OUTREACH SERVICES OF LIBRARIES

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Abstract : Outreach has become an essential component of library services in academic libraries. The paper discusses the various components of outreach programs supported by a review of the literature published in the recent past. The paper throws light upon the trends and ongoing practices in various organizations along with popular practices.

Keyword: Outreach programs; Academic libraries; University libraries.

Introduction :

Libraries are service oriented organizations; in this context the concept of outreach is intricately related with library services and fits the current landscape of service trends. Libraries are expanding their roles and reaching out to university and other organizations "not only to meet the information needs of our campus community, but as an informal branch of student support services (Tammy and Bishop, 2018) Too." Various aspects such as student specific services, learning communities and library support services are able to coordinate with students and other learning communities. Student engagement and the development of trust between libraries and learners are fundamental to outreach. It requires insight into the planning and service level of the outreach program including outreach scope and management of the same.

Evaluation of an outreach program involving students and other constituent communities is not very important. Outreach programs understand the importance of collaboration with learning communities and support. Collaboration and engagement with the on-campus learning community for various special events for scholars at the library, is designed with the scope that outreach is student-centered. This scope includes allowing for expediting the channeling of outreach activities for library staff. Outreach liaison includes communication with colleagues and other teams such as undergraduate, postgraduate and research students. Some components such as "moments of joy, surprise, spectacle and comfort" have certain stages in terms of users' reactions. Role outreach programs are envisaged as creative and innovative libraries, rather than becoming too experimental libraries including suggestions by building consensus for management. Some of the successes of the administration of an outreach program include new ideas for future events for an academic year.

Why Outreach?

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The need to understand outreach in a broader context is inevitable. Certainly, this strategy is not solely about marketing library resources and services; yet outreach covers some marketing strategies to create awareness about programs and services. Andrea Wright has discussed two main goals, "The first goal was to increase awareness and knowledge of some of the key scholarly communication issues—publication models, author copyright, and influence metrics, particularly among faculty—and how we create spark dialogue about, share and consume scholarly information in a new, ever-changing environment. The second goal was to pilot a model of scholarly communication outreach at the liberal-arts university – by experts throughout the academic year A series of guest lectures." Since the goal includes building and maintaining long-term relationships with the user community and (relationship with events?) events, most of the time beyond the library premises (Cummings, 2007), is there some model based on Such as the "contact model", which involves library staff to reach and link various groups of the organization, usually academic sections or departments, and "outpost librarianship", as followed and used in "door outreach". Why Time Outreach Is Important It can be understood from the following aspects:

Various Outreach Strategies

The development of outreach strategies includes the study of the community, as well as the needs and processes to reach them. Sometimes the approaches are ad hoc or short-term planning that does not serve long-term goals. Implementation of proactive outreach processes, as well as passive outreach activities should be carried out in the background. Testing the presence and consistency of a scalable plan are some of the essential attributes of planning outreach services. Unlike passive outreach planning, these examples of active outreach services are not scalable; But reach out to the community and serve as a vital component towards developing closer relationships that can translate into an organizational partnership. Proactive outreach approaches include working in close proximity with users and creating opportunities for direct feedback from the community. Another example of such a direct and close partnership is found in services for persons with disabilities on campus; Such as feedback about their accessibility, removal of barriers, etc. Close and direct approaches to outside populations also aid in the dissemination of outreach services and provide opportunities for learning and connecting with others. Such approaches help the library reach out to the underserved scholars in the organization by creating exhibits by co-hosting programs like "mutual education", etc. "locally relevant and "empowerment" services (Mehra and Srinivasan, 2007). Demonstration of innovative outreach services brings many other groups of the community to the library and for this the demographic composition of the community, as well as significant demands and timeframes. For example, the use of reading halls, library guides, etc. are components of a passive outreach plan that involves contacting about the library's efforts to connect with the community. Receiving marginalized individuals and their responses (Kannady, King, & Blendinger, 2012). Demonstrating intelligent identification of target populations as well as understanding potential users is some of the important aspects of passive outreach planning, such as displaying photographs of outreach services to underserved populations of marginalized communities reflecting library efforts. To spread the message to the users. Such activities allow and establish the role of intermediaries (support groups) as well as recognition.

Relating Outreach with Various Components of Library Functions :

Carter and Priscilla (2011) discuss that outreach means "reaching out to its users, encouraging the use of the library and its resources, and fostering a positive image on campus and often in the community – but also activities that encourage library use." Let's meet these objectives run the gamut." There has been some discussion that the term "outreach" includes "collection development and library instruction", as outreach services have similar goals. Carter and Priscilla also discussed Key aspects of "services and promotion of services". These are "any assistance with research or information, resources available in the library, and library facilities." Promotion of services includes the use of marketing or public relations techniques to promote these services, resources and facilities." The roles and labels of "embedded librarian" or "satellite librarian" are associated with outreach programs in libraries when developing collaborative programs have happened.

