv. Master of Records Management
- v. PhD in Information Management

The above said programs are offered both in full-time and part-time modes, except for the Master of Information Management which offers in full, part time and flexible learning modes.

LIBRARIES TODAY AND TOMORROW

In this contemporary world, the advancement of networked technologies helps the library users to accomplish their information searching activities without the help of a librarian. In most cases, users can search information effectively and efficiently without having to set foot in the library. The library users today have all forms of technology and communication tools as well as means to do so. Therefore, most experts in the field of librarianship and information management and the public see this situation as a preamble to the closing of the library itself.

However, whatever is the position of the library in the past and the present, the authors do not see libraries disappearing with the rapidly evolving technology. They see libraries can take advantage of existing technological advances to further promote its development. They can still visualize a library standing tall in today's environment. Morgan (2000) beautifully described the profession as a caterpillar. He said that "libraries can 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".

CONCLUSION

The more people use and access information, the more they are in need of a correct way to evaluate and use the information found. The authors believe that the process of selection, evaluation and use of information is where the future of librarianship belongs to. Librarianship has begun its library activities and processes by providing data and information to library users through the promotion of knowledge and understanding. Hence, the knowledge generation becomes the core of today's society. The rapid development of networked technologies enables them to accelerate the development of knowledge at greater ease. The technology today will also act as a tool that could help libraries and librarians to offer not only information services to the library users, but beyond the expectation of the users, that is, knowledge and understanding services.

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TRUST AND AUTHORITY IN SCHOLARLY COMMUNICATION IN THE LIGHT OF DIGITAL TRANSITION: EMBEDDING PRACTICES AND THE REQUIRED COMPETENCIES FOR UNIVERSITY LIBRARIANS

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Abstract

Librarians in higher education is not viewed as an academic; but primarily working in a supportive role. This assumption leads to the belief that the role concentrates on information service delivery rather than knowledge creation. A restricted view confining to “support research” denies librarians themselves the chance to realise their capacity to build new knowledge in research. It could instead be asserted that the role of a librarian in higher education is academic and that as information professionals, they have much to offer in scholarly communication. Librarians in academic libraries are increasingly required to “understand” research in order to meet institutional service needs and to further their own careers. To provide evidence to support the idea that university librarians play an important role in research undertaken by their organisations, this paper provides an overview of the author’s investigation into the research project Trust and Authority in Scholarly Communications: The Periphery of World Scholarship in the Digital Era conducted in Malaysia (Abrizah et al. 2015a; Abrizah et al. 2015b; Abrizah 2015c). This paper uses findings from Abrizah et al. (2015a, 2015b, 2015c) to provide evidence to support the idea that university librarians play an important role in scholarly communication undertaken by their organizations. The study has shown views, perception and behaviours of Malaysian authors (academic researchers) in respect to scholarly channels and resource they trust to publish in. Peer-reviewed journals are still central to the authors. However, authors seem to have more freedom in relation to the journals they read and cite compared to the ones they publish in.

Peer review was highlighted as the most important factor for trust and authority to Malaysian researchers only when it comes to the evaluation of open access journals. Where researchers publish was strongly influenced by institutional research policy directives or mandates and the pressure applied is to publish in high impact factor international journals. Impact factors very much come into their own when it comes to the dissemination of research results. The study indicates that the main drivers affecting the market for scholarly journals relate primarily to the attitudes and actions of the main players, i.e. the authors. Looking at the authors’ trust-related views, needs and issues in scholarly communication, it is emphasized that academic librarians apply their understanding of scholarly communication towards delivering the right services to meet the needs of the academic community. Librarians need to demonstrate competency in critically evaluating journals and published research. The paper presents the notion of the embedded librarian in relation to scholarly communication and implication for a set of competencies supported from the findings of the research. It is the view of the author that a key way of supporting research as a librarian is to engage in the practice, to partake in knowledge creation rather than simply providing information. Librarians need to perform self-assessment of current competencies and competencies they need to develop. This calls for academic librarians whose jobs involve supporting or conducting research or who have an interest in conducting research, to develop research competencies, and for the academic libraries to source research training for their librarians.

Keywords: Trustworthiness; Authority; Citation behaviour; Scholarly communication; Embedded librarianship; Academic libraries.

INTRODUCTION

Librarians in higher education support researchers every day – an undergraduate researching for a final year project, a doctoral student writing a proposal for his thesis, or a professor writing an article for a high impact journal – they are regularly involved in the research process in various ways. However, their role is often seen only as an information-provider role and concentrates on information service delivery, rather than knowledge creation, therefore less academic and primarily working in a supportive role. Auckland (2012) asserts that librarians “have supported the needs of researchers through relatively traditional services revolving around information discovery, collection development and some elements of information management”. Auckland (2012) goes on providing evidence the view of a librarian in a research group undertaking his/her own research and who is also in a supporting role even in the examples given where he/she is considered part of a research team through the following statement:

“A shift can be seen which takes subject librarians into a world beyond information discovery and management, collection development and information literacy training, to one in which they play a much greater part in the research process and in particular the management, curation and preservation of research data, and in scholarly communication and the effective dissemination of research output”.

This restricted view confining to “support research” denies librarians themselves the chance to realise their capacity to build new knowledge in research. It could instead be asserted that the role of a librarian in higher education is academic and that as information professionals, and as opined by McCluskey (2013), librarians have much to offer in the research field, especially in contributing to new pedagogic knowledge. McNicol (2004) takes the view that “within the library and information profession, research is largely an untapped resource” and advocates that librarians disseminate practitioner research in order to narrow the practice-research gap. It is the view of the author that a key way of supporting research as a librarian is to engage in the practice, to partake in knowledge creation rather than simply providing information.

To provide evidence to support the idea that university librarians play an important role in research undertaken by their organisations, this paper provides an overview of an investigation into the research project *Trust and Authority in Scholarly Communications: The Periphery of World Scholarship in the Digital Era* conducted in Malaysia. It flags the key findings on the behaviours and attitudes of academic researchers as producers and consumers of scholarly information resources in today’s scholarly digital environment; with respect to how they determine authority and trustworthiness in the sources they use, cite, and publish in. The extent to which Malaysian-based authors are prepared to believe that the scholarly information source and channel are trustworthy for publication rely on it in view of its impact, indexation status, reputation, peers’ recommendation, accessibility and visibility, and authority’s approval. New forms of communication channels such as social media or new journal models are not used much in formal scholarly communication or perhaps on the verge of being used more. This paper investigates the notion of the embedded librarian in relation to scholarly communication and research support via a literature review, as well as discusses the implication of the *Trust and Authority* findings in the context of the concept “embedded” librarianship particularly with regards to university librarians being directly involved in scholarly communication activities and delivering the right services to meet the needs of the research community. This calls for academic librarians whose jobs involve supporting or

conducting research, or who have an interest in conducting research, to develop research competencies, and the academic libraries to source research training for their librarians.

LIBRARIANS AND EMBEDDED PRACTICES IN SCHOLARLY COMMUNICATION

Scholarly communication is “both a formal and informal process by which the research and scholarship of academics, independent scholars, researchers are created, evaluated, edited, formatted, distributed, organized, made accessible, achieved, used and transformed”(SPARC Europe, 2003 cited by Jubb, 2008).It may simply be defined as a process through which scholars and researchers communicate research findings to others. While researchers defined the scholarly communication process as participation in an academic community, sharing of ideas, obtaining feedbacks from peers, receiving intellectual recognition and publishing process, the result to the scholarship and the scholarly communication process is supported by the library and the librarians, publishers, scholars, learned societies, the legal framework and universities.

Librarians in academic libraries are increasingly required to demonstrate their understanding of scholarly communication and conduct research in order to meet institutional service needs, as well as to further their own careers. Several factors within the field of academic librarianship have contributed to this development, particularly the evidence-based librarianship movement, the scholarly communication practices in the light of digital environment as well as the emphasis on service assessment and meaningful measures of library impact. In traditional librarianship, librarians in university and special libraries play an important role in research undertaken by their organisations but how should their role be reviewed in the light of the changes taking place in scholarly communication vis-à-vis the cyber world? Would the new environment provide librarians with greater opportunities to enhance their role in research and if so how?

Increasingly, librarians at research-based institutions are applying the embedded librarian model in working directly with the faculty they serve as collaborators on research projects or as an integral part of the research team. A great deal of the current literature makes mention of the fact that embedded librarianship is not a new phenomenon, and that library/faculty collaborations have always been in existence; in doing so, the authors of these publications almost always offer some formal definition of the term. A number of studies and professionals opinions venture into figuring out librarians’ conception of embedded librarianship. Issac-Menard and Cairns (2014) for example demonstrate the embedded librarians as a partner for the academics who helps in the running of academic journals and research output. Embedded librarianship in relation to research is investigated more thoroughly by Carlson and Kneal (2011). As an embedded librarian in the research context, a librarian works with researchers more “upstream” in the research process rather than “just with the products produced at the end of the research lifecycle: books and journal articles”. Carlson and Kneal (2011) wrote that the nature of these partnerships will be different according to the type of research being done and the needs of the researchers, but librarians will generally involve the application of the practices and principles of library science directly to the research being done. Schumaker, Talley and Miervaldis’ (2009) model of embedded librarianship identifies six service sectors provided by embedded librarians: education, financial services, information services, technology, biomedical and media, and that academic librarians are significantly more likely to say they provide embedded services in these sectors (Schumaker, Talley and Miervaldis 2009).

Nevertheless, it has frequently been noted that the majority of the literature by librarians is not research-based (Koufogiannakis and Crumley, 2006). Librarians face obstacles to conduct research, such as lack of skills in conducting, disseminating, and interpreting research, as well as limited time, access to

funding, access to previously-published research, and employer support (Brice and Brooth, 2006; Koufogiannakis and Crumley, 2006). A further barrier to librarians becoming researchers is evident in the view taken of the gap between practitioners and researchers in the library and information science (LIS) area by Joint (2005); "LIS research is an empirical form of investigation – but of an applied, practical and ...useful variety". Joint recommends that library practitioners collaborate with LIS empirical researchers, rather than viewing practitioner research and collaboration with practitioner/action researchers from other arenas as a valuable endeavour. This collaborative endeavour is important as it views the librarian as a key partner and that such initiative is beneficial to all involved and putting forward the notion that a network of trusted colleagues is of great value, as clearly indicated by Joint (2005), "Embedding yourself in a team outside of the traditional boundaries of the library is not taking you away from your day job so much as redefining it and expanding the influence of libraries". Nevertheless, the example given of this collaborative model still sees the librarian in an information support role, describing the librarian as one who serves and advising that he or she should "develop relationships with faculty through identifying their particular research needs pertaining to information resources ... librarians then respond to these needs" (Joint, 2005).

A more inclusive approach to the librarian as part of a higher education research group is highlighted by Gannon-Leary and Bent (2010), particularly in regard to writing for publication, with recommendations for a community of writer groups being set up in the library. They assert that library and information professionals "need an in-depth understanding of the writing for publication process" and that "by participating in conferences and similar events, LIS staff may build up networks, meet editors and gain publicity". However, Gannon-Leary and Bent (2010) still refer to librarians as predominantly supporting, rather than carrying out, research, even when attending such events. Hall (2010) recognises this tension, even noting that "the title research librarian (is) understood as a role that centres on assisting others in conducting research, rather than one where the core work is research in the domain of librarianship" and that "one way by which less-confident practitioner researchers might start to engage in research is to seek partners or mentors". This view is the closest found in the current literature that supports the idea of a research group whereby values and expertise can be shared in a 'safe' community of practice environment.

TRUST AND AUTHORITY IN SCHOLARLY COMMUNICATION: DEVELOPMENT OF RESEARCH COMPETENCIES FOR EMBEDDED LIBRARIANS

To provide evidence to support the idea that university librarians play an important role in research undertaken by their organisations, this paper provides an overview of an investigation into the research project *Trust and Authority in Scholarly Communications: The Periphery of World Scholarship in the Digital Era* conducted in Malaysia. Abrizah et al. (2015a, 2015b, 2015c) flags the preliminary key findings on the behaviours and attitudes of academic researchers as producers and consumers of scholarly information resources in today's scholarly digital environment; with respect to how they determine authority and trustworthiness in the sources they use, cite, and publish in. The extent to which Malaysian-based authors are prepared to believe that the scholarly information source and channel are trustworthy for publication rely on it in view of its impact, indexation status, reputation, peers' recommendation, accessibility and visibility, and authority's approval; regardless of whether they know or not the true meaning behind those trust and authority indicators. New forms of communication channels such as social media or new journal models are not used much in formal scholarly communication or perhaps on the verge of being used more.

The study indicates that the main drivers affecting the market for scholarly journals relate primarily to the attitudes and actions of the main players, i.e. the authors. Looking at the authors' trust-related

views, needs and issues in scholarly communication, it is emphasised that academic librarians apply their understanding of scholarly communication towards delivering the right services to meet the needs of the academic community. The findings of this study recommend the embedded ideas and practices presented in Table 1 to be incorporated in library's academic services.

