

**GUIDELINES FOR MARKETING LIBRARY SERVICES OFFERED AT
IMMACULATE HEART GIRL'S SCHOOL LIBRARY**

BY

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**A PROJECT PROPOSAL SUBMITTED IN PARTIAL FULLFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF DEGREE OF A BACHELOR
OF LIBRARY AND INFORMATION SCIENCE OF
MAKERERE UNIVERSITY**

JULY, 2018

DECLARATION

I Aturinda Agnes declare to the best of my knowledge that this project is my original work and has never been submitted by any student under the East African School of library and information sciences, Makerere University or any other academic institution for the award of any degree or a diploma.

Signature..........

Date.....12/07/2015.....

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APPROVAL

This project report has been submitted for examination with my approval as the supervisor.

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Supervisor

DEDICATION

This work is dedicated to my dear mum; Mary Bwengye Nshereirwe for their financial support and encouragement in the course of my study while at the University. It is also dedicated to my brothers; Godfrey, Andrew, Peter and sisters; Catherine, Angella plus all my friends at Makerere University for their endless support in academics.

May God bless you!!

ACKNOWLEDGEMENTS

I thank the almighty God who has enabled me complete all my studies at the university through the three years of completing my course.

I would like to thank Dr. Jane Kawalya, my supervisor for her support and assistance in pursuing through my work and suggesting some of the very critical changes which have seen me through with the study.

I acknowledge with thanks the role played by my respondents in making this study a reality, and anybody else who directly or indirectly contributed to my success.

ABBREVIATIONS

- EASLIS - East African School of Library and Information Science
- ICTs - Information Communication Technologies
- IHGS - Immaculate Heart Girl's School

ABSTRACT

The study aimed at designing guidelines for marketing of library services at Immaculate Heart Girl's School (IHGS) Library. The objectives of the study were; The objectives of the study were; to establish the status of marketing library services at the IHGS Library, to find out how marketing of library services at the IHGS Library is managed, to identify the challenges of marketing Library services at the IHGS Library, and to design a guidelines for marketing of library services at the IHGS Library.

The study adopted a case study since it is appropriate when investigating a particular community or institution. Primary data was collected using questionnaires, interview and observation methods. The questionnaires, interview guides, and the observation guides were used in data collection necessary in designing guidelines for marketing of library services at IHGS Library.

The findings of the study revealed that the library offers a wide range of library services which include; current awareness services, orientation of the library users, reference services, user education, book loan services, reading space, scanning services and many others. The findings also revealed that IHGS Library staff use different methods in marketing of library services offered such as emails, social media tools such as face book, the library website, sign post, word of mouth, library newsletters, displays and library users visit the library in order to know about the its services.

The study also shows that library staff faces a number of problems while marketing the library services to the users of the library and these were; Inadequate funds, lack of computers, inadequate information materials, small reading space. This shows a need for marketing guidelines which will ensure effective marketing of library services if the library acquires enough information materials for users, purchase of computers to support the marketing of the library via the internet, improving on the library's website, improving the quality of information products and services. The recommendations for the study were; use of an appropriate marketing approach, involvement of users in marketing of library services, promotion of current awareness services, offering of assistance services, improving the quality library services, training and educating the library users, organising events, and setting up a social media network.

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CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 Introduction

This chapter focuses on the background of the project, statement of the problem, purpose of the project, objectives of the project, significance of the project, scope of the study and definition of key terms.

1.2 Background to the Study

Marketing library and information service is an established sub-set of management practices which identifies customer wants and needs and meets those needs within the resources of the organization (Gupta, Koontz & Massisimo, 2013). There is a need for service providers to consistently measure the performance of educational facilities service quality particularly library services for continuous improvement from the students perspective (Oluwunmi et al., 2016). This is because students are directly involved in the education process hence it is essential to sample their views on the quality of services as well as the quality of education. The outcome of such research is expected to help the service provider to make judgements about the level of the quality of facilities provided in the educational institutions (Hill, Lomas and MacGregor, 2013).

One of such facilities in educational institutions that students' opinion should be sought for maintaining academic excellence is the library (Oluwunmi et al., 2016). An effective and efficient library system is expected to contribute significantly to students' development (Ababioet al., 2012). According to Nwalo (2013), a library is effective when it is able to meet its users' needs relative to its goals and objectives. A library form part of the main components of every institution and hence, if under resourced, it will undermine the very purposes of the institution (Khan and Zaidi, 2011).

Madhusudhan (2008) further states that marketing information for libraries is essential due to the following reasons; promotion of the use of information resources, create perception of need and thereby create demand, ensure the optimum use of information, improve the image and status of the libraries and library professionals, tackle the problems of rising costs of reading materials,

journals, and databases, cope with the information explosion, introduce cutting-edge information technology systems in library services, balance shrinking funds, save libraries from devaluation, save libraries from declining reader-support, uphold the dictum that information is power.

Spadling & Wang (2006) viewed that many libraries have found out that by applying marketing principles and techniques, they are better able to articulate their value in light of the achievement of their goals, and are better able to communicate with and meet their user's needs. Commenting on the benefits of marketing library services, Spalding and Wang (2006) observed that by using marketing principles and techniques, librarians are discovering that they can understand better their users' needs, justify funding, communicate more effectively with a variety of external audience and achieve greater efficiency and optimal results in delivering products and services that meet the identified needs of their clients.

Madhusudhan (2008) listed the benefits of marketing information by libraries to include; promotion of the use of information resources, create perception of need and thereby create demand, ensure the optimum use of information, improve the image and status of the libraries and library profession, tackle the problems of rising costs of reading materials, journals and databases, cope with the information explosion, introduce cutting edge information technology systems in library services, balance shrinking funds, save libraries from devaluation, save libraries from declining reader support, and uphold the dictum that information is power.

1.3 Background of Immaculate Heart Girl's School

Immaculate heart Senior Secondary School is located in Rukungiri district. It opened on 8th March, 1969, The School is a roman catholic founded by sisters of good counsel. It is a government aided one offering both A' and O' level of education. It is fully a credited by Uganda National Examination Board (UNEB). Currently the school population is 841 with 2 streams per class from Senior 1 – Senior 4 and two streams for the sciences and one for Arts from S.5 – S.6 (Immaculate Heart Girl's School annual Report, 2018). The official medium of communication for all classes is English, which is also the official language in Uganda.

Immaculate Heart Girl's School library exists to facilitate the academic, training and research functions of the Centre by providing relevant and timely legal information using both traditional

means and modern technology. The library also serves students from senior one to senior six class offering all the basic information needs of the students. It is therefore difficult for the library to reach out to a wide user audience (remote access) since library services which do not meet the needs of the users.

The school has a library which serves a big population of 900 students and the teachers at Immaculate Heart Girl's School. The library provides a variety of information materials in all the various disciplines for example Geography, Mathematics, English, Biology and so many others. The library also provides a number of reference materials such as dictionaries, encyclopedias, gazetteers, maps, globes plus religious books like holy bibles for Christians and Qurans for the Muslim faith. The school library also offers a number of services like reference services, photocopying, binding, user registration and so on.

The library is responsible for various activities such as; weeding, lending and receiving of information, stamping of information materials, registration of users, classification, shelving of information materials, ordering and acquisition, stock taking and security maintenance. Library resources like books, academic journals, audio visual material and other material needed for education and research are collected, classified and organized systematically, and are used effectively or made available for practical uses. There is no optimal way the library will be able to inform a wide number of users without being enhanced by modern technologies and tools thus the need for the guidelines for marketing library services to enhance information access to users.

1.4 Problem Statement

Immaculate Heart Girl's School library is responsible with the provision of a variety of services to users such as reference services, circulation of information materials, registration of users, current awareness services among others. The problem is that there is underutilization of information materials and services offered at Immaculate Heart Girl's School Library by the users or patrons (M. Nabaweesi, Personal Communication, March 10, 2018). It also looks like the library users are not aware of most of the services offered. Fakomogbon, et al., (2012) stated that lack of standard school library with relevant information resources which students could use for their studies could be one of the major causes of mass failure in the school. However, little is done for Immaculate Heart Girl's School library to have the guidelines for marketing of the

library services which promotes access and use of school library information resources. This project is aimed at developing the marketing to promote awareness in users in order to improve library services at Immaculate Heart Girl's School that will help the library to fully put it to use and to provide easy accessibility to information materials and improve on the library services.