Library beyond the Walls :

In recent times we have seen the changing roles of academic libraries, hence their functions, services and structure into a place of learning for all. Technology-based spaces and facilities as services are examples of how campus communities reach and are inviting. The roles of outreach programs for campus communities as well as outsiders are numerous. Progress, development and enhancement of learning methods are enriched by outreach activities. The movement of the library extends beyond its premises to reach out to those who are either unwilling or under-served. There are some groups in the campus that need attention in this context; these are "transferred students, multicultural groups and campus residents". As suggested in (Kramer, Keisse, & Lombardo. 2003), "these programs increase the visibility of the library, enhance its image among university students, faculty, and staff, and make it accessible to on-campus teaching and learning." at the center of learning." Reaching them requires collaboration with outside communities. Liaising with internal groups or communities should be supported by faculty members, student representatives and staff. In order to understand the specific needs of different groups it is imperative to segregate and segregate them in university libraries. University libraries serve not only the campus community but also visitors from across the country. Research, and professional and career development, is some of the factors that drive these students, professionals and other types of visitors to access the library. NS university libraries maintain the vast collection and efficient services to cater to the users and provide opportunities for engagement in learning activities through various outreach programs. There are examples, such as:

I- Various workshops
II- Online research support
III- Collaborative learning programs
IV- Displays and exhibitions
V- Independent interaction and study spaces

Other types of libraries using community outreach :

Academic Libraries :

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Academic libraries are frequently organizing workshops and events to reach researchers and highlight the resources required by them for their scholarly work. Brown University initiated a library FYI workshop and "keys to efficiently wrangling workshop" as well as a workshop on "Citingand Publishing Your Data". Southern Methodist University has adopted this strategy and started offering "Request a Workshop" which is based on students' preferred topics and schedules in order to adjust to their needs.

In Chinese academic libraries outreach services are considered add-on services. The word "creative service is more commonly used rather than "outreach service" in China. The primary purpose for outreach services is to cater to the library user's needs in academic libraries in China.

In Chinese academic libraries the outreach services are confined to students and faculty only, but in the US outreach services are offered beyond the walls of the library to reach the larger research community. The research community consists of not only students, faculty and staff but also the global community.

School Libraries :

A concept of 'Idea' has been introduced for implementing outreach programs in school libraries. An idea as of "Maua, 2015 is:

> I- Indentify the need
> D-Design Program
> E-Evaluation service
> A-Add new programs

Identify the need: There is a need to identify the need of the students to offer outreach services. Identifying problems will help design programs that enhance and support students' learning activities

Design Programs: The programs are designed keeping in mind the needs of the users. Those programs are considered which are affordable and also beneficial for the students. When programs are designed, priority is given to the identified need. These programs are user friendly so that students can understand them easily.

Evaluation Service: Continuous evaluation is required to enhance and improve the service offered by libraries. The impact of the outreach service must be measured in order to be provided effectively.

Add new programs: Programs need to be added to meet the needs of users. Goals and objectives should be user-oriented and dynamic in nature.

Medical Libraries

Long ago, Fama (2005) identified two approaches to outreach:

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- A library-centric model – in which new audiences are introduced to library services and.

- An audience-centeric model - in which the librarian assesses the needs and develops a program to meet those needs.

He also proposed that deliver outreach goals and process. It should be continuously evaluated. Outreach programs should be regularly assessed and evaluated and their impact on readers assessed.

The Lamar Souter Library at the University of Massachusetts Medical School formed the Outreach Study Group to examine existing models of outreach. The group evaluated published literature and also conducted worldwide surveys to identify trends in outreach.

Role of Technologies in supporting outreach programs :

According to a press release, the Ministry of Micro, Small and Medium Enterprises (MSMEs) organized an event on Technology Support and Outreach (TECH-SOP) in New Delhi with an aim to inform MSMEs about the latest technological developments market. An "India Green Tech Open Challenge" was launched to motivate MSMEs to implement green technologies. A dedicated section may be created on the organization's website and the information is to be displayed which can be further shared with the readers. The page is designed to attract and educate readers who can enhance their knowledge.

Models of Outreach :

There are various popular models of outreach prevalent in the society. Some are listed below:

Twitter Outreach:

Twitter is a social networking service that allows users to post messages known as "tweets". This model shares information around the world in no time. It is an easy way to share information to the general public. The coverage is vast and covers different spectrum. It is a way to stay updated with the latest happenings in the world through another person's expression. It also acts as marketing tool where people advertise their businesses and services to catch the attention of an audience.

Community outreach programs:

In this type, a group of people is first identified, their needs are identified and then a program is designed to help them by creating education, motivation and awareness. Community outreach programs are characterized by meeting the needs of specific community users. The benefit of this program is to help those people who are deprived of the society, deprived or exploited in some way or the other.

Conclusion :

Modern library services cannot be imagined without outreach services to users and other communities. Incorporation of innovative ideas along with traditional housekeeping services in the library has been inevitable since the advent of technologies as well as the need to reach the larger type and number of users to be served. The educational environment motivates the library users to participate in outreach programs to engage the rest of the population.

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