Table 1: *Trust and Authority* major findings: Implication for embedded ideas and practices and librarians' competency

Information Behaviour	Major findings from the <i>Trust & Authority Study</i>	Implication for Embedded Ideas and Practices	Implication for Librarians' Competency
What scholarly resources authors read	Current, relevant, credentials and authorship; peer-reviewed; Have credential reference lists; reputable journals; Having an online platform (2015a).	Purposive selective dissemination of information service to researchers.	Systematic literature review; Critically evaluate published research.
What scholarly resources authors cite	Current, relevant, credentials and authorship; peer-reviewed; Have credential reference lists; reputable journals; Having an online platform (2015a; 2015b).	Conduct citation analysis.	Citation analysis; Statistical tools / quantitative analysis; Expertise on choice of data sources and analysis.
What publication channels authors trust	Journals that are highly relevant in their respective fields; Peer-reviewed; indexed by reputable/prestigious abstracting/indexing databases such as Web of Science or Scopus ; Journals that are highly cited (2015c).	Conduct single journal studies; Provide advice to the faculty with regards to ranking of journals, journal impact factor and related indicators.	Bibliometrics; Scientometrics; Evidence appraisal / critical appraisal of institution's own research output.
What publication channels authors trust	Journals that are published by the society in the research field; Publishing with reputable traditional scholarly publisher; Journal that has reputable editors and editorial board members (2015b; 2015c)	Conduct single journal studies; Make academics aware that most scholarly e-journals are refereed and some are highly cited .	Bibliometrics; Scientometrics; Evidence appraisal / critical appraisal of institution's own research output.
Publishing and dissemination behaviour	Institutional mandate influences peripheral researchers' customary practices of information-source and dissemination evaluation. Research policy has tremendous influence on researchers when they publish their works. Researchers in all fields felt that the research policy more or less influences their research works. The tendency of publishing in higher impact factor journals, in international journals, in traditional	Highlight faculties about the types of e-journals available in respective disciplines, the referee status, their impact factor and whether they are on open access.	Institutional mandate or strategic plan. Knowledge on choosing a publication avenue.

	sources i.e. journals and monographs and in journals that have an <i>Online First</i> version is immensely influenced by policy directives and mandates (2015c).		
Publishing behaviour	Influence of prestigious journals in one's field – highly relevant, peer-reviewed, and indexed by global citation databases (2015c).	Regularly generated research assessment statistics.	Advance the theory and practice of embedded librarianship, and keep faculty apprised of new knowledge.
Open Access publishing; Social Media as research dissemination channels	Publishing in open access journals as well as blogging and micro-blogging to disseminate research findings are not influential as there are no forcible or encouraging measures for Malaysian researchers to blog or tweet (2015c).	Advocacy and promotion of open access journals and social media platform through liaison librarians, seminar on open access, leaflets, letters and e-mails.	Knowledge on open access scholarly communication; Altmetrics; Value of social impact of scholarly communication.
Dissemination behaviour	Authors trust institutional repositories more to disseminate their research compared to subject repositories. Social media platforms are the least popular choice for disseminating research as there are no forcible or encouraging measures for Malaysian researchers to blog or tweet about their research findings (2015c).	Advocacy and promotion of open access journals and social media platform through liaison librarians, seminar on open access, leaflets, letters and e-mails.	Knowledge on Open Access Scholarly Communication; Altmetrics; Value of social impact of scholarly communication; Familiarity of tools to disseminate research output
Publishing metrics	Scholarly metrics and status of indexation influence when looking for a place to publish, but not generally when looking for something to read and cite (2015c).	Advocacy and promotion of open access journals and social media platform through liaison librarians, seminar on open access, leaflets, letters and e-mails.	Knowledge on open access scholarly communication; Altmetrics; Value of social impact of scholarly communication
Publishing ethics	There are more unethical practices (e.g. plagiarism, falsifying, fabricating, citation gaming) but Malaysian researchers are in general cautious and aware about unethical practices in scholarly communication (2015b).	Evaluate journals, and educate faculty on suppressed list and predatory journals. Respond to prevalent and misleading open access myths.	Knowledge on predatory journals/publishers; Hijacked journals.

The findings of this study highlight one important implication; that librarians in higher education who are involved in supporting or conducting research, or who have an interest in conducting research, need to demonstrate a set of competencies supported from the findings of the *Trust and Authority Study*. These skills are knowledge in the area of bibliometrics, scientometrics, citation analysis, journal studies, and research assessment (Table 1). As such, librarians need to perform an assessment of their current competencies and competencies they need to develop. With such competency, a scenario planning may see embedded librarians organizationally attached to the centralized organizations, though they may spend their days away from the library and other librarians. They could be librarians working with information resources as they are generated over the course of the research, such as data, to prepare them for dissemination beyond the project personnel for re-use by others, or for long-term preservation. They could also be librarians designing workflows and systems to organize, manage, and deliver research project documentation or other needed materials. They could also be the librarians who not only perform literature searches, a standard library service, but would also be better able to identify search needs by joining researchers to do research. They could also conduct research that involves them to improve the library services or accountability, or a specific research topic in the areas of competency that require special attention with groups they are embedded with. They may have offices with the groups they are embedded with or they spend most of their time in collaboration with the teams whose work they are participating in. This embedded role offers librarians a means to increase their value in their organizations, their communities, and society as a whole.

DISCUSSION AND CONCLUSION

This paper uses findings from Abrizah's et al. (2015a; 2015b; 2015c) study to provide evidence to support the idea that university librarians play an important role in research undertaken by their organisations. It presents the notion of the embedded librarian in relation to research, and implication for a set of competency supported from the findings of the research. There has been, and continues to be, a tremendous amount of literature published addressing library and faculty research partnerships through embedded services. As new academic librarians enter the profession, they are realizing the importance of making strong connections with the faculty and make the latter understand that academic librarians are teaching professionals and that the role as academic librarians sometimes means doing major outreach services. Much of the current literature indicates that librarians have to do a great deal more to prove that libraries are needed, especially in the light of digital transition where so much information is being disseminated electronically, and that there is no longer a need for the traditional brick and mortar space. For academic librarians it has meant redefining their professional roles. The idea of academic librarians having to become experts in another discipline for the purposes of supporting research and curriculum is not new; what's new is the idea that academic librarians are increasingly being held accountable for the academic success of their stakeholders (Andrew 2014). Academic library outreach that can support research is another way librarians are keeping themselves relevant while at the same time helping students and faculty prepare for the information literacy and critical thinking skills needed for the world of scholarly communication.

In conclusion, a library should not relent in making their institutes aware of their responsibility for the scholarly communication process. Libraries should be involved in the complete information chain and start archiving and publishing knowledge created in the universities and provide knowledge access to users. In terms of embedding services in the form of publishing research, library publishing services are supposed to help scholars, authors, and editors. Libraries should provide expertise, timely notification, and advice on scholarly publishing in the rapidly changing scholarly communication paradigm. Libraries also provide the consultations regarding intellectual property rights, publications and the preservation of scholarly works. More embedded librarians are required to fulfill this role. In this, it could be inferred

that this immediately puts the librarian on an equal footing with research partners. This calls for academic librarians whose jobs involve supporting or conducting research, or who have an interest in conducting research, to develop research competencies, and the academic libraries to source research training for their librarians. This also means a revised curriculum in LIS education that incorporates the education for embedded librarians. It is the view of the author that a key way of supporting research as a librarian is to engage in the practice oneself, to partake in knowledge creation rather than simply providing information. As put forward by Carlson and Kneale (2011), embedded librarianship is a powerful way to show the impact that librarians can and do have beyond the traditional functions of the library, and why librarians are needed now more than ever.

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CHANGING ROLES OF LIBRARIANS AND INFORMATION PROFESSIONALS IN A KNOWLEDGE-BASED SOCIETY

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Abstract

In a digital and knowledge based environment, library professionals have to change from one that is traditionally as just an information provider to that of knowledge provider. In information provision, the library professional provides “explicit” knowledge in the form of books, journals, reports, etc. In knowledge provision, the library professionals provide intellectual output that involves analysis and evaluation of the information provided. New technologies also provide new opportunities and ways in which library professionals can deliver their services. This paper discusses the challenges of the global digital environment and the shift in the roles of the library professionals.

Keywords: Librarians’ roles; Technology; National Library of Singapore; Competencies

INTRODUCTION

New developments in technology and the connectivity of the internet have resulted in an exponential growth in information. Technology has also revolutionised the way information is stored, delivered and accessed. The IFLA Trend Report (2014) highlights the following five key trends that will change our information environment.

TREND 1: NEW TECHNOLOGIES WILL BOTH EXPAND AND LIMIT WHO HAS ACCESS TO INFORMATION

An ever-expanding digital universe will bring a higher value to information literacy skills such as basic reading and competence with digital tools. People who lack these skills will face barriers to inclusion in a growing range of areas. The nature of new online business models will heavily influence who can successfully own, profit from, share or access information in the future.

TREND 2: ONLINE EDUCATION WILL DEMOCRATISE AND DISRUPT GLOBAL LEARNING

The rapid global expansion in online education resources will make learning opportunities more abundant, cheaper and more accessible. There will be increased value on lifelong learning and more recognition of non-formal and informal learning.

TREND 3: THE BOUNDARIES OF PRIVACY AND DATA PROTECTION WILL BE REDEFINED

Expanding data sets held by governments and companies will support the advanced profiling of individuals, while sophisticated methods of monitoring and filtering communications data will make tracking those individuals cheaper and easier. Serious consequences for individual privacy and trust in the online world could be experienced.

TREND 4: HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW VOICES AND GROUPS

More opportunities for collective action are realised in hyper-connected societies – enabling the rise of new voices and promoting the growth of single-issue movements at the expense of traditional political parties. Open government initiatives and access to public sector data will lead to more transparency and citizen-focused public services.

TREND 5: THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES

Proliferation of hyper-connected mobile devices, networked sensors in appliances and infrastructure, 3D printing and language-translation technologies will transform the global information economy. Existing business models across many industries will experience creative disruption spurred by innovative devices that help people remain economically active later in life from any location.

All these trends will impact the way content and services are provided and in turn impact the role of librarians and information professionals. Library professionals have to change from one that is traditionally as just an information provider to that of knowledge provider. This results in a shift in the roles of library professionals that includes the way library instruction or information literacy programmes are delivered, improving discovery of content, curation of the content and preserving the digital content.

Library customers often approach the librarians for content that they cannot easily find online. Library professional from public libraries to academic libraries are expected to have the necessary knowledge and research skills to support the users in their search for relevant content and knowledge. Library professionals are expected to be resourceful and format-agnostic information experts, able to provide access to both physical and digital content available within the library and online.

This paper discusses the challenges of the global digital environment and the shift in the roles of the library professionals.

ROLES IN INSTRUCTION

Every day, we are confronted with new information and knowledge in our work as well as social lives. The rise of the digital and social media has also posed many challenges to the library users. The greatest challenge is how do we make sense of the information and knowledge and be able to discern whether we are getting the right and authentic information.

Library professionals have a key role to play in advocating good information literacy skills. Increasingly, more digital content is being made available in open access repositories. Besides helping students and users to find relevant resources and cite correctly, there is a need for librarians to better educate them on the implications of different access in the open net and creates awareness on issues relating to publishing, copyright, author rights and open access. Thus librarians have to have a good understanding of copyright and fair use, authors' rights, publishing options, digital preservation and managing digital repository.

In the public and school libraries, cyber literacy, media literacy and information literacy are critical areas that librarians need to advocate. With huge amount of content being made available online, there is a role for the librarian to play in helping library users learn the proper way to search for information, evaluate and discern the authenticity of the information.

THE ROLE OF LIBRARIAN IN IMPROVING THE DISCOVERY OF CONTENT BY THE LIBRARY PATRONS

Library users normally turn to search engines to find the information they need. In order for library content to be easily discovered by these users, librarians needs to have a good understanding of search

engine optimisation techniques, the importance of keywords, the need for digital object identifier (DOI) and proper bibliographic citations. For years, a specialised group of librarians known as cataloguers have conscientiously followed cataloguing rules and classification systems and MARC schemas for bibliographic databases. In recent years, such work is slowly undergoing transformation. Libraries are increasingly working on knowledge organisation systems and linked data.

“Linked data is simply about using the Web to create typed links between data from different sources. These may be as diverse as databases maintained by two organisations in different geographical locations, or simply heterogeneous systems within one organisation that, historically, have not easily interoperated at the data level. Technically, Linked Data refers to data published on the Web in such a way that it is machine-readable, its meaning defined, it is linked to other external data sets, and can in turn be linked to from external data sets” (Bizer, Heath and Berners-Lee, 2009).