1.5 Aim of the Project

The aim of the project was to develop guidelines for marketing of library services at Immaculate Heart Girl's School Library

1.6 Objectives of the Project

1. To identify the different types of library services offered by Immaculate Heart Girl's School Library
2. To examine the methods used in marketing of library services at Immaculate Heart Girl's School Library
3. To identify the challenges in marketing the library services at Immaculate Heart Girl's School Library
4. To develop the guidelines for marketing of library services at Immaculate Heart Girl's School Library

1.7 Research Questions

1. What are the different types of library services offered by Immaculate Heart Girl's School Library?
2. What methods are used in marketing of library services at Immaculate Heart Girl's School Library?
3. What are the challenges in marketing the library services at Immaculate Heart Girl's School Library?
4. How can an the guidelines for marketing of library services at Immaculate Heart Girl's School Library be designed?

1.8 Significance of the Project

Library Staff: The study will help the librarians on the various ways of promoting and marketing library and information services that will enable them to satisfy the information needs of users. The project will promote the library's visibility to the outside world and also promote marketing of library activities and services through the developed library system

Library Users: Students will be able to access information materials from the internet at any time and location to meet their needs. The library will be able to provide library services when library doors are closed that is 24/7 library service availability, rapid communication both within and outside the institution, improved service delivery to a wide audience and a gate way to electronic resources.

School Administration: Security of information materials will be enhanced because the system will be able to identify the patrons, they will also adopt an online catalogue for easy circulation of information materials.

1.9 Scope of the Project

This project was limited to developing the guidelines for marketing of the library services at Immaculate Heart Girl's School Library. The study was carried out at Immaculate heart Senior Secondary School is located in Eastern Ward Parish, Rukungiri T/C Subcounty, Rukungiri District.

1.10 Definition of Key Terms

Library Services: Shrestha (2008) refers library services to the facilities which are provided by a library for the use of the books and the dissemination of information. Library services are services offered by the library to its user's by trained librarians to meet the information needs of the users.

Library: The library is defined as library is a collection of graphics, audio and all-inclusive materials such as books, periodicals, newspapers, manuscripts, maps, charts, filmstrips, records and others all designed for use. Dictionary.com (2015) defines a library as a place set apart to

contain books, periodicals, and other material for reading, viewing, listening, study, or reference, as a room, set of rooms, or building where books may be borrowed.

Marketing: Henning (2008) defines marketing as a social and managerial process by which individual groups obtain what they need and want through creating, offering, and exchanging products of value with others.

School Library: Lonsdale (2007) defined a school defined a school library as a library within in a school where students, staff and often parents often a public or private school have a variety of information resources.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Literature review is an account of what had been published on a topic by accredited scholars and researchers (Taylor, 2006). This chapter focuses on the literature from several authors and studies conducted in relation to the guidelines for marketing of library services in school libraries. It focused on the objectives of the study that is; the different types of library services offered by school libraries, methods are used in marketing of library services in school libraries, the challenges in marketing the library services in school libraries, and developing guidelines for marketing of library services in school libraries. The study finally identifies the research gap.

2.2 Different Types of Library Services Offered by School Libraries

Sadeh (2013) emphasizes that the immediacy of information availability of communication channels, abundance and diversity of tasks that people routinely accomplish online and the effects of social network shape the expectations of users when looking for scholarly materials. Libraries need to focus on the provision of information services using the internet for better discovery of information needed.

The literature reviewed indicates that most libraries have improved their services through the newest technological applications such as instant messaging which help them make a difference in delivering services to their users. It is an exciting concept which can create a platform that creates the next generation of library websites, databases, OPACs, intranets and portals in a way that allows the end user to survive and thrive, and libraries along with them (Abram, 2007). Kinengyere & Tumuhairwe (2009) emphasized that libraries in developing countries have engulfed the new technologies by ensuring that the library workforce is tailored to adapt to the new environment. These changes have come as a result of the changing methods of teaching, learning and research; new paradigms, new/revised guidelines, new curriculum developments, groups versus individual study (Musoke, 2007).

Igbokwe, Ezeji, & Obidike (2014) identified several factors like information explosion, technological and revolution, declining support and funds, budget cuts and escalating library

costs that have been responsible for encouraging the library profession to develop some marketing approaches as a way of generating funds for the up keep and day to day running of libraries. They suggested that these include fee based services, photocopying and internet services, email services, websites, online information services, current awareness services, selection dissemination of information (SDI) indexing and abstracting services, displays, conferences and seminars, binding, compilation of bibliographies, retrospective bibliography services. The changes in technologies have changed the way how marketing of information materials by librarians. Igbokwe, Ezeji, & Obidike (2014) emphasized that library websites can be created and could help to harness the resources of the library.

Madhushan (2008) argued that products and services which provide benefits for users and which answer users' most important needs are the core business of the library and information service. Bamigbola (2013) stated that the library personnel interact with the information users/clienteles on daily basis and their presentation and general disposition speaks volume about the image of the library. Madhushan (2008) further emphasizes that the services that the library offers must be made known to as many users as possible, so that they think of the library when they need information.

Fakomogbon, *et al.*, (2012) argued that school library help to support the school curriculum by providing up-date information to keep teachers and students abreast of new development. The library also promotes the development of reading skills and encouraged long term planning habits through reading, listening to and viewing a range of learning materials. Also, Merrill (2013), related library information resources to students' learning outcomes and found that the use of school library resources were associated significantly with better learning outcome. Effective school libraries provide additional reading opportunities for students, which in turn improve reading skills, knowledge, and writing and clarity of expression, which in turn support student performance in all other curriculum subjects (World Bank, 2008). However, Crossley & Murby (2014) revealed that the inadequacy of relevant information resources in school libraries contributed to low levels of student performance.

The library is responsible with processing of the information materials, shelving and finally disseminating the information to meet the customer needs. Jubair (2015) emphasized that

libraries are very essential for the growth and development of the society and through years it is playing a great role. Madhusudhan (2008) emphasizes that library and information products and services are now being recognized as commodities that can be sold.

In order for libraries to attain good height and achieve their goals, they must offer qualitative services and set objective such as to achieve high level of customer satisfaction, and ensure the survival of their institutions. Bamigbola (2013) emphasized that the ever changing technological innovation has changed library functions and services and technology has influenced library activities ranging from information capture, acquisition, organization, storage and dissemination of information to its clientele. Igbokwe, Ezeji, & Obidike (2014) observes that effective provision of library services would help to educate some library users who do not know the work of librarians and expose them to the services of the library orientation, user education, reference/reader services, bindery and reprographic services.

Today efforts are enforced by libraries to integrate in order to provide services efficiently to library users. Gupta (2010) stresses that Library associations, both at national and international level have played a vital role in popularizing, promoting role of libraries, their present and potential services, resources, and facilities for the benefit of the community at large. He added on that these associations organize various programs and activities, they issue publications, and they recognize the best practices through awards, among others.

Gupta (2010) stressed that it is true those technologies are important and librarians, archivists, and other information professionals need to make effective use of technology in order to improve the services to users. Libraries today are making a great use of these web 2.0 technologies in marketing their products such as facebook, twitter, blogs, flick and many more due to a bigger number of people attracted to them. Jain (2013) emphasized that Social Media provides more opportunities to reach the user community, target specific audiences and give users a chance to interact with library. He added on that statistics of Social Media usage in libraries shows that there are nearly 700 million active Facebook users among other platforms.

