



اُيُتِمُّوْهُ سَيِّدِي تَبَارَكُ وَآلُكَ يَوْمَئِذٍ
UNIVERSITI
TEKNOLOGI
MARA

21ST CENTURY LIBRARIANS AT THE CROSSROADS: SPECIALIZED COMPETENCIES NEEDED

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CONFERENCE ON LIBRARIANS FOR THE CYBER WORLD
15 September 2015

Presentation Outline

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

A. Introduction

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

Defining Librarian

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- ❑ A professional person trained in library science and engaged in library services
- ❑ The basic functions of Librarians: acquires, manages, organizes, promotes and disseminates information

B. Integration of Traditional Skills with Technologies

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

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

→ Integration of Traditional Skills with Technologies

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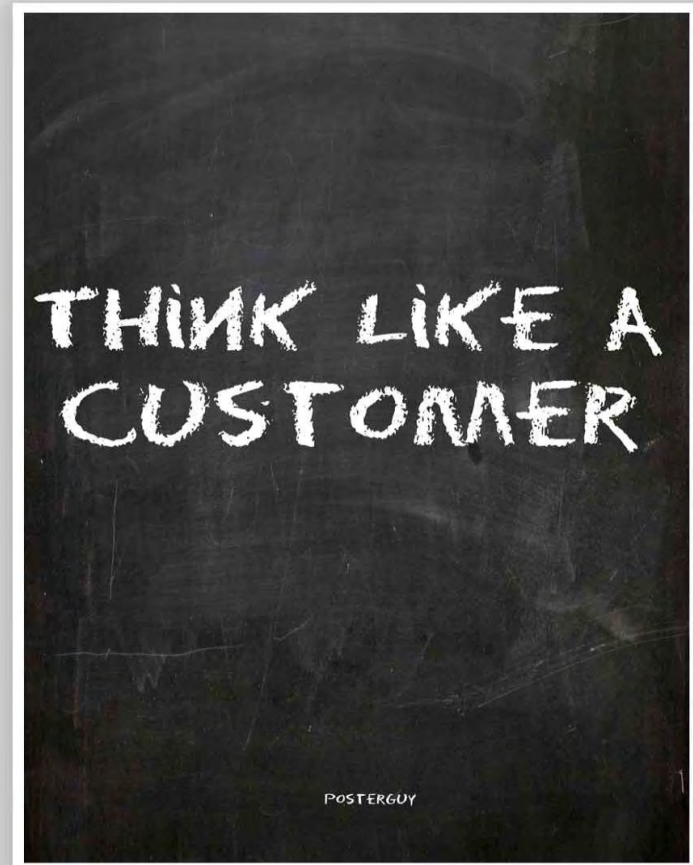
- Thinking must be used to analyze the needs of our library users.
- Thinking is a necessary activity when learning how to use the latest piece of software.
- Thinking must be a part of the process when evaluating how to use computer technologies for library services.
- Thinking must be taken into account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

→ Integration of Traditional Skills with Technologies

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Thinking is the process you use when you encounter a new problem and must come up with some sort of solution.



Challenges of Librarians in the 20th Century

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

Challenges of Librarians in the 20th Century - continue

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

Challenges of Librarians in the 21th Century

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

All Requiring New Competencies.....

Competencies

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- Competencies for a profession generally list or group a series of knowledge, skills, abilities and behaviors that define and contribute to performance.
- Competencies can be used to design and develop job postings, position descriptions, training and education programs and performance evaluation programs

C. Librarians with Specialized Competencies

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

Research related to the Specialized Competencies

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- Gonzalez (2010) - Soft skills such as communication and organizational skills.
- Lussy (2008) - passion for learning, risk-taking ability, public service orientation, and independence in decision-making.
- Deng, Thomas and Trembach (2014) - strong communication and critical thinking skills.