Application of linked data in the libraries include the transformation of bibliographic records into linked data so that they can be used by machines in connecting information, enabling links between related resources to be created dynamically. The transformed data are in the form of a basic sentence structure comprising a subject, predicate and object (called triples). The predicate provide the relationship that can be used by machines to intelligently link between data sources. Linked data allows the users to discover knowledge serendipitously. For example, the British Library has published the British National Bibliography as linked data which allows it to be linked to external sources. OCLC has released 197 million open bibliographic work which over time will be joined by other key entities.

DISSEMINATING KNOWLEDGE THROUGH SOCIAL MEDIA AND MOBILE CHANNELS

Social media channels are becoming default channels where many people use it to obtain information and share knowledge. Librarians need to be cognizant of the social media environment in order to deliver content and services through these channels. It is essential to know the tools and resources of the social networks and take part in them to disseminate and create a presence in them in order to reach the target audience of the libraries. Many libraries have explored using Facebook and Twitter as platforms to deliver content and services as well as engage their users. For example, the National Library of Australia’s The Trove Twitter account provides followers with topical links to related historical newspaper and other content. Libraries use Pinterest to promote library collections, digital archives and special collections. Youtube is used to stream film collections and instructional videos to teach information literacy skills and use of library services and resources.

“A more integrated future is imagined, with library services and collections becoming more deeply embedded with external sites. Some librarians see their role becoming one of helping users find paths through complex content, and directing them towards making useful connections as efficiently as possible – potentially by merging smart applications and human crowdsourcing, with the smart component drawing on the human element by using social sources to retrieve information that is personalized and relevant to a specific user” (Taylor and Francis, 2014).

CREATION OF CONTENT

Information is everywhere and the average user will have difficulty in sieving out the right information from the massive information available in the online world. In this context, the librarian has an advantageous role in producing content that meets the needs of the target audience. Library professionals have move beyond provision of information resources to content curation, bringing together useful content to enhance the learning of the library patrons. “Content curation is the gathering, organizing and online presentation of content related to a particular theme or topic”

(WhatIs.com, 2012). Librarians will need to package content so as to highlight relevant and significant nuggets of content to the users. This requires the librarians to have more in-depth knowledge of subject areas. Content curation could take the form of creation of articles, research output for exhibitions, reviews of publications, etc. For example, the National Library of Singapore curates content for their HistorySG and Infopedia Websites. These portals provide the users with Singapore content, carefully curated by the librarians and are often consulted as sources on the history of Singapore.



Figure 1: Singapore Infopedia website of the National Library Board of Singapore



Figure 2: HistorySG website on digital preservation of the National Library Board of Singapore

Many organisations are creating content in the digital format. These could be born-digital or content converted through digitisation programmes. Libraries around the world are facing the challenge to archive and preserve the nation's cultural heritage for posterity. There is a need to ensure that they can be accessed for as long as they are needed.

Managed digital preservation is defined as the establishment of management policies and activities that will ensure the endurance of content over the very long term). To successfully perform managed digital

preservation, as defined here, an organization must have the following (Kirchoff, Morrissey and Wittenberg, 2015):

- i. A preservation mission that provides an environment conducive to the specialized planning and infrastructure needed to support digital preservation
- ii. A sustainable economic model to support the preservation activities over the required time period
- iii. Clear legal rights to preserve the content
- iv. A relationship with the content provider and/or copyright owner
- v. Relationships with the users of the content, to ensure that their needs are met
- vi. A preservation strategy and policies consistent with best practices, and a technological infrastructure that is able to support the selected preservation strategy
- vii. Transparency with regard to its preservation services, strategies, customers, and content

Libraries may choose to develop their expertise in-house or work with vendors on the preservation of their content. It is important that library professionals understand the principals and key challenges of digital preservation. They need to identify what is at stake and adopt appropriate measures for an effective preservation plan.

SKILLS NEEDED

The digital and knowledge-based environment has significant impact on the role of library professions. There is a shift from:

- i. Developing collections locally to accessing collections globally
- ii. Managing a storehouse of books to managing online and digital content
- iii. Serving users onsite to users on the digital space
- iv. Cataloguing and classifying physical formats to cataloguing and classifying digital formats
- v. Access to bibliographic records to a web of data and web of things.
- vi. Preserving not only physical formats but also digital formats

With these shifts, library professionals need to constantly adapt, upgrade or acquire new skills to meet the needs of the library users they serve. The following are some of the critical skills needed:

- i. Information literacy skills
- ii. Skills in selecting quality content all types of formats – physical as well as digital. Library professionals need to be knowledgeable of a vast array of content of scholarly or publicly available content. They need to keep abreast of the trends and advancement in the publishing, media and technology in order for them to develop and design useful programmes and services to their customers.
- iii. Skills in managing digital content – whether born digital or digitised content
- iv. Skills in creating metadata– knowledge of various metadata standards and schemas. Able to harmonise data for search purposes
- v. ICT skills – ability to adopt new technologies and use appropriate IT to acquire, organize and disseminate information
- vi. Digital archiving and preservation
- vii. Skills to disseminate information and services through the social media and mobile technologies
- viii. Networking and partnership skills
- ix. Communication skills

CONCLUSION

With change as a constant, library professionals would need to keep abreast of the latest developments in the information world, have a deeper understanding of the knowledge seeking behaviour of the library customers, have the propensity to adapt to change and develop new services to meet the customers' need. There is also a need to be more IT savvy to adopt the latest technologies not only in the managing of content but also in the delivery of the content.

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CONFERENCE PAPERS

Session 3 : Coping with Technology

Chairperson: Chew Wing Foong

COPING WITH TECHNOLOGY IN ACADEMIC LIBRARIES

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Abstract

Technology has provided tremendous improvements to library services. The transfer of digital information to meet all the requirements for preservation, distribution and manipulation of knowledge are significantly faster today. Radical changes are occurring in digitizing collections, preserving digital archives and improving data storage and retrieval methods. The emergence of a digital lifestyle has challenged the traditional role, vision, purpose and operation of libraries. The transition from automation to digitization meant that librarians had to acquire new skills and competencies and be educated in the new technologies, which in turn added a further burden and stress to them. Due to this transformation and the lack of formal technical qualification among librarians, it is not highly surprising that many find their job responsibilities demanding and strenuous. This paper serves as a preliminary background into the nature of librarians who are supporting library operations through the application of technologies in academic libraries. The focus is on systems librarians because they are in a better position to see issues that relate to the overall implementation and management of technological resources within the organisation. The study then discusses several strategies to cope with technologies based on a study conducted by Nicole Engard and Rachel Gordon (2012).

Keywords: Technology; Academic libraries; Systems librarians; Role of libraries and librarians

INTRODUCTION

Technology has provided tremendous improvements to library services. The transfer of digital information to meet all the requirements for preservation, distribution and manipulation of knowledge are significantly faster today more than ever before. Radical changes are occurring in digitizing collections, preserving digital archives and improving data storage and retrieval methods. The emergence of a digital lifestyle has challenged the traditional role, purpose and operation of libraries. Many years ago, the technology in libraries only revolved around automation. Librarians, systems analysts and programmers together combined their respective talents and use technologies to improve library efficiency (Wilson, 1998). The use of technology was simply a means for improving, enhancing library resources and services via automated cataloguing, circulation and acquisition systems. Today, automation has been elevated to a robust technological environment comprising of arrays of

institutional networks, hardware and application needed to provide users with access to resources and services in diverse settings. Amidst this technological evolution, the traditional library's mission of services and access to resources is still relevant. These services and resources however are taking on new meaning and constructs. With increasing level of automation in libraries, both users and staff often have to deal with concern over how technology is impacting their jobs as more and more information are available now in a wider array of format. The transition from automation to digitization meant that librarians had to acquire new skills and competencies and be educated in the new technologies, which in turn added a further burden and stress to them. Librarians, especially if they are also managers, face not only the responsibility for staying abreast of new technological developments, but also the task of trying to eliminate some of the stress these factors are causing (Mishra, 2012).

Eventhough the principles of librarianships have not changed, the containers of information and the methods we use to access such information have. What is more distressing to many is the rapidity of such change; an organization may have moved from providing print only collections to a frenzied installations of ezy proxy to provide access for subscribed databases. In another instance, Marcoux (2012) discussed how teacher librarians can integrate technology into practice. Discussing the role that smart phones, tablet PCs and other portable computing devices should play in the classroom, She said that "educators have the responsibility to determine how best to use various technologies, in what capacities and also when not to use them". She argued that teacher-librarians should provide leadership in the use of technology in teaching and learning. "Librarians must not simply be the wards of technology. We must have a new worldview. We must actively seek out new technologies and become the experts" she advocated. Issues seem to fall in the lack of teacher librarians' technology competencies as compared to students who fit the digital native profile.

Due to this transformation and the lack of formal technical qualification among librarians, it is not highly surprising that many find their job responsibilities demanding and strenuous. This paper serves as a preliminary background into the nature of librarians who are supporting library operations through the application of technologies in academic libraries. It is based on a study conducted by Engard and I Gordon (2012). The focus is on systems librarians because they are in a better position to see issues that relate to the overall implementation and management of technological resources within the organisation. The study then discusses several strategies to cope with technologies.

METHODOLOGY

Since technology is interwoven into library operations, systems librarians are essential in ensuring that technology always serves the needs of the institution. If a library lacks systems supports or lacks librarians who are able to interface with its IT department, technology may fail to meet institutional needs. As such, it would appear that systems librarians are an integral component in ensuring that institutions are able to cope with technology. In view of that, an online survey was distributed to systems librarians from more than 15 academic libraries involved in the management of technology in the library. They were required to fill in a questionnaire consisting of ten questions to get an insight on how librarians manage and interact with technology. The questions sought information in areas such as job titles and responsibilities, qualifications, IT skills that they wish were taught in library schools, skills they use as a librarian to perform systems duties effectively, percentage of systems responsibility, technical support resource and the ups and downs of running technology in the library.

FINDINGS AND DISCUSSION

It appears that job titles of those assigned to work with technology in libraries vary from library to library. A random sampling of titles from the systems librarian survey results in labels as diverse as Senior Deputy Chief Librarian, Head of Systems and Information Technology Division, Head of Automation Development, Head of System and IT Unit, E-Resources Librarian and Librarian.

About 50% or more respondents are saying that 70% of the working time is devoted to systems responsibility including automation support, help desk, computer training, troubleshooting and web development. Table 1 shows the percentages of respondents with related responsibilities. It is worth noting that at some libraries a systems librarian will personally perform all these duties while at others he/she may handle some of them directly, delegate and coordinate others and facilitate the process in yet others.

Table 1: Respondents with related responsibilities

No.	Responsibilities	%
1.	Webpage design and maintenance	80
2.	Liaison between library staff and computer services staff	80
3.	ILS maintenance and automation migration, upgrades and training	75
4.	Staff and patron technology training	65
5.	Writing/reviewing requests for proposals and required system specifications for vendors	60
6.	Desktop publishing for inhouse publications including brochures, posters, banners etc	55
7.	Computer hardware & software selection, installation, purchasing and troubleshooting	50
8.	Electronic resource selection and implementation Including Database vendor liaison	50
9.	Project management	50
10.	Managing library social network presence	45
11.	Inhouse Database development and programming	45
12.	ICT Help desk functions	40
13.	Creating technical documentation	35
14.	LAN and/or wide area network administration and security responsibilities including router, wireless, proxy server and firewall configuration	25
15.	Computer programming	20

Respondents were then asked what they wish they had learn in library school that instead have had to be learnt on the job. IT management and web development were ranked highest at 31% each followed by programming at 27%. Others include ICT project management and digitization, troubleshooting hardware and software problem, database creation and maintenance as well as data centre backup and recovery.

When asked how they use their skills as librarians to perform systems duties effectively, 27% said that they have better knowledge on how information is organised and the ability to communicate with other staff and patron on library issues which are technically related, 24% said the ability to search for information effectively and 19% on broad professional network. This is commendable because core principles of librarianship would be used to communicate with all library constituents and determine

how technology could be used most effectively. This includes communication to bridge the gap between techies and nontechies; communication with library patrons to ensure their needs are being met by the current technological environment; communication with library staff and patrons when training, providing technical support or creating documentation with library's administration to ensure they understand the importance of funding technology and training; and communication with software and hardware vendors to convey the library's unique needs and existing technological environment.

In the *Accidental Systems Librarian*, Gordon has suggested that specific technical skills can always be acquired. To succeed, what is more important is the openness to learning, capacity to embrace and facilitate change and foundation in the principles of librarianship.

The study shows majority of the systems librarians (65%) are relying on online information for tech support while 15% are in favour of IT training and assistance from vendors with only 5% on their colleagues.