2.3 Methods are used in Marketing of Library Services in School Libraries

Marketing library and information service is an established sub-set of management practices which identifies customer wants and needs and meets those needs within the resources of the organization (Gupta, Koontz & Massisimo, 2013). Marketing is therefore all about identifying users' needs and developing strategies and services to reach out to them. It is a long-term innovative process that is entrepreneurially driven. Marketing in libraries was given a major boost with the introduction of the marketing concept in non-profit organization by Philip Kotler in 1970 (Andreasen & Kotler, 2007). Most library services and resources were not initiated and implemented from a marketing perspective. This went on for some time, until the first paper with the title, "Marketing of library and information services: how it all began" was presented at the 63rd IFLA conference by a Swedish author, Greto Renborg (Gupta, Koontz & Massisimo, 2006). Since then, there has been a steady growth in the literature of marketing library and information services; highlighting marketing practices and efforts in libraries from around the globe.

Miami-Dade school Library (2016) uses a number of methods to market its library services and products which include; Advertising, community outreach, e-mail subscription services, mobile applications, social media, staff development and the library website. Additionally, marketing of library and information products and services have been given a major boost in ICT, especially with the advent of social networking media and sites. Therefore it is no surprise that more and more university libraries in developed countries are embracing social networking sites as a tool to promote and market library resources and services (Khan & Bhatti, 2012).

2.4 Challenges in Marketing the Library Services in School Libraries

In today's phenomenon of widely used in computers and networks, digital resources have been the main target of use in man's acquisition and utilization of information resources. Dai et al (2012) reported that students apart from those who came from the remote and pastoral areas, most of them have already mastered the basic operation of computers and networking. He adds that; some of them are even better than the teachers. After they started the life in the university, information retrieval courses are mandatory courses in which students learn the basic principles, methods and skills (Kan, 2011).

Dai et al (2012) argued that searching in the library websites of above institutions of higher education was found that the current library information services are mostly functioned to satisfied the need of knowledge points that is a particular book or article. They further noted that undergraduate students have two main difficulties when using these facilities to retrieve information that is the problem of low academic achievement resulted in poor understanding of the information retrieved and getting irrelevant information as targeted. Dai et al (2012) mentioned that insufficient time to process the information retrieved to fit into the special subject they focus on, graduate students and undergrads have to face heavy duty studies in the semester and there is too little time they could afford to spend on individual courses.

Finding of libraries today is becoming a big problem whereby libraries are having small budgets allocated to the provision of library services. (Ubogu & Okiy, 2011) emphasized that funding for academic libraries in Africa is financed from the budgets of their parent institutions which invariably comes directly from government subvention. Okojie (2010) concurs that 90 per cent of the funds for university libraries in Africa is derived mostly from government allocation. Furthermore, Okiy (2005) indicates that university libraries in Nigeria are among the few libraries that have a clearly defined policy on funding where they are allocated 10 percent of the recurring annual budget of their parent universities. Baro & Asaba (2010) critique the sole dependence of academic libraries on government funding and state that without adequate funding, it would be absolutely impossible for the library to live up to its mandate which is to support teaching and research. It is for this reason that libraries need to explore funding models beyond internal university funds or external grant funds (Eden 2011).

Many libraries have struggled to maintain consistent quality of service for their user populations or to serve and to respond to piles of questions on time (Wasik, 2009). A challenge from the librarians' side is that they do not have a chance to conduct reference interviews, which are crucial to determining the library users' needs, as library users sometimes ask incomplete questions (Kasowitz, 2011). Answers to a simple question sent over e-mail or the web may take up to twenty-four hours to be seen by the library user. If the request is complicated or unclear, it could take even longer (Smith, 2011). Another challenge explained by Smith (2011) is that librarians can easily misinterpret reference requests sent over e-mail or the web because they will

not have the benefit of clues such as the requestor's gestures, facial expressions and tone of voice.

Nimsomboon & Nagata (2013) found out that most problems users encountered are library material inadequacy and outdated resources (books, journal, newspaper, computer terminals), reshelving problem is also another problem as the users cannot find the books on shelves, most problems are related to library resources, place for study, and modern equipment, library staff attributes cannot satisfy the users because the users still comment about service mind, impoliteness and courtesy, the locker service as they don't understand why they have to leave their baggage in the lockers while the library has censor machine at the entrance gate that can examine the non-circulated material.

Ojo & Akande (2015) the challenges are lack of guides and teaching tools, difficult in identifying user's needs ignorance of the users on how to access the up-to-date information resources and low degree of interactivity and flexibility to the users. The use of electronic methods of offering services offers a big chance of meeting the user's information needs. Geronimo (2009) stated that electronic service is great idea helping customers from a far, making it easier than ever to get information.

Kumbhar & Priolkar (2015) stressed that in this electronic environment librarian facing many challenges in managing digital collection such as rights management, bandwidth, preservation of data, but opportunities are greater for them. The library professional plays a vital role in management of digital library, but it could not possible without the knowledge and skills.

Zarrummai et al (2004) notes that given the limited financial resources and capabilities, open source software provides a way for African educational institutions to help themselves to leapfrog into the information age through reduced costs, less dependence on imported technology and its ability to be customized to local languages. By giving users access to its inner workings, open source software could stimulate the local software industry. Kok (2015) argued that as funds for acquisitions decreased or remained static, the rate of information production and price of publications in various media formats continued to increase.

In identifying the potential problems faced by the traditional manual library services and the current technological trends, it is imperative that the adoption of ICT to automate the library services is the only way to go. Neelakandan et al. (2010) found out that the major problems faced in implementation of automated library management system in the school of chemistry library were; lack of infrastructure facility, lack of environment support, and lack of financial resources. Manual library management are faced with a number of problems which makes it un able execute the library functions. Bhupendra (2008) some of the problems being faced in manual system are; generation is not possible, tracing a book is difficult, information about issue/return of the books are not properly maintained, no central database can be created as information is not available in database.

2.5 Guidelines for Marketing Library services in School Libraries

Baro and Ebhomeya (2013) carried out an empirical study of 20 libraries in Nigeria; the objective was to identify the different strategies used in marketing library resources and services to staff and students. Respondents were asked to indicate the marketing strategies used in their libraries. Eighteen (81.8%) of the 22 respondents indicated that they used library publications, while 14 (63.3%) used radio guidelines, 11 (50%) used intranets and 9 (40.9%) e-mail alerts as described below;

Radio Guidelines: School Libraries can always market their services and products through the use of radio guidelines which can reach a wide population.

Use Intranets: Gupta (2010) stressed that it is true those technologies are important and librarians, archivists, and other information professionals need to make effective use of technology in order to improve the services to users. Most libraries in the world today try to market their materials to the various users. However, this is not done effectively because in most cases the user's needs are ignored by the service providers. A lot has been written about the provision of information services but none about knowing and working towards customer requirements. Knowing the customer requirements and satisfying them is very important since it is the key to better marketing of library materials.

E-Mail Alerts: Today libraries are making a greater transition and are effectively adapted to the internet to market their services since this helps to reach to a greater population. Schmidt (2011) emphasizes that E-marketing presents new ways of reaching clients individually or in segmented groups. She adds that many libraries are using their websites and social media in compelling ways to communicate with their clients and to convey their messages and provide links to many other sites and collaborate with others.

Orientation Talks: Madhushan (2008) suggested that in order to improve the image of the library and invite the attention of a large community of users, a wider publicity should be given for information technology training guidelines, and on library automation and networking. Bamigbola (2013) emphasized that in the case of information services it is expected that physical library building should be functional and attractive to clientele.

Seminar/Workshops: Gupta (2010) stresses that library associations, both at national and international level have played a vital role in popularizing, promoting role of libraries, their present and potential services, resources, and facilities for the benefit of the community at large through handling library seminars and workshops.

Social Media: Using social networking sites such as Facebook, Twitter and MySpace to market the library resources and services to users. Libraries today are making a great use of these web 2.0 technologies in marketing their products such as facebook, twitter, blogs, flick and many more due to a bigger number of people attracted to them. Jain (2013) emphasized that Social Media provides more opportunities to reach the user community, target specific audiences and give users a chance to interact with library. He added on that statistics of Social Media usage in libraries shows that there are nearly 700 million active Facebook users among other platforms.