→ Research related to the Specialized Competencies

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

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

→ Research related to the Specialized Competencies

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

- (1) commitment to organizational goals;
- (2) friendliness;
- (3) ability to accept pressure;
- (4) reliability;
- (5) energy (vigor/activity);
- (6) flexibility;
- (7) logic;
- (8) written communication skills;
- (9) confidence about ability; and
- (10) ability to work with/for a range of colleagues.

Core Competencies for Librarians (ALA, Final Version, Approved and adopted as policy by the ALA Council, January 27th 2009)

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1. Foundations of the Profession
2. Information Resources
3. Organization of Recorded Knowledge and Information
4. Technological Knowledge and Skills
5. Reference and User Services
6. Research
7. Continuing Education and Lifelong Learning
8. Administration and Management

D. Role of Library Schools (particularly Faculty of Information Management, UiTM)

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- At the Faculty of Information Management, Universiti Teknologi MARA, the curriculum has been geared towards preparing students to become the 21st century librarians and information professionals.
- Students in the field of library and information studies have to **Major in Library and Information Management**, taking a ***Minor in Information Systems Management***.

Curriculum Bachelor of Science in Information Studies (Hons.) Library and Information Management Program

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1. FACULTY CORE

IMC 401 Foundation of Information Communication and Technology

IMC 402 Foundation of Information Management

IMC 403 Introduction to Reference and Information Sources

IMC 404 Management of Internet Information Sources and Services

IMC 405 Organization of Information

2. FACULTY CORE (LIBRARY AND INFORMATION MANAGEMENT)

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- 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

Continue...

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- IML 506 Information Marketing in Libraries and Information Centers
- IML 551 Research Methods in Library and Information Science
- IML 552 Organization of Information : Abstracting and Indexing
- IML 553 Public Relation in Information Work
- IML 601 Publication & Production of Information Materials
- IML 602 Organization of Information : Computerized Cataloguing
- IML 603 Planning and Design of Information Centers

Continue...

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IML 604 Research Project in Library and
Information Science

IML 651 Digital Libraries

IML 652 Metadata

IML 653 Library Automation

IML 654 Information Professional Work

3. ELECTIVE / MINOR COURSES FROM INFORMATION SYSTEMS MANAGEMENT

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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

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- Islamic Studies I
- Co-curriculum
- English I
- Co-curriculum
- English II
- Islamic Studies II
- Third Language

Faculty's Initiatives

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

Main aim: to offer specialized and advanced professional training and education

E. Conclusion: Libraries Today

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

Future of Libraries

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



References

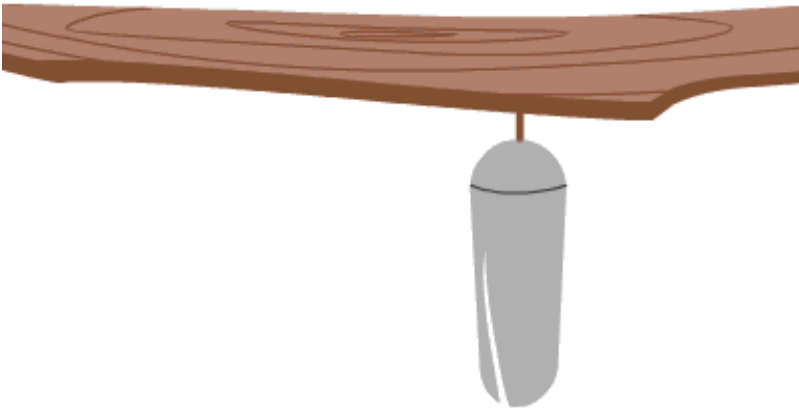
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Thank You

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Activities

Dates

Call for extended abstract
Early bird fee begins

July 27, 2015

<http://www.icis2015.org/>

Extended abstract
submission deadline

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

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

Sept 14 - Oct 17,
2015
October 19, 2015

November 17, 2015

Participant

Fee

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

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