Demands of systems librarian such as knowledge of library automation, computing and networking are too disparate and no one could possibly be expected to function adequately in all arenas. It is interesting to note however systems librarians tend to flourish in this environment and find satisfaction in the very thing that causes stress. When asked what they like most about systems work, 31% said because of the challenge, 25% said they like being able to troubleshoot, 21% it is never boring and 19% said they get the change to conduct analytical work. Similarly, when dealing with technology librarians found heavy and risky responsibilities the most frustrating (40%), both having to cope with change and having to learn very fast at 15%, meeting deadlines, low pay and lack of recognition, lack of IT knowledge and slow response from vendors all at 10%.

RECOMMENDATIONS

While there is no right or standard formulae that can suit every institution, the followings are suggestions derived from recent literatures which can serve as a guide on how to stay on top of emerging technologies.

1. Knowledge is power

Know the technological environment of the library, the goals of the institution and the needs of users. Decision makers must carry out an internal audit of what is currently being delivered, the way in which this is being done, and if it meets the institution's vision. Acquire the knowledge necessary to support the technology effectively and to extend the knowledge to improve users' interaction with technology.

2. Know your limits

Know precisely what the organisation and people are capable of and what level of change they will accept before deciding whether change is both necessary and realistic. It is recommended that the impact of these changes are evaluated. No change is without risk or disruption, so ensure that you have assessed this against the expected benefits.

3. Stay in control

Despite the numerous changes taking place in the world of technology, it is important that ultimate control is retained and to work responsibly. This is easier said than done especially when change involves the cloud or multiple consultants and contractors. If a project is spiraling out of control then there is a need to question whether the change should take place or whether it is done in the best way. Ensuring that current location and destination are known as well as limits and responsibilities before

investigating new technologies is an important starting point and one that can be built to make a positive change for the organization.

4. Read

- i. The most important thing that can be done is to read both print and online on technology. It does not have to be overwhelming. Skimming headlines can be useful on its own to discover new terms and product names.
- ii. Set aside time to read everyday. Have a professional reading schedule and change the sources for what is read.
- iii. For an in-depth analysis or overview on maturing technologies, refer to trade journals such as *Library Journal* or *Library Trends*.
- iv. Watch out for the cross functional world of the digital humanities as it is closer to the cutting edge. The exploration of computing and humanities frequently examines up and coming technologies that will have an impact on research, teaching, creation and preservation.
- v. Use social media and create professional social media accounts on Facebook, Google+, Twitter and follow tech specialists on Blogs,

5. Play

- i. The only way to learn a new tool is to use it and play with it. Playing with technology opens up to seeing the possibilities of how it can be useful to oneself, the library and its patrons.
- ii. Whenever possible get a piece of technology and see how it works. Start pushing buttons and see what it can do.
- iii. Write about it in blogs, emails or simply jot down one's own thoughts. The more we talk or write about what we have experienced, the more we have learned.
- iv. Communicate effectively with others in the institution. Keep the audience in mind and do not inflict excessive jargon on nontechnical library staff and do not overload with extraneous information.
- v. Informal one-on-one conversations to formal training classes.
- vi. Create regular newsletter or blog of technology tips for staff.
- vii. Create tip sheets and brochures describing various aspects of the library's computer technology that public services staff could hand out to patrons and refer to when assisting library visitors.
- viii. Create a "what's new in computers" that staff can run on their own PCs. Publish these guides online and make sure they are searchable. This way they will help both the new and existing staff in finding answers.
- ix. Send emails on how to accomplish specific tasks.

6. Teach

- i. Teach others about them. After reading, playing and understanding a new piece of technology, offer to run a workshop about it for the staff or the public.
- ii. Research a little, read a few articles or books and read what others are saying about the technology.
- iii. Listen to questions asked during sessions or class as this may provide ideas for the next marketing or promotional segments.

CONCLUSION

As mentioned earlier, this study provides an overview of librarians who are responsible of technology in a library setting. More investigations need to be carried out to identify the level of technology competencies of other librarians within the same organisation. Everyone working in libraries today is

part of a technological revolution whether they want to be or not. As such, an assessment of competencies is necessary to ensure all librarians have basic capabilities with technology.

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Online Information Services Model: Adopting and Aligning Technology with Our Competencies

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Abstract

Since the evolution of information and communication technologies in the past decade, most libraries and librarians have experienced the widespread embracement of Web 2.0 technologies and the pervasiveness of mobile devices in their discussion on data management today. It has always been a challenge for librarians to keep up-to-date with the technologies. But, it has never been an impossible mission for most librarians who have the passion for building and developing online information services for the community and these are also the current challenges faced library vendors (or partners). On the other side, there are online information providers such as Google which keeps on changing their business model and possessing strong financial support to improve their online services. Amazon is another example and a possible alternative to the library industry. Where do the libraries and librarians stand within the online information services industry, especially, in addressing the questions related to coping with technologies to improve the online information services model that the library's management needs to keep up-to-date with. This paper discusses the challenges from the point of view of a young librarian with experiences in librarianship, being a vendor and an entrepreneur who builds information portals for the communities. In addition, this paper will also share some frameworks that are taught in libraries and library schools that have been adopted to meet the needs of its users and clientele as well as employers of library school graduates. It is through the "awareness-knowledge-experimentation-immersion" educational paradigm that has guided successful librarians to step out of their comfort zone into the competitive industry. They learned to progressively cope with the technological knowledge and economics of the industry. It does not matter if the knowledge is from an open source, proprietary, outsourced or in-house system. They have learned to build a versatile, scalable library especially as an online information service for the community to adopt, embrace, engage and utilise. Hopefully, the issues that will be discussed in this paper will help some of the future librarians to grow.

Keywords: Library and information science; Librarians; Knowledge; Personal development; Information technology

INTRODUCTION

The world has crossed into the second half of 2015. It seems only yesterday when most librarians were still discussing about the adoption of social media, Web 2.0 or even Library 2.0 as part of their information services. In 2008, Foo and Ng discussed the impact of Web 2.0 and Library 2.0 on the information landscape that librarians have to face especially the the challenges in revolutionising their online information services. They have also highlighted a number of examples of Web 2.0 applications that the libraries have adopted. They also discussed the library schools' responses in educating information professionals to meet the needs of this emerging new age libraries at that point of time. Prior to this, Al-Hawamdeh and Foo (2001) investigated the competencies and skills set of an information professional needed to perform and contribute to the information economy in the next five years. The library profession was addressed and acknowledged as one of the key contributions to the growth of information economy, especially for the community to appreciate the cultural institutional

values and build a knowledge contributing society. In addition, current structures such as competencies and skills set are needed for everyone to perform a task for any organisation so as to stay at a competitive edge in the commercial organisation. This boils down to the question of coping with technology.

The task of building and developing a library has moved way beyond that of just a service desk with shelves of books and computer terminals for access. With the advent of today's information communication technology, most libraries in the world have shifted their information services to support the net generation today (Oblinger and Oblinger, 2005). When the discussion focuses on the past operations, systems like the library management system was the only primary challenge. At most, the library management system will consists of only a few modules such as the Online Public Access Catalogue, acquisition module, patron module and financial system (where payment for fines and monitoring the acquisition of resources are the only tasks a librarian needs to handle and support in the daily running of the library). In addition to this, in order to enhance its services, the library will have a number of library terminals for their patrons to use or surf the net. This is the scenario that most librarians have experienced back in the 1980s and early 1990s.

Today, most libraries are a few steps ahead. More information systems are added to scale up and enhance the operations of online services. For example, additional systems are added such as web discovery services, link resolvers, content management system, customer relationship system (to support frequently asked question) and many other interactive systems including those needed to support the operational works. Due to this, a number of challenges arose such as resources, manpower, knowledge, time and budget. Apart from these challenges, there are external factors in which the librarians need to justify and request for to their management. In most libraries, the management always has the old perception and does not see the library as an asset that can be aligned strategically to support the business operation of the organisation. Thus, libraries face a slow growth in this landscape and have to look to other alternatives to raise the bar within the online information service.

Sailing The Rough SEAS

Similarly, in other industries, especially the online or digital industry, according to Porter's (2008) findings, there are always these five competitive forces that either shape or destroy the strategy of the business model (or services). For example, in a library's model, librarians need to be aware and factor in threat of a new entry, supplier power, threat of substitution, competitive rivalry and purchasing power (Figure 1).

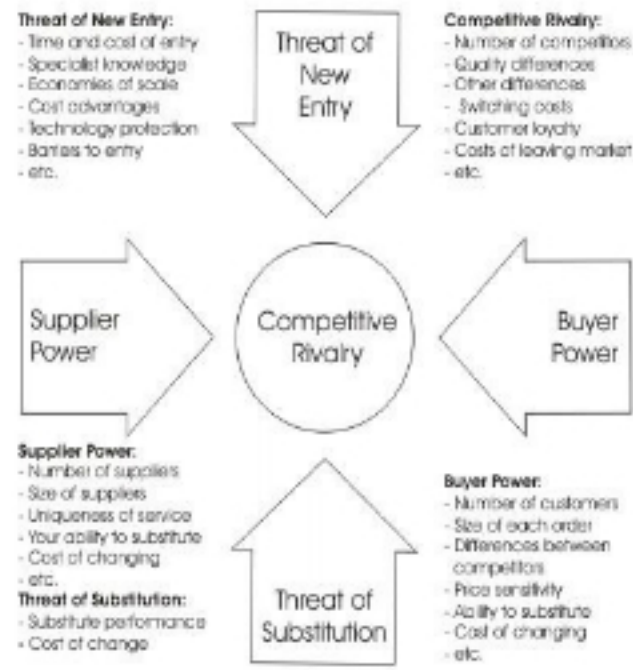


Figure 1: Porter's five forces

Lateral to the library's model, online books sellers, music service providers, data providers and many other information providers are frequently changing their service model in order to remain competitive and sustainable. This move can be observed in providers such as Google, Amazon Books and many others (Hartman and Mullen, 2008; Norris, 2006; Bell, 2002). This will further influence the publishers to change their online service model and they will remain competitive by offering the libraries a better service model. As a result, the costs of products and services will increase and the focus will have to be on building the collection (Anderson, 2013). In addition, most libraries will continue to face challenges as they deal with inadequate budgets, where their work has become more complex (Breeding, 2013). From Porter's model (Figure 1), librarians are able to draw out a strategic plan and understand which systems, applications and tools are the best for them. This is possible for growing or building a competitive yet scalable technology that will aid the online information system.

Librarians can also look at the Henderson and Venkatraman's (1993) IT strategic alignment model. The model is defined in terms of four fundamental domains of strategic choice namely business strategy; information technology strategy; organisational infrastructure and processes; and information technology infrastructure and processes - each with its own underlying dimensions.

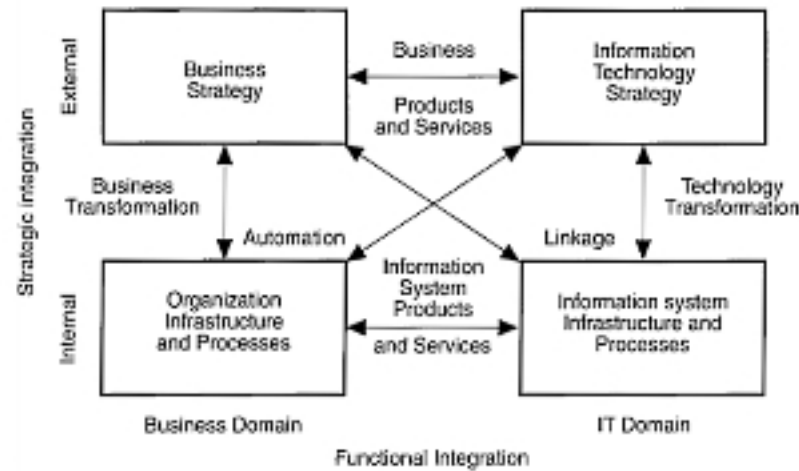


Figure 2: Strategic IT alignment

Further, librarians can be encouraged to look into the Henderson and Venkatraman's (1993) IT strategic alignment model. The model is defined in terms of four fundamental domains of strategic choice: (1) business strategy, (2) information technology strategy, (3) organisational infrastructure and processes, and (4) information technology infrastructure and processes - each with its own underlying dimensions. Strategic alignment models are usually used in aligning the business, IT, organisation strategies and information system infrastructure and processes to ensure that there is a strategic and functional integration. This approach, the information technology of the organisation is able to scale up and sustain to support the business (Henderson and Venkatraman, 1991). On the other hand, librarians are aware that in a long run more applications will be added to support the evolving user's demand in using library's online information services. And, it can be seen today in building a library's online information services.

This will lead to the Tallon and Pinsonneault (2011) conceptual model. In this model, librarians need to adjust strategies accordingly to meet the objectives and move towards the vision and mission.