Designing a Library Website: The use of information communication technology (ICT) in marketing is useful to users by widening their horizon in their choice of available information sources and services. Bamigbola (2013) stressed that the library website is a crucial marketing tool for digital information services. Sharma & Bhardwaj (2009) suggested the following as the various ways for marketing the library services to the readers; create a library web page for the users. A web page is a good way of promoting library information services and resources, emails

containing new library resources and tips on finding information are of great value at the critical stage, use library wall space.

The advent of the Internet has offered new cost effective and wide reaching marketing opportunities for school libraries. Social media and networking tools, such as Facebook, Twitter, Google+, YouTube, Pinterest, and Tumblr expand the school libraries' ability for outreach, provide a new space to have value, and offer an inexpensive way of meeting typical school library goals of creating community, building brand awareness and increasing traffic (Dankowski, 2013).

The nature of the Internet and access to these social media and networking tools creates an opportunity for agile marketing, which can be defined as a process which is iterative, allowing for short marketing experiments, frequent feedback, and the ability to react to changing marketing conditions (Ewel, 2013). In a school library setting, agile marketing is particularly useful because of: the speed of query and response; the ability to get instant feedback and experiment with ideas on a smaller scale; the economic benefits of employing low-cost web-based marketing options; and the opportunistic approach to evaluating and analyzing trends and responding to real-time events (McClarey, 2013).

2.6 Research Gap

Although the literature offers considerable guidance on improving library services in different libraries, most libraries are lagging behind with the provision of services which meet the users needs. The library is been identified as the most heavily consulted information source. However libraries do not fulfill their roles in meeting the changing information needs of users across the World. Immaculate Heart Girl's School Library is still among those libraries without specific guidelines for the provision of library services. The Researcher is in position to fill this gap so as different information needs of students in the school is met through developing guidelines for provision of library services at Immaculate Heart Girl's School Library

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This study was concerned with the developing the guidelines for improving library services at Immaculate Heart Girl's School Library. This chapter discussed the research study design, area of study, population of study, sample selection and techniques, data collection methods, and instruments, ethical considerations and the anticipated problems in the process of carrying out research.

3.2 Research Design

The research design allows the researcher to meet the purpose of the research. Thus the research design refers to the general plan of how the researcher answered the research question(s) (Saunders et al., 2007). Research design is a framework for the collection and analysis of data (Bryman, 2008). The study used a case study research design since the study is targeting a particular institution that is Immaculate Heart Girl's School Library. Kothari (2009) explains that case study method is very popular form of qualitative analysis and involves a careful and complete observation of a social unit, an institution and an entire community. The study employed a qualitative research approach to obtain data from the respondents. Qualitative methods are often closely allied with interviews, survey design techniques and individual case studies (McLeod, 2008). This approach helped in recording, analyzing and attempting to uncover the deeper meaning and significance of human behavior and experience as regards to marketing of library services.

3.3 Area of Study

The study was carried out at Immaculate heart Senior Secondary School is located in Eastern Ward Parish, Rukungiri Tc Subcounty, Rukungiri District.

3.4 Population

Population refers to the complete set of individuals (subjects), objects or events having common observable characteristics in which the researcher is interested in studying (Agyedu et al., 2010). The population of the study included the library users that is; the teachers and students as well as the library staff. The population of the study at Immaculate Heart Girl's School included library users and library staff. The school has a population of 900 students, 40 teachers and 2 librarians.

3.5 Sampling

Kothari (2009) defines sampling as the process of selecting a sample from a population, where the sample is a subset of the population. In sampling a section of the population is selected to represent the entire population. Sampling is the method of selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group. Neuman (2006) notes that by sampling, the primary goal of researchers is to get a small collection of units from a much larger collection or population, such that the researcher can study the smaller group and produce accurate generalizations about the larger group.

3.5.1 Sampling Strategies

Sampling is the process of choosing a representative portion of the entire population. It involves selecting a group of people, events, behaviors or other elements with which to conduct a study (Nalzar, 2012). Purposive sampling was used to select the library staff who participated in the study. Purposive sampling method involved the nonrandom selection of the sample based on the researcher's judgment and knowledge about the population (Dorneyi, 2007). Agyedu et al. (2010) suggested that in purposive sampling, the researcher uses his or her own judgment about which respondents to choose, and picks only who best meet the purpose of the study. It was aimed at getting as more relevant and valuable information for the research as possible. Convenience sampling was used to select the library users who participated in the study.

3.5.2 Sample Size

Sample Size is a set of participants selected from the population, which is less in number(size) but adequately represents the population from which it is drawn so that true inferences about the population can be made from the results obtained (Kadam, 2010). According Gray as quoted by Mugenda & Mugenda (2004) a sample size of between 10% and 30% is a good representation of the targeted population and hence the 30% is adequate. Sampling helps in cutting down the costs and time of collecting the data because resources and time allocated to a small number of sampling elements. The researcher used 10% since the authors recommend a sample of between 10% and 30%.

$$\text{Sample Size, } n = \frac{10}{100} \times 940 \text{ Library Users}$$

$$n = 94 \text{ Library Users}$$

The study also purposively selected 2 librarians who participated in the study. The sample size for the study is as shown in the table 1 below;

Table 1: Sample Size

Category	Frequency	Percentage (%)
Library Users	94	97
Library Staff	2	3
Total	96	100

Source: Field Data (2018)

The researcher obtained the sample size from the entire population of Immaculate Heart Girl's School that is the library users and staff. Therefore the appropriate sample size is 96 people out of the total population.

3.6 Data Collection Methods

The study involved the use of both the primary data and secondary data. The primary data was collected through interviews, questionnaire, and observation methods. Secondary data was collected through library through library research which included both published and non-published materials such as books, reports, journals, and internet resources were investigated.

3.6.1 Questionnaire

A questionnaire is a research instrument that collects data over a large sample of respondents (Kombo & Trompo, 2006). Typed questionnaires were set for the study respondents to fill in their opinions, practices and experiences. They were briefed on the aims and objectives of the study and ensure confidentiality in handling of their responses. The Researcher employed the use of both open and closed ended questionnaires. They were distributed to the library staff and library users (students) to give their opinions, practices and experience on library and develop the guidelines for improving library services at Immaculate Heart Girl's School Library. The researcher used questionnaires to get information from the students. The method was used because the use of questionnaire saved time for the researcher since the students are many.

3.6.2 Interview

Interview is the verbal conversation between two people with the objective of collecting relevant information for the purpose of research (Harish, 2014). This involved asking questions, listening to and recording answers from individuals, groups on structured, semi-structured or unstructured in an in depth manner. Both structured and unstructured interviews were used in a face to face interaction to control the flow of the questions given to the respondents. The structured interview required short answers. The unstructured interview required in depth analysis of the phenomenon. This method was used to collect information from the librarian and the assistant librarian about the activities or services provided by the library. The interview method was preferred because it yields richest data, details, new insights, permit face-to-face contact with respondents, provide opportunity to explore topics, allows the interviewer to explain or help clarify questions, increasing the likelihood of useful responses (Kaddu, 2015).

3.6.3 Observation Method

Cohen & Crabtree (2006) defined observation as a systematic data collection approach where researchers use all their senses to examine people in natural settings or naturally occurring situations. Observation can be defined as a purposive or intentional examination of something particularly for purposes of gathering data. It involved the use of sensory organs to make sense of the study phenomenon. The researcher observe the different methods used in marketing library services at IHGS, Physical appearance of the school library, tools used in the marketing of the library services, ICTs available in the school library that can help in marketing library services, the sitting space for the library users.

3.7 Data Collection Instruments

3.7.1 Questionnaire

Kothari (2009) defined a questionnaire as a printed self report form designed to elicit information that can be obtained through written responses of the subjects. The questionnaires were preferred because of anonymity. These are often used in a survey as primary data collection instruments. These comprised of both open ended and close ended questions. This was designed specifically for the library users. This helped to get valid and reliable information so that through its designed questions are answered and allowed in-depth study of the respondent's feelings and experiences (See Appendix 1).