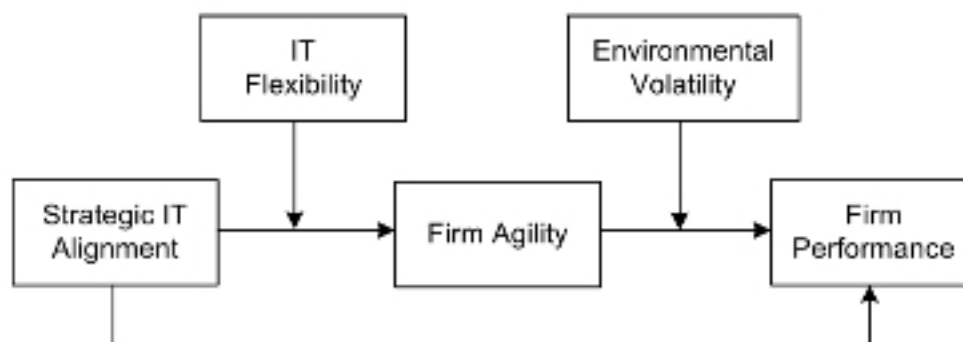


Diagram 3: Conceptual model flow for IT adoption

The knowledge needed to build a digital library is beyond the traditional abilities of a librarian. It has evolved tremendously and there is a requirement for a in-depth knowledge in information management, technology, usability, functionally and legal issues. This is challenging to most librarians as we serve the digital native or next generation.

AT A GLANCE Open Source

Many developers have developed web applications or systems using the open source software (OSS) for a number of successful online information services. Libraries also tend to look and investigate into the practice of adopting OSS. Additionally, OSS applications tend to be collaborative in nature and there is a blurring line between rapid and agile proto-typing

The Free Software Foundation (2015) defines OSS as:

“... the term “open source” software is used to mean more or less the same category as free software. But, it is not the same class of software, where they accept some licenses that consider too restrictive, and there are free software licenses they have not accepted. However, the differences in extension of the category are small: nearly all free software is open source, and nearly all open source software is free” (Free Software Foundation, 2015).

This is the difference that every developer should be aware of about OSS. There are a number of benefits in using OSS (Bonaccorsi and Rossi, 2003; Hecker, 1999; Hippel, 2001; Noyes, 2010) such as:

- i. Software does not depend on any specific hardware or operating system platform to function.
- ii. With OSS, people can have any number of copies of programs on their machines, at home or at work.
- iii. Since source code is available, one can customise the software as per the requirements.
- iv. It is possible to incorporate the software into another program to perform new functions.
- v. If the user base of open source is large, it can sustain in the market for a long time.
- vi. Since developers working for open source are spread across the world, its development does not depend on any single person/community. Hence, new release versions can frequently be made available to the community.
- vii. There is large community of people who work on popular open source. Hence new versions of the OSS are regularly available to the community.
- viii. There is a group of community who can provide support through mailing lists and internet relay chat centers to get quick answer to any problem/query.
- ix. Since it is open source, there is no data loss as well as with open standards/formats. Hence, it is easy to retrieve data for future.

There are also drawbacks of using OSS (Dahlander and Magnusson, 2005; Pearlson and Saunders, 2004), such as:

- i. Lack of formal support and training that a commercial software package offers.
- ii. Often software support is provided only through mailing lists and discussion forums.
- iii. Installing and maintaining OSS generally requires a technical knowledge than that required for commercial software.
- iv. OSS are also not known for ease of use as the focus is usually on functionality

Open source, proprietary or cloud software

It is challenging for librarians to choose either open source, proprietary or cloud software. These are also known as the type of license for computer software. Each license has its own strengths, challenges, opportunities and threats upon adopting them to be part of the library architecture system. The frameworks mentioned in this paper are guides to a simple and initial step of adoption before moving to a scalable system. There are some of the best practices that are carried out by IT project managers to

build a meaningful online information services strategically as a part of a construction IT portfolio for their library IT architecture.

On PC World's website, Jackson (2011) reported that Redmonk analyst, Stephen O'Grady said that "A lot of software innovation today is being driven by organizations that aren't in the business of selling software, which means that a great deal of it is open source" and "Proprietary software's role as the primary innovator in the market is, effectively, over." On the library's front, more library IT vendors are either building or revamping new platforms to be integrated as part of the library's online information service model for the past five years. Vendors like EBSCO, Ex Libris, Proquest and others are introducing web discovery platforms to enhance the experience of searching and retrieving the library's collection for the end user. Breeding (2015) in the Library System Report noted that the library management system such as SirsiDynix, Innovative Interfaces, Inc and OCLC are still at the frontier of innovation for library management systems and a preferred choice by most libraries..

One of the shifts in the landscapes is the trend towards hosted services or better known as cloud computing. The positive advantage in this shift is it frees libraries from worrying about the technical component of system administration. Furthermore, libraries are increasingly expecting web-based interfaces that eliminate the overhead of installable desktop clients that supports efficient and ergonomic workflow. The technology vendors will also be able to incur lower costs per library in providing enhanced revenue. In summary, librarians really need to work out the model license to adopt. There are no strict rule that stipulates that a library has to have one type, but a hybrid approach is recommended if the competency and cost evaluation matters most.

Open source software and Meeting the needs

Adopting OSS as part of the libraries' infrastructure is not an easy task. There are a number of competencies and skills set that a librarian need to observe or has in them. Al-Hawamdeh and Foo (2001) noted that these competencies are much more applicable and relevant today for most librarians. In order to identify further, where meeting the needs in understanding OSS, librarians should not only focus on the segment on tools and technology but they have to be everything that is mentioned and illustrated.

Furthermore, Foo and Ng (2008) also emphasized that these elements has to be introduced in library schools to equip future librarians with a certain level of knowledge awareness. Otherwise, future librarians will have to compete with students from the computer science or information technology domain. This can be observed now where a computer science graduate is able to build an online information service model that is as similar to that of a library's online information service model. With the introduction of social entrepreneurship, the competition is greater for the library science graduands.

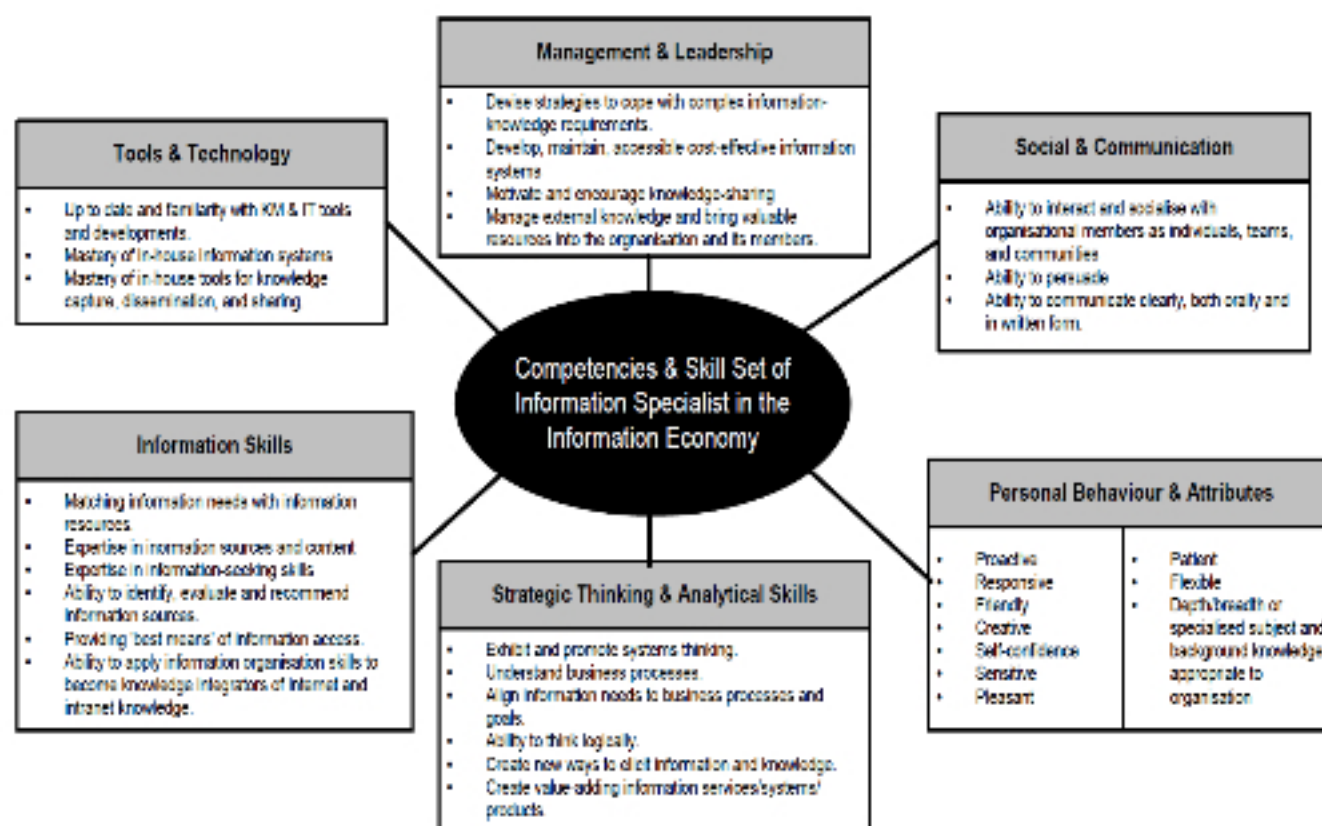


Figure 4: Competencies and skills set of information specialist in the information economy

Apart from this competencies and skills set, librarians also need to know about traditional system administration. Open source is not only about the software but is extended to the server architecture and much more. In terms of cost evaluation, a number of hidden costs and knowledge has to be explored before one really decides to adopt open source. This is a challenge but it is not impossible to deliver and achieve. Many entrepreneurs start to build their online information service from scratch using the methodology adopted from best practices in library and information science.

One example of this is the Doctorate Support Group which started out with an initial interest of postgraduate students to share about scholarly communication and the challenges they face as students. Topics such as finding scholarly materials, using scholarly tools to aid their research, getting in touch with each other, helping and advising are the main focus of the group. Today, the group has over 40,000 members across globally with most of them coming from Malaysia. The founding team members have expressed the need to build a portal to host and facilitate this initiative with a resource library of research expert, learning materials and also alternative library material that harness on open access knowledge. It was a challenge for the founding team members until a trained librarian stepped forward to aid the initiative and bring it to another level. The portal is still in active construction as it begins its journey with minimal funding or backing. The portal can be accessed at <http://dsgportal.org>. This was developed and built using the knowledge approach (or framework) discussed in this paper. The best way to cope with technology is to use this approach but it is also possible to consider the proposed chain of learning paradigm or journey (Aharony, 2011; Aharony, 2008; Foo and Ng, 2008) as shown in Figure 5.

Awareness → Knowledge → Experimentation → Immersion

Figure 5: Knowledge flow framework

The awareness of the application or software has to be built into the librarian's domain knowledge. This is followed by using knowledge to look for required resources and then the experimenting with the application through trial and error. Once success is achieved or meet one's expectation, the software is deployed and the librarians bring it forward to the end users to gather their insights and feedback. It is a lengthy process, but the level of satisfaction is there.

Moving forward

The challenges in adopting OSS are high when compared to others. It might or might not be cost saving solution depending on the framework that has been adopted. This will open up a number of studies on the applications adopted in the online information services for library from different aspects. Moving forwards, the study or discussion should not stop here but has to evolve and give a better understanding on how coping with technology can be carried out via best practices by the librarians

Conclusion

There will still be a market for OSS for library applications. Either the librarians or the entrepreneurs will pick it up and integrate it as part of their online information service model to serve the community. Before embarking onto this journey, librarians need to be aware of the best practices that have been shared and discussed here. Generally, most librarians can be seen as trying to cope with technology, but there must have a firm based model for them to experience the journey. In this way, it not only will portray their expertise as librarians but they will also be characterised with the characteristics of entrepreneurs who are able to decide, recommend and implement certain valued added technology and services to align with the operation of the library's online information model.

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CATALOGUING AND COLLABORATING IN THE AGE OF EMERGING TECHNOLOGIES

Geetha Albert

Director

Knowledge Connections Sdn Bhd

Abstract

Lean budgets force organizations in particular the libraries who are cost-centres, to devise strategies that make the very most of the resources available. With the abundance of evolving technological innovations and the variety of information that is becoming available to the customer, competitive pressures will continue to intensify for libraries to constantly improve their systems and processes.

Development and use of information technology (IT), in particular the latest online cataloguing tools and techniques, enable library professionals in enhancing their delivery systems. In order to ensure library professionals are able to cope with changes in the technological environment, it will be critical to re-think and re-assess these tools and develop competencies to ensure operational efficacy. Survival and success will depend upon the library's adaptability, innovative skills and flexibility. This, in turn necessitates continuous engagements with a knowledge sharing community to ensure they are abreast with the latest techniques, practices and work-around, the 'cutting edge' element that is critical for libraries to sustain and be relevant to their patrons.



CONFERENCE PAPERS

Session 4: Leadership

Chairperson: Rashidah Begum Fazal Mohamad

LEADERSHIP AND NATIONAL DEVELOPMENT: THE ROLE OF THE NATIONAL LIBRARY IN TRANSFORMING LIBRARIES

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DEVELOPING LEADERSHIP SKILLS AMONG LIBRARIANS IN ORGANIZATIONS

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Abstract

Being a leader can be a very humbling experience. Taking the helm of an already well-established public library and developing leadership skills among librarians while one's self is not a librarian is a great challenge. The rebranding of Selangor Public Library is an opportunity to meet that challenge head-on, and its processes, the subject of this paper.

Keywords: Leadership; Leadership skills; State library; Selangor

TRANSFORMING LEADERSHIP IN LIBRARIES THROUGH AN INNOVATIVE AND MOTIVATED WORKFORCE

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ABSTRACT

Creating an innovative and motivated workforce has never been more challenging for leadership in libraries. Demands for services frequently outstrip the resources—money, time, and people—that are available. Librarians look for more effective ways to make their voices heard as priorities are set organisation-wide. And the constant expectation that they will provide articulate, effective leadership too often creates stresses in both their personal and professional lives. This paper attempts to examine two key questions : Firstly, how well-positioned are Libraries in organisations to meet current and future challenges? It will look into insights needed to help libraries respond to a rapidly-shifting landscape. such as how to think strategically—about emerging needs of users, about changing expectations of library staff, about new technologies, and about the long-range plans for the library within a larger institutional context. Lastly how effective are librarians own leadership by looking at deepening their insights and broaden their repertoire of useful approaches to leadership.



RAPPORTEURS REPORTS



RAPORTEURS' REPORTS

1. PRE-CONFERENCE WORKSHOP - 13th September 2015

Rapporteurs:

Ms. Annur Thahirah Abd. Hadi

Ms. Vijayalatchumy Maruthaveeran

The Pre-Conference Workshop was held on 13 September 2015 at Pullman Kuala Lumpur, Bangsar with the theme Social Media in the Library. It was facilitated by Mr. Ahmad Faizar Jaafar and Ms. Yusrina Abu Bakar and the participants were from various libraries throughout Malaysia.

Mr. Ahmad Faizar Jaafar, started the Workshop by introducing the background of social media usage in Malaysia. He also introduced the various initiatives developed by local and International universities and bodies through the integration of various Web 2.0 tools.

He also said that requests for training made from numerous institutions were focused on the management of social media tools with regards to required manpower and task delegation, and the development of service policies. He also highlighted the various initiatives developed by his organization namely:

1. Use of instant feedback tools such as the Telegram and Wechat in assisting users such as virtual guidance in book searching.
2. Provision of a centralized chat service
3. Enhancement of the role of virtual librarians as reference librarians through the usage of social media tools due to familiarity of users with the tools.

Mr. Ahmad Faizar Jaafar also emphasised on how the evolution of social media can help the library to better communicate and get involvement from the campus community especially in providing information above and beyond oral and text.

At the end of the Workshop, the participants were able to get a better understanding of the use of social media by the library.

2. KNOWLEDGE CAFÉ 14th September 2015

Rapporteurs:

Ms. Annur Thahirah Abd. Hadi

Ms. Goh Sok Boon

The Knowledge Cafe was held on 14 September 2015 as one of the sessions for the Conference. It was attended by all the participants of the Conference and was facilitated by a group comprising of Dato' Dr. Zaiton Osman, Ms. Geeta Albert, Mr. Mohd Fauzi Aminuddin, Mr. Nor Takrim Ibrahim, Ms. Maimunah Kadir and Ms. Hasnita Ibrahim.

For the Knowledge Cafe, the participants were divided into four groups and a further division of five smaller groups within the four groups. Each of the four groups is given a name and a topic to discuss namely:

Group 1: Academic Libraries

Topic: The role of Librarians towards Promoting Research Activities.

Group 2: Public Libraries

Topic: The role of Librarians in Providing Community Services.

Group 3: National Library

Topic: Leadership and the National Development: the Role of the National Library in Transforming Librarianship.

Group 4: Special Libraries

Topic: Information Consolidation and Repackaging

Each group was led by a facilitator known as the Subject Matter Expert and he/she was assisted by a Knowledge Cafe Documenter. The Documenter's task includes identifying key points of the discussions and capturing questions, answers, concerns, feedback as well as ideas generated from the brainstorming session and the decisions reached.

Reports from the Documenters can be found at the link: <http://www.ppm55.org/wp-content/uploads/2015/05/Knowledge-Caf%C3%A9-agenda.pdf>

3. CONFERENCE: 14th September 2015

I. KEYNOTE ADDRESS BY AARON MOKHTAR

Rapporteurs: Ms. Annur Thahirah Abd. Hadi
Ms. Goh Sok Boon

Mr. Aaron started off the Keynote address with looking back at Internet access in the 1990s and early 2000s and how as humans we adapted to the technology changes that follows the advancement of the power of the internet nowadays, which is the speed. He then raises the question about the value and place of the librarians in an age where there is easy access and an abundance of information for the younger users.

Mr. Aaron then clarified that he and his company's aim is in fact more focused in securing the human, as in regards to technology people usually will find a way to be more skilled and adapted to it. As such, making sure that a user understands and takes the necessary precautions in ensuring the safety of information that we get or disseminate online is and should be a major concern to educational institutions.

He also highlights some initiatives that CyberSAFE Malaysia had done to achieve that aim such as CyberSAFE in School in collaboration with digi© and the Ministry of Education by training school teachers. Mr. Aaron also describes how everything around us, such as appliances and household plants is already connected to the internet. As such, we could expect a more wide and interactive application of the internet out of the computer and smart phones.

Self-regulation especially for younger users is very important in regards to unlimited internet access as not only to makes sure there is monitoring on the content, but also making sure that harmful viruses and programs can be detected before any corruption of personal computers or devices can occur.

The speaker also emphasizes on the fast advancements of the communication devices, the different generations responding and adapting to its capabilities and how it has affected our way of thinking, teaching and learning methodology and lifestyle. Therefore, users need to be more aware of password and locking rules as well as making sure that instant synching to any internet and information sharing sites is being done consciously and with awareness.

Mr. Aaron closes the session with the reminder on ethical sharing of information and information privacy, which is really important especially when you have sensitive and confidential organizational information to be considered, with a thanks to all of the participants for their attention.

II. 2. SESSION 1: DEVELOPING LIFE LONG SKILLS VIA LIBRARIES

Chairperson: Ms. Putri Saniah Megat Abd. Rahman
Rapporteurs: Ms. Goh Sok Boon
Ms. Annur Thahirah Abd. Hadl

PAPER 1: Developing Life Long Learners: The Role of the Academic Liaison Librarians in the International Islamic University

Dr. Basri Hj Hassan

The speaker discussed the fact that librarians in tertiary education have a common goal of providing learning opportunities to their library clients. Academic liaison librarians work with academics, researchers and students to help them achieve their teaching, learning and research goals and are now tasked with developing lifelong learners to face the challenges posed by the digital revolution.

PAPER 2 : Newspaper and Information Literacy in the New Social Media Environment: The Convergence of Literacy Concepts and Practices in the Development of Competencies for Long Learning

Mr. Idris Rashid Khan Surattee

The speaker highlighted the libraries' role in developing their capacity to create opportunities for self-driven learning through interest driven activities. He also discussed the importance for libraries to assist our users to leverage on the new learning ecosystem. The level of library integration with the business of the parent organizations and its capacity to mobilize both internal and external resources through its social capital will determine its capacity to create such learning environment for its users.

PAPER 3 : My Library at Sutera Mall: A Library with a Unique Backdrop

Ms. Zahra Al-Juneid

This presentation is based on a unique model of a community/public library set up in the state of Johor in Malaysia. My Library in the Sutera Mall Shopping Centre is a corporate social responsibility project of the Tanah Sutera Development Sdn. Berhad (the owner of the Sutera Mall, a private limited company based in Malaysia and deal in properties). The presenter also goes through the process of the library development from the conceptualization of the idea to the preparation for the physical and other set up of the library which covers a compressed timeline made possible only through innovative system and creative ways of doing things differently from the given norms in a typical library development project.

QUESTIONS AND COMMENTS

Ms. Putri Saniah Megat Abdul Rahman mentioned that with the new environment that libraries are in, there are sure to be challenges. She brought in the points made by the keynote speaker in his address which included the importance of librarians utilising the current personal technology to the benefit of the library and its user in spite of compromising on online safety and privacy rights.

Mr. Idris Rashid Khan Surattee highlighted a number of issues such as the greatest danger is not in the lack of safety online but the understanding of information in its context and intent. This is especially true in educating users on the appropriate use of collaborative tools.

III. PANEL DISCUSSION: CONTRIBUTING TOWARDS MALAYSIAN LIBRARIANSHIP

Chairperson: Ms. Maimunah Kadir
Rapporteurs: Ms. Annur Thahirah Abd. Hadi
Ms. Goh Sok Boon
Ms. Vijayalatchumy Maruthaveeran

Ms. Maimunah Kadir in her introduction highlighted the important role played by vendors and publishers in shaping the field of librarianship today. She also noted that libraries cannot develop their collections and services without them.

Ms. Susan Ooi stated that vendors are aware of the challenges librarians are facing with the access and availability of the internet versus how effective the library can contribute and the changing roles the library have to undergo. As a vendor, the assistance that they can provide in this changing world are, within a nutshell, by establishing teams to approach more libraries to collaborate in terms of information and library skills and how the vendors can help. Vendors also look at specific skill sets that the librarians can benefit from and by consulting with specialists from around the world; vendors can also bring the skill sets to local librarians.

Mr. Arun Venugopal talked about the possibility of academic authors tapping into the potential of open access journals and the funding that have actually went into open access publications by various bodies. He also clarified about Article Processing Charges (APCs) and what researchers and authors need to know about what services APCs cover for each article publication in open access.

Ms. Maimunah Kadir expressed her hope that future collaborations will continue between libraries. She also stated that **Mr Arun Venugopal** organizes trainings and workshops to help librarians and academics to publish more.

Mr. Jorg Vogler provided an insight into the different services and products available from Zeutschel Solutions that can help libraries expand their collection in terms of archiving resources and digitization.

Ms. Geeta Albert talked about the importance of knowledge and information sharing as well as looking into best practices through creating Communities of Practices (COP). Knowledge sharing can occur through mentorships, after action reviews and regular meetings but having a community of practices will ultimately encourage the creation of new knowledge and reduce the learning curve, thus helping everybody to perform better.

Ms. Maimunah Kadir hoped that participants should approach any of the panellists if they have questions following the session. She said that this session has in part highlighted the roles and contributions of vendors and publishers in shaping libraries for now and the future.

4. CONFERENCE: 15TH SEPTEMBER 2015

I. SESSION 2 : DEVELOPING COMPETENCIES FOR THE 21ST CENTURY

Chairperson: Dato' Zawiyah Baba
Rapporteurs: Ms. Ranita Hisham Shunmugam
Ms. Noor Hasanah Mohd. Hanafi
Ms. Annur Thahirah Abd. Hadi

PAPER 1: 21st Century Librarians at the Crossroads: Specialised Competencies Needed Dr. Saidatul Akmar Ismail

The speaker looked at the shift in library work processes with the advancement of the Internet and online technologies. These processes are necessary for the libraries of today to manage technology effectively. The librarians must also be able to discover opportunities for improving services by tapping into these technologies. The present situation is conducive for library services enhancement and transformation. The speaker also highlighted the need for librarians to appear within the society as a change agent.

PAPER 2: Trust and Authority in Scholarly Communication in the Light of Digital Transition: Embedding Practices and the Required Competencies for University Librarians Assoc. Prof. Dr. Abrizah Abdullah

The speaker presented the concept of the embedded librarian in relation to scholarly communications and the need for a set of competencies based on the findings of her research. She highlighted the importance of understanding the process from the author's point of view by engaging in the practice oneself and to partake in knowledge creation rather than simply providing information. Librarians need to perform self-assessment of current competencies and competencies they need to develop. She believes this call for academic librarians whose jobs involve supporting or conducting research or who has an interest in conducting research to develop their research competencies. Similarly, academic libraries need to source research training for their librarians.

PAPER 3: Changing Roles of Librarians and Information Professional in a Knowledge Based Society Ms. Judy Ng

The speaker discussed the move of the librarians' traditional role in a digital and knowledge based environment from an information provider to that of a knowledge provider. In the provision of information, the library professional provides "explicit" knowledge in the form of books, journals, reports and other related resources. In the provision of knowledge, the library professional provides intellectual output that involves analysis and evaluation of the information provided. She also stated that the emergence of new technologies also provides new opportunities and ways in which library professionals can deliver their services.