3.7.2 Interview Schedule

An interview is a data-collection (generation) technique that involves oral questioning of respondents (Elmusharaf, 2012). This is a set of structured questions that is formulated and designed to get views from the respondents. Structured interview was used where the same questions were presented in the same manner and order to each respondent and the choice of alternate answers may be restricted to the predetermined list (See Appendix 2).

3.7.3 Observation Guide

This guided the researcher in the data collection process. The researcher was actively and passively involved in the data collection process by the use of the sensory organs. The guide was

used to observe the different tools used in the marketing the library services at IHGS, the physical appearance of the library, notice boards used, information resources available in the library, methods used in the marketing of the library services (See Appendix 3).

3.8 Research Procedures

The researcher sought for permission to go to the field before data collection which given to her by the Head of Department Library and Information Sciences. She accepted by the Head teacher to collect data from the respondents at IHGS to support the study (See Appendix, 4).

3.9 Data Analysis

Yin (2009) rightly observes that analysing qualitative data in case studies is one of the most challenging stages in a research process. Yin (2009) further recommends that data analysis for case studies should be done by categorizing, tabulating, and testing both quantitative and qualitative evidence to address the initial reports of a study. Since this study was based on a case study design, the researcher conducted qualitative analysis of data attained from the data collection process. This involved refining data during and after collection to sort out mistakes, building themes and sub themes, systematic description of the contents of the data in a reduced form. Finally explanations of meanings, interpretation in relation to research objectives, discussions, and conclusions from the emerging information, were drawn and presented thematically as per the propositions of this study.

3.11 Data Quality Control

Epsteil (2007), states that the quality of the research report depends to a great extent to the accuracy, reliability and validity of the measures it employs. Therefore, a reliability and validity test were done to ensure data quality control and the internal validity of the study. This method was used to ensure the reliability in the data collected despite repeated use of a particular technique to the same subject. This involved the same measurement more than once thus administering the same test repeatedly. This is the production of the desired results and it indicates the population sample that was selected from the respondents. Any measuring instrument was valid when it is measured what was estimated to measure. The validity measurement was done through content validity in which the degree to which a measure covered

the range of meanings within the study which was made. The researcher received the guidance from her supervisor and used several methods of research in order to ensure good quality of data obtained from the study.

3.12 Ethical Considerations

The principles that were followed during the period of the research study include;

The researcher sought for respondents' permission to collect data and notify the respondent before it is published anywhere.

Assurance was given to the respondents that the information to be obtained from them was for academic purposes strictly and keep confidential to the researcher.

The researcher was also mindful not to probe for responses that would jeopardize the respondents' business opportunities or create conflicts of interest with other people.

3.13 Limitations to the Project

The researcher faced some limitations in the process of doing research as shown below;

The busy schedule of some of the respondents that is the teachers and the students of Immaculate Heart Girl's School and the researcher ensured that appropriate time possible such as lunch time and the evening after classes.

Limited access to some critical information such as the library registers when carrying out research and she ensured that she explained well the reason for the research in order to get relevant information.

Inadequate funds in the process of carrying out the research which funds are used for printing and reproduction of the research results.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents analyses and discusses the findings of the study with respect to the objectives. Interview, questionnaire and observation methods were used to collect the data for the study. The study objectives were to; identify the different types of library services offered by Immaculate Heart Girl's School (IHGS) Library, examine the methods used in marketing of library services at IHGS Library, identify the challenges in marketing the library services at IHGS Library, and develop the guidelines for marketing of library services at IHGS Library.

4.2 Description of Respondents

The aim of the study was to develop the guidelines for marketing the library services at IHGS Library. This presents the response rate and the gender of the respondents who participated in the study.

4.2.1 Response Rate

The study comprised of the library staff and the library users who participated in the study at IHGS Library. The results of the study are as shown in table 2 below;

Table 2: Response Rate

Category	Expected No. of Respondents	Actual No. of Respondents	Percentage (%)
Library Users	94	60	97
Library Staff	2	2	3
Total	96	62	100

Source: Field Data (2018)

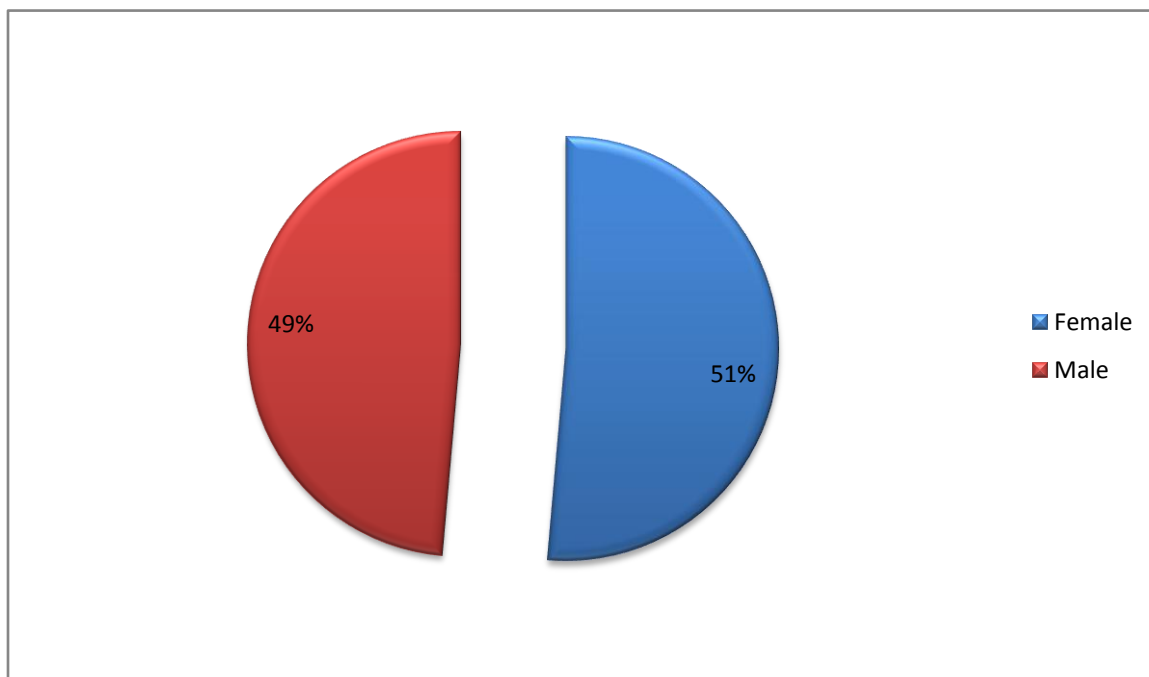
Table 2 above shows the response rate of the respondents who participated in the study at IHGS Library. Majority, 60(97%) of the respondents were library users and 2(3%) of the respondents were the library staff who participated in the study. 34 questionnaires were not returned to the

researcher during data collection because students were busy doing exams and during lunch time, these dispersed which was hard to the researcher to identify the students.

4.2.2 Gender of the Respondents

The researcher examined the gender of the respondents. This was aimed at finding out the number of males and females who participated in the study. The population was selected in such a way as to avoid bias in the data from respondents. The obtained findings by the researcher were tabulated as presented in figure 1 below.

Figure 1: Gender of Respondents



Source: Primary data, 2018

The findings indicated that 35 (49%) of the respondents were male which is perhaps not surprising due to the gender structure with in schools and 37 (51%) of them were female. The figure implies that both the female and male were equally represented in the study. This supports the results of the study given by respondents that they were free from gender bias since it involved individuals of different gender.

4.3 Marketing of Information Services at IHGS Library

The researcher formulated four ways how the library clientele knew about the library services in order to clarify on how the users are informed about the library services as a strategy that are used when marketing the library information services and products. Their responses are as summarized in the table below.

It was revealed from the study that majority of the respondents 27 (43.5%) knew about the library by word of mouth, 17 (27.4%) knew the library services by visiting the library, 12 (19.4%) through displays, and 7 (11.3%) knew about the library services through Library newsletters.