QUESTIONS AND COMMENTS

Dato' Zawiyah Baba asked the speakers how a librarian can become part of a research team.

Assoc. Prof. Dr. Abrizah Abdullah replied that based from her experience and her involvement with the Malaysian Citation Centre Project, librarians can be part of the academic team. She stated that librarians are qualified to do research especially Bibliometrics research.

Dr. Nor Edzan Che Nasir said that all librarians, regardless of the type of library they are in, are expected to have a set of competencies. She asked the speakers to define the competencies that a librarian should possess to face the cyber world.

Assoc. Prof. Dr. Abrizah Abdullah replied that librarians should make sure that resources are adequate and the services are suitable to the needs of the community. **Dr. Saidatul Akmar Ismail** encouraged librarians to blog and makes their skills and services visible to the community. **Ms. Judy Ng** said that skills should be developed in content and information assessment. Librarians should also be knowledgeable in digital content.

Dato' Dr. Zaiton Osman commented that embedded skills, research methodology skills and information gathering skills are useful for librarians. She asked whether librarians need subject knowledge, even in a more general sense, in order to provide a more accurate and significant service especially to the academics.

Assoc. Prof. Dr. Abrizah Abdullah replied that having subject knowledge is good but is not mandatory for the provision of effective services. She reiterated that librarians should have skills leaning towards research.

Dato' Dr. Zaiton Osman asked whether the speakers would recommend the inclusion of thinking skills into the library schools' curriculum. She opined that having subject knowledge actually helps in cataloguing and classification work.

Dr. Saidatul Akmar Ismail said that certain skills that should be embedded. As an example, the Faculty of Information Management offers information literacy courses in order to teach students to think critically. Research method and public relations courses are designed for the self-development of the students.

Dato' Dr. Zaiton Osman addressed the issue of how librarians could be more specialized.

Ms. Judy Ng replied that librarians need to do continuous training. They must be aware of the latest development in the library field such as familiarising themselves with the Dublin Core Metadata Initiative (DCMI) to manage metadata, adapting RDA to DCMI and publishing guides and manuals.

Ms. Shahidatul Afzan commented that students are exposed to various library practices but they lack experience and should be given an opportunity to practice. She asked in what way fresh graduates can be given a platform to do so. She also said that cataloguing is the basic skill that librarians should have and asked how the Faculty of Information Management in UITM promotes the new syllabus they have introduced and the movement from elective to compulsory courses.

Dr. Saidatul Akmar Ismail explained that students have to go for practical training and this is when they are faced with real library situations. The students should use this opportunity as best they can to gain experience. Library schools require students to enrol for the cataloguing and classification course since it is a major skill that students need to acquire.

Dato' Zawiyah Baba further commented that to become competent, librarians need to have experience.

Mr. Nasaruddin asked about the role of a librarian and whether to be a competent or a good librarian we need to improve the role of a librarian by discussing current issues, repackaging and

disseminating knowledge and also by showing users what we do. He asked how libraries can be marketed without being overly dependent on social media.

Ms. Judy Ng replied that librarians can talk about what libraries can do and go to where the users are but libraries have to realize that almost everyone is looking at social media. Librarians have to be actively involved with social media and be authentic in their communication.

Dato' Dr. Zaiton Osman commented that in 1993, the World Bank was actively involved in information repackaging especially for the oil and gas sectors. Coming out with pamphlets or writing about one's own resources in various subject areas can be an activity that the librarians can do. She stated that there is no harm in using social media but what matters most is access to information through library which takes the form of information repackaging and consolidation.

Dato' Zawiyah Baba further added that libraries should regard the use of social media as a good platform for the libraries to be in touch with their users and be relevant to them.

Assoc. Prof. Dr. Abrizah Abdullah mentioned that through social media, users access information through tablets, androids and other devices. Librarians can promote through multimedia and television such as Wanita Hari Ini, Malaysia Hari Ini and similar programmes. We can also promote through media social and would have a better impact.

Ms. Khaslah Zakaria asked when can a librarian embed themselves as a knowledge manager and do librarians need to become very fluid in order to see things from different perspectives, and how can we become better librarians like the librarians in Singapore.

Ms. Judy Ng answered that every little effort made would help. She said that librarians need to be strong, work towards getting the government's support, create a blueprint, try new concepts and disseminate better content.

Dato' Zawiyah Baba concluded the session by advising the audience to think about how we can be part of a research team rather than just a supporting member. She also stated that the audience need to think on how to utilize technology and how to transform as knowledge providers.

II. SESSION 3: COPING WITH TECHNOLOGY

Chairperson: Mr. Chew Wing Foong
Rapporteurs: Mr. Ranita Hisham Shunmugam
Ms. Noor Hasanah Mohd Hanafi
Ms. Annur Thahirah Abd. Hadi

PAPER 1: Coping with Technology in Academic Libraries

Ms. Zanaria Saupi Udin

The speaker presented several strategies that can be used to cope with technologies based on a study conducted by Engard and Gordon (2012). She provided an insight into the nature of librarians who are supporting library operations through the application of technologies in academic libraries. She then focused on the systems librarians since they are in a better position to see issues that relate to the overall implementation and management of technological resources within the organisation.

PAPER 2: Online Information Services Model: Adopting and Aligning Technology with Our Competencies

Mr. Hazman Aziz

The speaker discussed the challenges from the point of views of a young librarian with experiences being a librarian, a vendor and an entrepreneur who builds information portals for the community. He also shared several frameworks that are taught in libraries and library schools which have been adopted to meet the needs of its users and its clientele, as well as employers of library school graduates.

PAPER 3: Cataloguing and Collaborating in the Age of Emerging Technologies

Ms. Geeta Albert

The speaker proceeded to present the challenges faced by many organizations such as lean budgets that have forced these organizations in particular libraries that are cost-centres to come to terms with. She elaborated on how collaboration and best practice communities can help to devise strategies that will make the most of the resources available. She also said that with the abundance of evolving technological innovations and the variety of information available to the customer, competitive pressures will continue to intensify for libraries to constantly improve their systems and processes.

QUESTIONS AND COMMENTS

Ms. Noor Ashikin asked how do librarians continue improving skills and adapting to new technology when technology changes almost every day.

Ms. Zanaria Saupi Udin replied that this is done by conducting an assessment of the technology and of utmost importance is the initial assessment. Weak spots need to be identified and she suggested that PPM can take the initiative to conduct a survey.

Mr. Idris Rashid Khan Surattee asked whether games such as Warcraft can be used to teach competencies.

Ms. Zanaria Saupi Udin answered that play is important and we can start this in Malaysia if there is potential for it here.

Mr. Idris Rashid Khan Surattee raised the question on the role of Google and what are the services that the library can look into with regards to the data provided by the data developers.

Mr. Hazman Aziz answered that have been said refers to the entire framework and points to the fact that everyone wants to compete. Librarians should ride this wave strategically and serve the community as best they can.

Ms. Siti Sumaizan asked on the pull of the small and medium enterprises (SMEs).

Ms. Geeta Albert replied that especially in cataloguing, there are discussions in the forum and the opinions given are used to stimulate the environment. The cataloguers and practitioners had validated the SMEs. They will then codify in videotape and put this on K-Maya. The marketing will take up to 8 to 10 months depending on the domain.

Mr Chew Wei Foong concluded the session by stating that rapid technological advancement is required and you either copy or do your own. Knowledge management has to be relevant and its implementation must focus on ease of use.

III. SESSION 4: LEADERSHIP

Chairperson: Ms. Rashidah Begum Fazal Muhammad

Rapporteurs: Ms. Annur Thahirah Abd. Hadi

Ms. Noor Hasanah Mohd. Hanafi

PAPER 1: Leadership and National Development: The Role of the National Library in Transforming Libraries

Ms. Nafisah Ahmad

The speaker went through the National Library of Malaysia Act and explained the objective of the establishment of the National Library of Malaysia (NLM). She presented the various of functions of the NLM and its transformation plan with the five strategic thrusts. She also emphasized NLM's efforts in making sure the accessibility to NLM is provided as widely as possible. The speaker indicated the need for human capital development initiatives to support the strategic thrusts.

PAPER 2: Developing Leadership Skills among Librarians in Organizations

Ms. Mastura Mohamad

The speaker emphasized that being a leader can be a very humbling experience. Taking the helm of an already well-established public library and developing leadership skills among librarians while one's self is not a librarian is a great challenge. Leaders should look for inspirational examples and considers inclusion and building relationship with every level of staff to create a harmonized working space.

PAPER 3: Transforming Leadership in Libraries through an Innovative and Motivated Workforce

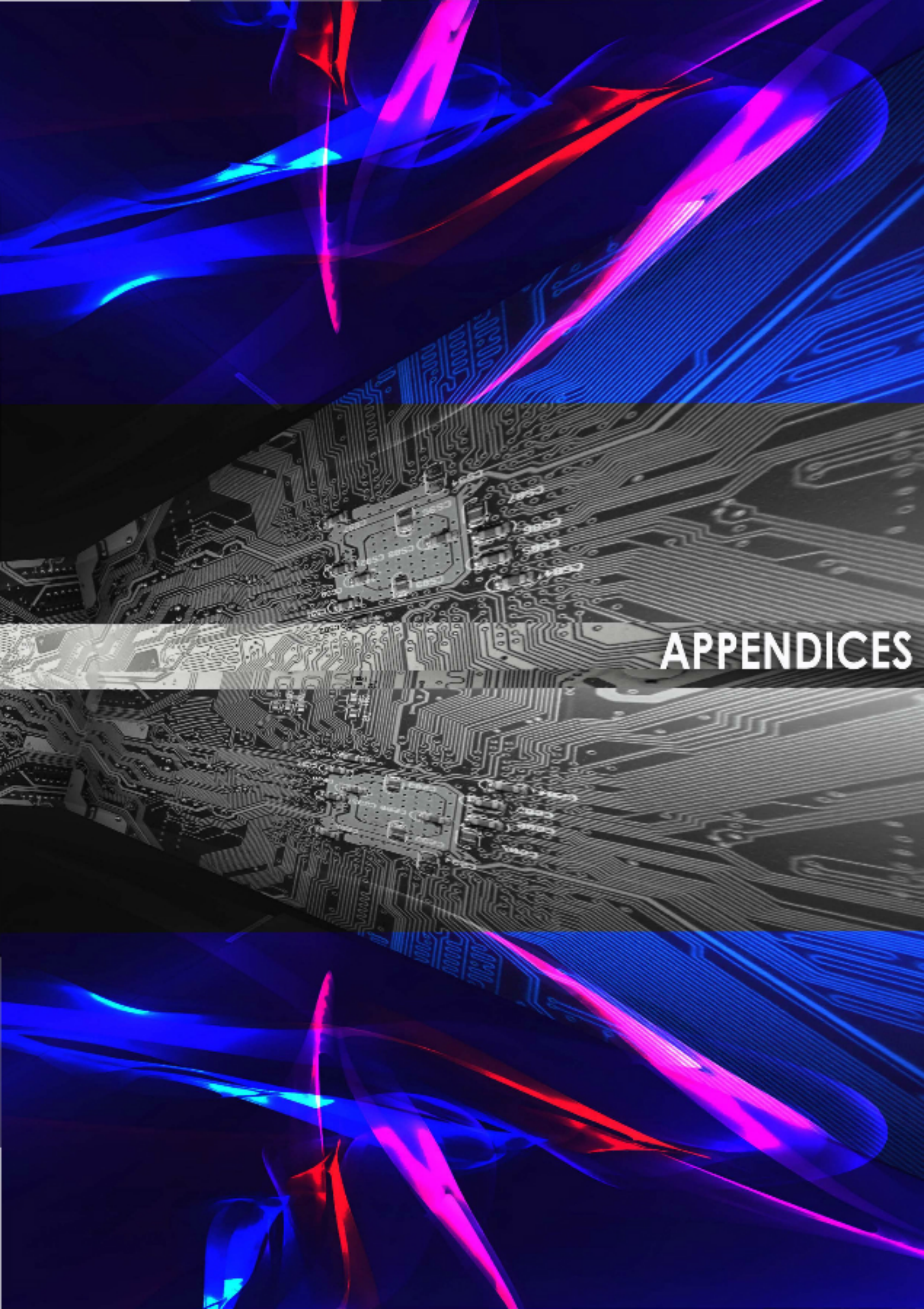
Mr. Azahar Mohd. Noor

The speaker stressed that librarians need to look for more effective ways to make their voices heard as priorities are set organisation-wide and the expectations are high. He said that effective leadership often creates stress in both our personal and professional lives and now, creating an innovative and motivated workforce has never been more challenging for leadership in libraries.

QUESTIONS AND COMMENTS

Ms. Mastura Mohamad stated that she was inspired by the management of PETRONAS Library's efforts and management.