The librarian reported that the library services are publicized to users in different exhibitions organized by organisations to support literacy. She further reported that the library also engages in organizing reading tents which include activities like; reading competitions, writing in different schools country wide. The reading competitions are prepared after a specified period of time to its patrons as shown in the figures below;

Users also reported that they knew about the library services at in different ways such as from friends who told them about the library and from the internet.

In the interview with the librarian, she said that IHGS Library has a library website which it uses to inform the users on the new acquisitions. The researcher tried to visit the library website but she was not able to view the website. This was because the website was temporarily under maintenance to improve on the library services.

The librarian also reported that the library has a face book page which it uses to update the library patrons on the new acquisitions, functions and the different events. The librarian said that;

“We created a face book page where our users can view the new updates, functions and events in the library”

The researcher searched and she was able to view the library’s face book page whereby users can like the page and to be updated by the library staff. The figure below shows a IHGS Library face book page;

The researcher also observed that the IHGS Library has a sign post which is strategically put via the road to be seen by the public. This is used by the library to show its presence and create awareness to the public on the services offered to users. The figure below shows a sign post for IHGS Library on the roadside.

In the interview with the library staff, she also reported that the library organizes Public Author Reading and thereafter awards go to the best reading Author. This took place on 21st April 2016 as reported by the librarian.

Out of 62 respondents, 20 (32.3%) of the respondents agreed that the quality of the services offered were good although some changes were necessary for better service delivery for respondents, 17 (27.4%) agreed that services provided by IHGS Library were very good. This can be attributed to the librarian who has constantly updated the users about the new arrivals in the library and is always available to advise them on what relevant information resources and references to use. 18 (29.0%) believed the services offered in the library are satisfactory, 5 (8.1%) said that the services offered are excellent and the least number was 2 (3.2%) agreed that the services offered in the library were poor.

The respondents gave different reasons why library services are not known about by students who use the library such as; limited time to visit the library, many people are not aware that IHGS Library is a community library, lack of internet services that quickly inform the people, among others.

4.3.1 Services Provided By the IHGS Library

The researcher also asked about the information services which users receive from the IHGS Library. These were divided into eight types of information services and formulated them in view to clarify that knowing the information services that library users need or expect to find in the library in advance, can be a strategy that can be used to market the library services for the effective utilization of resources by the users.

To survey the users' needs/expectations regarding information services, eight types of information services were identified and formulated. The responses were analyzed and the findings revealed that majority of the library users access the library for reading space who were

18 (29.0%), followed by book loan services with 15 (24.2%), 7(11.3%) uses exhibition and displays, 14 (22.6%) reference services, 6 (9.7%) access current awareness services, and there only 2(3.2%) stated that they access scanning services.

In the interview with the librarian at IHGS Library, he stated that the library a few users use scanning services due to the fact that the library does not own any scanner that can be used. The respondents identified other services which the access from the form the IHGS Library such as games, alert on new requisitions in the library among others.

The researcher interviewed the librarians about the different library services offered by IHGS Library and below were there responses;

Orientation to the library users through tours

In the interview with the librarian, she said that; orientation to the new library users through tours, specific workshops and so on is a type of library service provided at IHGS Library. This is done after every four months so that the newly registered members of the library get to know how to use the library and its resources.

Reference Services

The librarian said that; library users are offered to reference services in case of any query or requests on specific information materials. Some information that could be lacking, users are referred to other libraries with the information needed. This can be done whenever the patron is seeking for information from IHGS Library, he or she can be referred to the library that could be having it for instance Makerere University library and many others..

Online search services

In the interview with the librarian, she said that online search services are another type of library service provided at IHGS Library. This is done whenever need arises for both library staff and users who would like to locate information material by using an Online Public Access Catalogue are readily available.

Lending services

The librarian also stated that, Materials are borrowed by the staff but no other users. Other users use it for reference only. The period of returning the material is one week.

4.4 To find out how Marketing of Library Services at the IHGS Library is managed

Objective three was to find out how marketing of library services at the IHGS Library is managed was based on to obtain the findings below;

In the interview with the librarian, he stated the various ways through which the library services are marketed to the users and these are;

They use of the notice boards to inform the library users the different types of information services that are available in the library.

Announcing the information services and materials available in the library on assemble where by even the good things in reading is explained to the library users.

The librarian also stated that the library uses walls and inform the users about the good things with reading, and using the library services.

The above shows that the library has tried to market the library services in the struggle to meet the information needs of users. Madhusudhan (2008) opined that Information services in a multiplicity of formats have made libraries and information centres more competitive and alert.

4.5 Challenges in Marketing Library Services at IHGS Library

Objective four was to establish the challenges faced in the marketing of library services at IHGS Library. This objective was used to obtain the findings as presented below;

The research revealed that there are a lot of challenges faced in marketing the library and information services. In the interview with the librarians at IHGS Library, he identified various challenges he face while marketing these services as follows;

Inadequate funds

Inadequate funds to support the marketing of the library since some activities need money to be carried out such as designing the sign post, publicity to the users, preparing book weeks and so on. He reported that;

"We have a sign post to show that the library is available for everyone to read, research and learn but the school administration does not have money to purchase the sign post."

Lack of enough computers

Lack of enough computers which would have been used to inform the users about new services and materials acquired in the library. He mentioned that this would have been done through face book, twitter, and other online means.

Inadequate information materials

Inadequate information materials on the syllabus, he stated that this makes it hard to inform the users about the available information materials since the ones available may not serve their information needs.

Small Reading Space

He also identified the small reading space for the library; this limits him to inform the more community members about the library since the library cannot serve them all.

The librarian also stated that when they market the library to the students and the non students, they are very stubborn and steal the library's documents.

From the findings above, the challenges affecting the library staff are affecting the marketing and utilisation of library services are in line with Madhusudhan findings. Madhusudhan (2008) stressed that the challenges of budget cuts, increased user base, the rapid growth of material, rising costs, networking demands, competition by database vendors, and complexity in information requirements are forcing the professionals to adopt marketing to improve the management of library and information centers.

4.6 Suggestions on the Marketing of Library Services at IHGS Library

The fifth objective of the study was to develop a guidelines for marketing of library services at IHGS Library. The findings below represent the suggestions for a need for a guidelines for marketing library services at IHGS Library.

The librarian gave different suggestions on how the marketing of library services can be improved in the library and these were;

Purchase of computer which helped in the marketing of the library services via the internet, social media and many others.

The librarian also suggested that through the acquisition of information materials that are on the syllabus both for the students plus materials in local language which can best understand by the community members. This attracted more users to the library who were encouraged by the library users on the materials available.

He also identified that the reading space should be enlarged to increase the space for reading which gave a way for the library clientele to use the library.

Setting up strict rules for the students and non students from the community could be another solution to promote the library services at IHGS Library.

From the above suggestions, there is a need for a marketing frame work to support the utilisation of information by users of the library. Gupta (2010) suggested that library and information managers need to realize that these technologies are broadening the market and therefore provide marketing library Services immense opportunities to them to offer services and products at the global level.

CHAPTER FIVE

GUIDELINES FOR MARKETING LIBRARY SERVICES OFFERED AT IMMACULATE HEART GIRL'S SCHOOL LIBRARY

5.1 Introduction

This chapter presents the guidelines for marketing library services at the IHGS Library. It is essential that IHGS Library market its services and resources to effectively bring attention the services offered and to demonstrate value to the community, stakeholders, financial supporters and the public. The IHGS Library Marketing guidelines are intended to strengthen the Library's image, increase library use by patrons, drive traffic to the website. The guidelines will help IHGS Library develop and execute strategies that communicate the library mission and demonstrate the vital role played in the community.

5.2 Mission of IHGS Library

To collect, preserve and disseminate Uganda's documented intellectual and cultural heritage, provide professional leadership in library and information delivery and promote a reading culture.

5.3 Aim of the Marketing Guidelines

The aim for the marketing library services guidelines is to increase awareness and promote library services through a variety of public relations, advertising and promotional opportunities.

5.4 Objectives of the Guidelines

The objectives of the marketing guidelines shall be;

- Communicate the roles of IHGS Library to the community
- Prepare a market analysis of patrons for the library and target markets
- Analyze external opportunities and competition for library services
- Assess current marketing strategies of IHGS Library
- Set goals and objectives for library
- Prepare action plan to identify tasks to achieve the library's goals

5.5 Scope of the Guidelines

The guidelines are an inclusive statement of aims rather than a description of collections which have been built up in the past. It sets out the IHGS Library aspirations, which are intended to be realistic with a major aim of promoting IHGS Library services. The guidelines provide guidance to staff engaged in marketing and promoting the library services to meet the needs of users.

It is intended to provide information to the staff and readers about the principles of the guidelines on the following;

- Maintain and update the library website with easy access
- Promote the library's brand with sponsored and promotional advertising
- Expand number of library patrons
- Conduct outreach to specific populations
- Collaborate and further develop partnerships with community organizations
- Collaborate with schools to promote library services and programs
- Increase awareness of services via local businesses, advertising and displays
- Encourage staff to be proactive in marketing Library programs and services.
- Estimate financial projections and budget to implement marketing plan

5.5.1 Maintaining IHGS Library Website

There will be ongoing review of the website in an effort to provide current, accurate and timely information about Library hours, programs and services.

Programming is a core service of the Library. IHGS Library will maintain an updated calendar of events so patrons can locate programs of interest as well as programs in convenient locations. IHGS Library will highlight special programs and events on its website.

IHGS Library will enhance access to its rare and unique collections by adding materials to its digital collection accessible through the website.

IHGS Library will implement and use the concepts of easy language in order to effectively communicate services and programs to its patrons and the community.

5.5.2 Promoting the Library's Brand

As IHGS Library continues to reach beyond the Library's walls in order to promote its services and programs, it must identify its target audiences.

IHGS Library will use varying sources to identify target audiences. Sources will include, but are not limited to: national and international patrons, community partners, students and nonstudents.

IHGS Library will determine the benefits to the target audience when crafting the key message for a particular campaign. The campaign's emphasis will focus on what the target audience will gain by using the service or program offered by IHGS LIBRARY. The Library will measure the satisfaction of users and their knowledge of Library benefits and services through in-house and external surveys.

IHGS Library will promote services, programs, collections, etc. through sponsored and paid advertising including various media outlets: print, radio, television, cable, Internet, as well as traditional sources such as in-house flyers, posters, pamphlets, webpage and social media.

IHGS Library will create a promotional video(s) to be distributed and used at various venues and for various purposes including but not limited to: promotion of services, programs, collections, collaborative opportunities, advocacy, sponsorships, and library tours, among others.

IHGS Library will share Library use statistics with the community, media and officials including but not limited to: circulation, program attendance, public access computer usage, open hours, door count attendance, and so on.

5.5.3 Expanding Number of Library Patrons

IHGS Library will use the following to reach current patrons and new customers:

- Advertising (print and online, unpaid, in-kind and paid)
- Social media (Facebook, Twitter, whatsapp, Blogs, mass e-mail campaigns, etc.)
- IHGS Library Website
- Direct communication-presentations (meetings, social/networking events)
- Distribution of flyers, posters, banners, publications, signage

- Enhancement of community partnerships, outreach and collaborations
- Distribution of media releases (local newspapers/radio/television)
- Creation of promotional campaigns
- Display of internal/external exhibits
- Enhancement of its mobile application
- Creation of a promotional video;
- Development of public service announcements (PSAs)
- Using Quick Response to the user's requests.

5.5.4 Developing and Expanding IHGS Library Collaboration Opportunities

IHGS Library will revisit and renew previously established partnerships. All libraries will be surveyed annually to update the IHGS Library Partnership Directory.

IHGS Library will seek and develop additional partnerships with community organizations, businesses, governmental agencies, schools, and so on.

IHGS Library will promote library programs and services through various partnership networks including but not limited to:

- Community bulletin boards
- Partnerships and collaborations
- University and College List serves
- Elementary, Middle and High School List serves
- Social network sites
- Mass e-mails
- Media outlets.

5.6 Methods of Marketing of Library Services

Library services such as events, programming, collections, and access to information are the tangible goods that have value and benefit to the patrons. IHGS Library entire staff shares in the marketing of Library services to our patrons in a variety of ways. IHGS Library's Marketing

Guidelines takes into account all of the various methods of communicating library services and benefits to the customer.

5.6.1 Library Website

The library webpage contains a comprehensive collection of library information on all aspects of library services and is the access point for all library electronic services.

5.6.2 Library Newsletter

The purpose of the Newsletter is to inform library patrons of service developments and highlight existing services. It includes information on new services, reviews of new book and journal titles, changes in staff. The Newsletter is produced at the start of every year and is available on the library webpage.

5.6.3 Email Updates

IHGS Library staff shall use email updates are used to alert the library patrons on new electronic services or database available for them. Information shall be sent on the emails of the registered users who subscribe to the service.

5.6.4 Ask a Librarian

The IHGS Library website shall have a link from the library homepage where library patrons seek help from the librarians, ask questions and place their requests to the library users.

5.6.5 Brochures

Brochures are available from the library website and in paper format in the library in the following areas; membership guides for the different membership categories, electronic services guides like online databases, □ General Library Guides such as code of conduct, Inter Library Loans, room guides like reference library room.

5.6.6 IHGS Library Open Day

The library has a stand in during Open Day with a selection of brochures and a Power point presentation running. Tours of the library are available but generally groups of students just wander in for a look.

5.6.7 IHGS Library Display in the library

This electronic display at the entrance of the library gives updates on library opening hours or events.

5.6.8 Staff

Staff should be aware that they are marketing the library in all their dealing with library patrons.

5.6.9 Display cabinets

Themed displays of books and journals are housed in three large display cabinets, situated opposite the Library Information desk.

5.6.10 Blogs

Blogs are being used increasingly by libraries as a communications tool. IHGS LIBRARY has just started a library blog.

5.7 Marketing Library Services Budget

Annually, IHGS Library staff will develop a budget for purposes of supporting marketing and promoting the library services. The budget will include anticipated expenses for paid and sponsored advertising using various mediums. Rates for TV, radio, cable, Internet, print, and so on will be listed and updated. IHGS Library will also seek alternate forms of funding through sponsorships, grants, collaborations and in-kind donations for the purposes of marketing the Library, its programs and services.

5.8 Conclusion

Marketing of library services will change as technology changes and so will our marketing strategies. Information access has shifted in recent years. More people are using mobile technology to receive and send information. It is important the Library explore new methods of marketing to reach all users such as blogs, gaming, RSS feeds, photo sharing, and social bookmarking. It is also important that staff use and expand the use of Twitter and Facebook in program marketing campaigns. The marketing promotions will tie into the needs, preferences, and decision-making practices of the users as well as Library initiatives and input/feedback from staff.

CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSION AND RECOMENDATIONS

6.1 Introduction

This chapter is summarizing the study as a whole in view of the objectives and the findings obtained in the study. Furthermore; it is drawing conclusions basing on the researchers point of view and recommendations on marketing of library services.

6.2 Summary of the Findings

The findings gathered during the study at the IHGS Library, it was realized that the library is in need of a marketing guidelines to be able to provide quality library services to the users of the library.

6.2.1 Library Services at IHGS Library

The library offers a wide range of library services which include; current awareness services, orientation of the library users, reference services, user education, book loan services, reading space, scanning services and many others.

6.2.2 Marketing of Library Services at IHGS Library

The findings revealed that IHGS Library staff use different methods in marketing of library services offered such as emails, social media tools such as face book, the library website, sign post, word of mouth, library newsletters, displays and library users visit the library in order to know about the its services.

6.2.3 Challenges Faced in Marketing of Grace Fellowship Library Services

The library staff faces a number of problems while marketing the library services to the users of the library and these were; Inadequate funds, lack of computers, inadequate information materials, small reading space.

6.2.4 Guidelines for marketing library services at IHGS LIBRARY

The guidelines will ensure effective marketing of library services if the library acquires enough information materials for users, purchase of computers to support the marketing of the library via the internet, improving on the library's website, improving the quality of information products and services.