Ms. Rashidah Begum Fazal Muhammad concluded the session with the hope that all the leaders who attended this session should be excited in implementing the useful tips about leadership that they have acquired today.



APPENDICES



CONFERENCE PROGRAMME

CONFERENCE PROGRAMME

13 SEPTEMBER 2015 (SUNDAY)

2:00 PM to 5:00 PM	Pre-Conference Workshop: Leveraging on Social Media to Enhance Library Services Facilitators: 1. Ahmad Faizar Jaafar 2. Yusrina Abu Bakar
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14 SEPTEMBER 2015 (MONDAY)

9:00 AM to 10:00 AM	Keynote: Aaron Mokhtar
10:00 AM to 10:30 AM	Tea/ Coffee break
10:30 AM to 12:00 PM	Session 1 : Developing Lifelong Learning Skills Via Libraries Chairperson: Putri Saniah Megat Abd Rahman Speakers: 1. Developing Lifelong Learners: The Role of the Academic Liaison Librarians in International Islamic University by Dr. Basri Hj. Hassan and Zaharah Abdul Samad 2. Newspaper and Information Literacy in the New Social Media Environment: The Convergence of Literacy Concepts and Practices in the Development of Competencies for Long Learning by Idris Rashid Khan Surattee 3. My Library at Sutera Mall: A Library with a Unique Backdrop by Zahra Al-Junied
12:00 PM to 1:00 PM	Panel Discussion: : Contributing Towards Malaysian Librarianship Chairperson: Maimunah Kadir Panellists: 1. Susan Ool 2. Arun Venugopal 3. Jorg Vogler 4. Geeta Albert
1:00 PM to 2:30 PM	Lunch break
2:30 PM to 5:30 PM	Knowledge Café Facilitators: 1. Maimunah Kadir 2. Hasnita Ibrahim 3. Dato' Dr Zaiton Osman 4. Geeta Albert 5. Mohd Fauzi Aminuddin 6. Nor Takrim Ibrahim
7:30 PM to 10:30 PM	Opening Ceremony and Dinner to Celebrate PPM's Diamond Jubilee (1955-2015)

15 SEPTEMBER 2015 (TUESDAY)**9:00 AM to 10:30 AM****Session 2 : Developing Competencies for the 21st Century**

Chairperson: Dato' Zawlyah Baba

Speakers:

1. 21st Century Librarians at the Crossroads: Specialised Competencies Needed by Assoc Prof Dr Sazili Shahibi
2. Trust and Authority in Scholarly Communication in the Light of Digital Transition: Embedding Practices and the Required Competencies for University Librarians by Assoc Prof Dr Abrizah Abdullah
3. Changing Roles of Librarians and Information Professional in a Knowledge Based Society by Judy Ng

10:30 AM to 11:00 AM

Tea/Coffee Break

11:00 AM to 12:30 PM**Session 3 : Coping with Technology**

Chairperson: Chew Wing Foong

Speakers:

1. Coping with Technology in Academic Libraries by Zanaria Saupi Udin
2. Online Information Services Model : Adopting and Aligning Technology With Our Competencies by Hazman Aziz
3. Cataloging and Collaborating in the Age of Emerging Technologies by Geeta Albert

12:30 PM to 2.00 PM

Lunch Break

2:00 PM to 3:30 PM**Session 4 : Leadership**

Chairperson: Rashidah Begum Fazal Mohamad

Speakers:

1. Leadership and National Development: The Role of the National Library in Transforming Libraries by Nafisah Ahmad
2. Developing Leadership Skills Among Librarians in Organizations by Mastura Mohamad
3. Transforming Leadership in Libraries Through an Innovative and Motivated Workforce by Azahar Mohd Noor

3:30 PM to 4:30 PM

Closing Ceremony

Certificate presentation - Program Sijil Pembantu Perpustakaan Modul 1-4 Siri 1/2014

Closing speech by Dr Nor Edzan Che Nasir, President of Persatuan Pustakawan Malaysia.



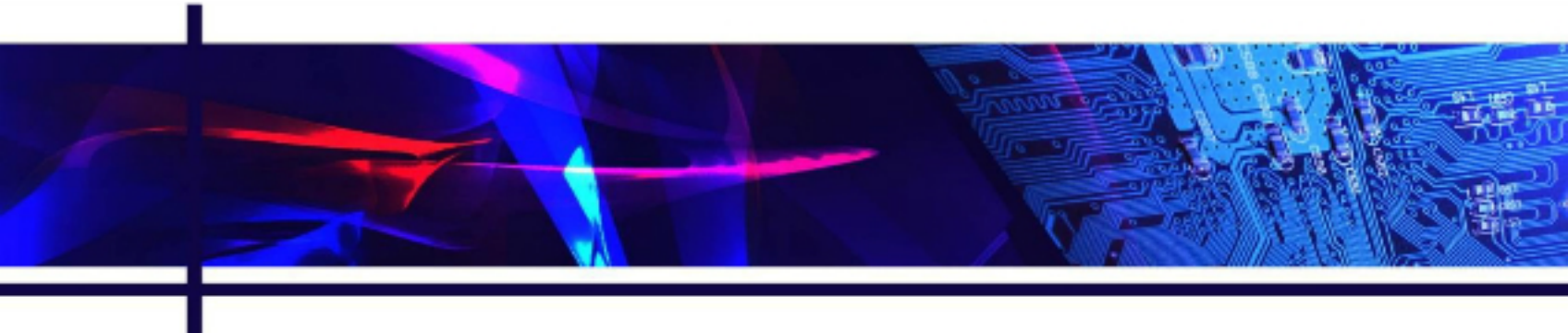
PPM DIAMOND JUBILEE CONFERENCE

OPENING CEREMONY AND COMMERATIVE DINNER

7:30 PM	Arrival of Guest and Participants
8:00 PM	Arrival of the Guest of Honour Y. Bhg. Tan Sri Johan bin Jaafar Du'a Recitation Welcoming Speech by Y. Bhg. Dato' Dr Zaiton binti Osman Chairman of the Organising Committee Speech and Official Opening by Y. Bhg. Tan Sri Johan bin Jaafar Book Launch Down Memory Lane Speech by Dr Nor Edzan Che Nasir President of Persatuan Pustakawan Malaysia (PPM) Speech by Mrs Judy Ng President of Library Association of Singapore (LAS) "Pulut Kuning" Cutting Ceremony Dinner
10:30 PM	Departure of the Guest of Honour



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Dato' Dr Zaiton Osman

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LIST OF CHAIRPERSONS, SPEAKERS, PANELLISTS, FACILITATORS AND RAPORTEURS

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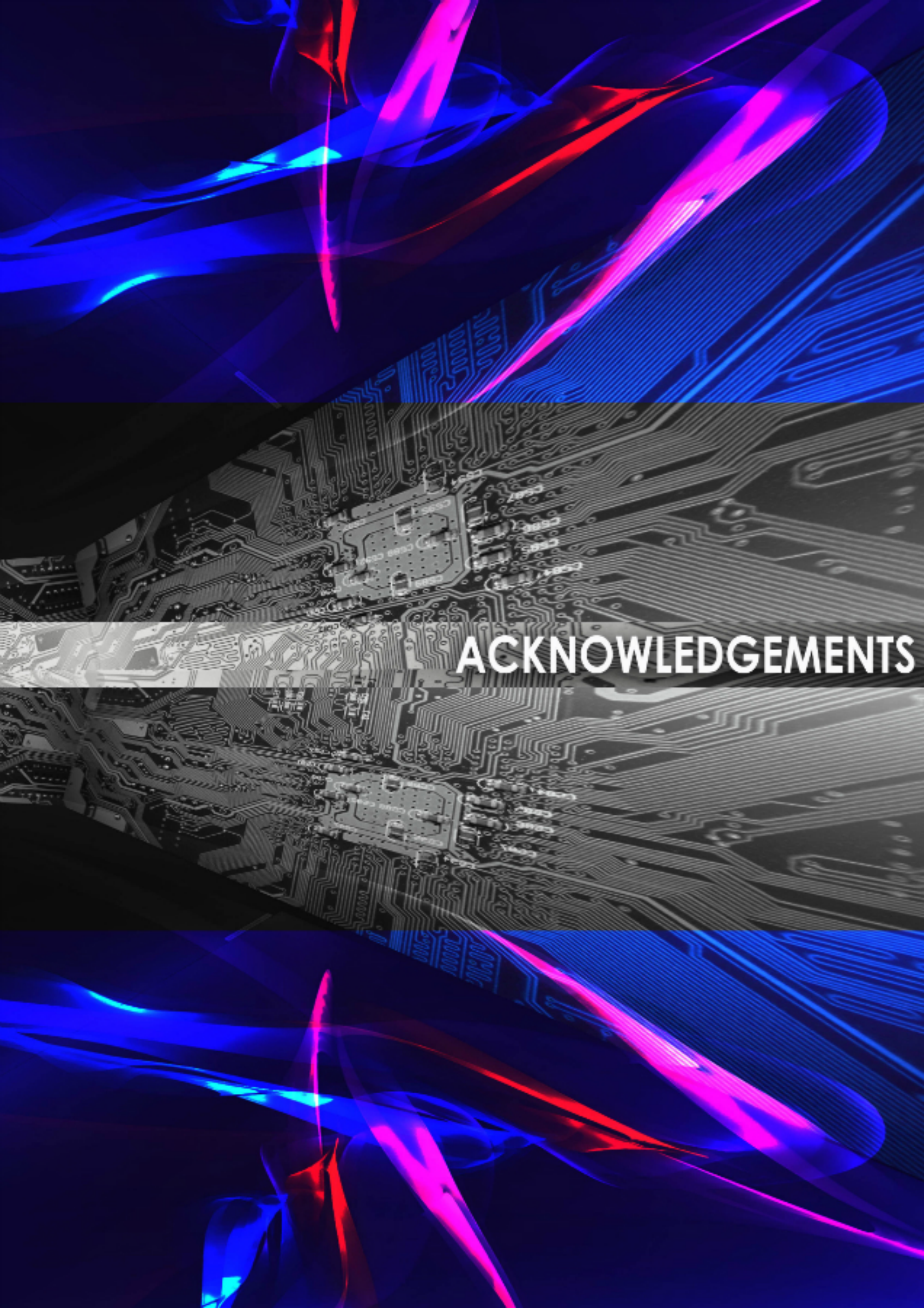
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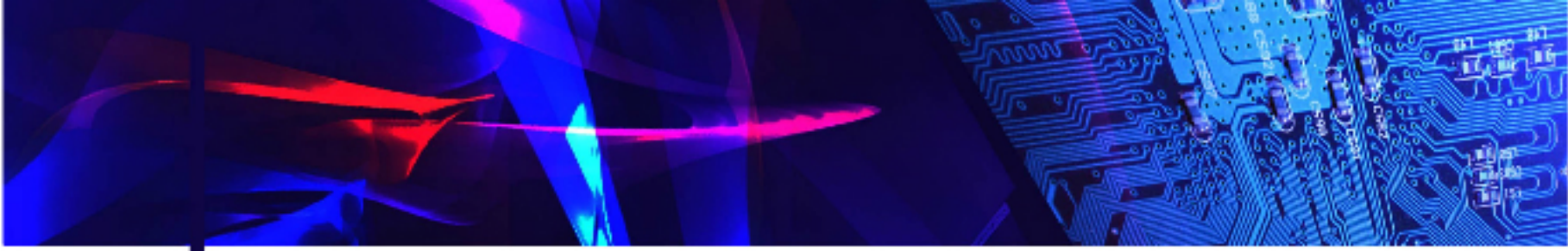
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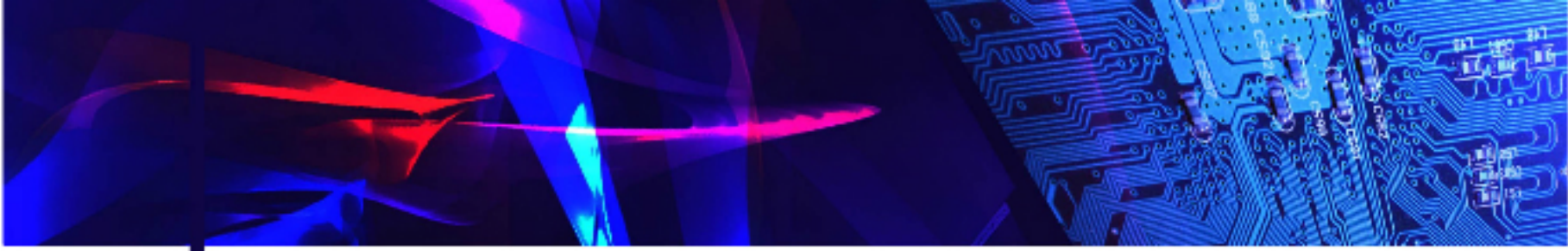
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