6.3 Conclusion

IHGS Library offers a different library services to its users on the daily basis which include; book borrowing services, reference services, reading services among other. The library offers a wide range of services to the users of the library but these services are not well known by these users. This is caused by the various challenges that affect the librarian in marketing of these services such as inadequate funds, lack of computers, small reading space and many others. There is need for guidelines for marketing of information services through promotion of the library services, improving on a library website, promoting public relations with the community members, setting up a social network, products and services development.

6.4 Recommendations

Based on the findings, the following recommendations are put forward to improve library services and information products at IHGS Library.

6.4.1 Use of an Appropriate Marketing Approach

The library should adopt an appropriate marketing approach for developing information services and products properly. There are various suitable and cheap means of marketing that can be used such as use of a sign post, proper arrangement of the library, and so on.

6.4.2 Involvement of Users in Marketing of Library Services

The library should enable the users to be directly involved in the marketing of library and information services and products. These are good agents for the library to the community members who are capable of using the library.

6.4.3 Promotion of Current Awareness Services

The library should also avail current awareness bulletins, newsletters, new additions lists, upcoming events and conferences, lists of translated material should be compiled regularly and used to inform users about new and up to date information needed by the users.

6.4.4 Offering of Assistance Services

The library staff should also ensure provision of user assistance services such as selective dissemination of information, reference services according to user's profiles. This will promote the reputation of the library and promote it to other users who can contact the library.

6.4.5 Improving the Quality Library Services

The library staff should also improve on the quality of services to the users and these must be directed towards satisfying the user's needs. This can be done by emphasizing delivery of information is meeting the needs of users and acquiring information materials that are responsive to the needs of users.

6.4.6 Training and Educating the Library Users

The library staff should also train and educate the users on how to access the information materials and services from the school library. This will enable the young children to understand how they can use information resources by reading, writing and many others.

6.4.7 Organising Events

The library should also organise different events like book weeks, reading competitions, and engage in exhibitions to promote the library services. These create awareness of the different information services and materials offered by the school library.

6.4.8 Setting up a Social Media Network

This can act as the simplest way in marketing the library and information services to the library users. This can be by opening up accounts with face book, twitter, whatsapp, instagram and many others that can be used to inform the users instantly. They be informed by the use of mobile phones by the librarian who can always post information to be accessed by users.

6.5 Areas of Further Study

The researcher recommends the further areas of study by other scholars on the following;

- Role of marketing information services in school libraries.
- Online marketing of information services in school libraries.

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APPENDICES

Appendix 1

Questionnaire for students and teachers

Introduction

Dear respondent my name is Aturinda Agnes 3rd year student of Makerere University at the East African school of Library and Information Science pursuing a Bachelor’s degree in Library and Information Science. I am undertaking a project on “Developing the guidelines for marketing library services at Immaculate Heart School.” You have been selected to take part in this study and the information you will give is highly confidential. Your identity will remain anonymous therefore feel free to provide any information you believe is important. The study purely is for academic purpose and is a requirement for the Award of Bachelor’s degree in Library and Information Science and therefore I humbly request that you assist me by answering the following questions

Part A: Background information

- 1. Gender Male Female
- 2. Class

Part B: Types of Library Services at Immaculate Heart Girl’s School Library

Please tick appropriate box or give a written reply where applicable

- 1. When does the Library staff inform you about information concerning the Library services?
 - a) Orientation week
 - b) Every weak
 - c) Every month
 - d) At least once every term
 - e) Others (specify).....
- 2. What are the different library services available at Immaculate Heart School Library?
.....
.....

Part C: Methods Used in Marketing of Library Services

3. How did you get to know about the library services offered at Immaculate Heart School Library?

.....
.....

4. Do the library staffs inform you when new information materials are acquired?

a) Yes b) No

5. If yes, which channels do they use?

- a) Library notice board
- b) Class/staff room notice board
- c) Others (specify).....

6. If No, how do you get to know about new information materials acquired by the library?

- a) Visiting the Library
- b) Inquiring from library staff
- c) Others (specify).....

Part D: Challenges in Marketing the Library Services

7. What challenges do you face in getting information about the information services available in the school library?

.....
.....

8. What are your suggestions to solve the challenges listed above?

.....
.....

Part E: Guidelines for Marketing of Library Services

9. What methods do you suggest that the library users should use while marketing the library services in the school library?

.....
.....

10. As a library user, do you support the development of the guidelines to supplement the current means of marketing library services?

a) Yes b) No

11. Which features do you like to be included in the guidelines for marketing the library services at Immaculate Heart School Library?

.....
.....

Appendix 2

Interview guide for librarian

Introduction

Dear respondent my name is Aturinda Agnes 3rd year student of Makerere University at the East African school of Library and Information Science pursuing a Bachelor's degree in Library and Information Science. I am undertaking a project on "Developing the guidelines for marketing library services at Immaculate Heart School." You have been selected to take part in this study and the information you will give is highly confidential. Your identity will remain anonymous therefore feel free to provide any information you believe is important. The study purely is for academic purpose and is a requirement for the Award of Bachelor's degree in Library and Information Science and therefore I humbly request that you assist me by answering the following questions

Part A: Background information

1. Gender
2. Position
3. For how long have you worked with the school library?

Part B: Types of Library Services at Immaculate Heart Girl's School Library

4. What are the different library services provided by Immaculate Heart School Library?
5. When does the Library staff inform you about information concerning the Library services?
6. How regularly do you inform the library users about the new library services available in the school library?

Part C: Methods Used in Marketing of Library Services

7. What are the different methods used in marketing of library services offered at Immaculate Heart School Library?

8. What are the different tools do you use in marketing of the library services in the school library?
9. Do the library staffs inform you when new information materials are acquired?
10. How do you keep in touch with library users at Immaculate Heart School Library?

Part D: Challenges in Marketing the Library Services

11. What challenges do you face in getting information about the information services available in the school library?
12. What are your suggestions to solve the challenges listed above?

Part E: Guidelines for Marketing of Library Services

13. What methods do you suggest that the library users should use while marketing the library services in the school library?
14. What do you propose that should be included in the guidelines to supplement the current means of marketing library services?
15. Which features do you like to be included in the guidelines for marketing the library services at Immaculate Heart School Library?

Thank you for your time.

Appendix 3

Observation guide

This guide lists the things to observe about in the library as outlined below, others that will emerge during observation will be included

- ICTs which can support marketing of library services such as telephones, computers, internet.
- Tools used in marketing of the library resources
- Size of the library to attract the users
- Observing whether users consult library staff about the availability of the information materials they want
- Information materials in the Library
- Activities in the library.

Appendix 4

Introductory Letter

MAKERERE

P.O. BOX 7062, Kampala - Uganda
E-mail: info@cis.mak.ac.ug
URL: http://cis.mak.ac.ug



UNIVERSITY

Tel: +256 - 414 - 540 628 / 534 560 / 1-97
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facebook: www.facebook.com/cocismak

COLLEGE OF COMPUTING & INFORMATION SCIENCES

EAST AFRICAN SCHOOL OF LIBRARY AND INFORMATION SCIENCE (EASLIS)

July 3, 2018

The Head Mistress,
Immaculate Heart Girls School
P. O. Box 52
Rukungiri – Uganda

Dear Sister,

RE: INTRODUCTION LETTER: ATURINDA AGNES REG. NO. 15/U/163

This is to introduce to you the above named student of East African School of Library and Information Science under the College of Computing & Information Sciences, Makerere University. She is offering a Bachelor's Degree in Library and Information Science (BLIS) Year III.

As part of the study program, she is supposed to carry out a project entitled, "*Guidelines for Marketing Library Services offered at Immaculate Heart Girl's School Library*".

The purpose of this communication is to request you to offer her the necessary assistance required.

Please note that all information obtained shall be for academic purposes only.

Sincerely,

Dr. Joyce Bukirwa
HEAD OF DEPARTMENT
LIBRARY & INFORMATION SCIENCES