

## CHAPTER 5: E.S. IN SPECIFIC INFORMATION AGENCIES

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IMD314: EXTENSION  
SERVICES IN  
INFORMATION AGENCIES

# NEED TO REMEMBER!

- When discussing about Extension Services In Specific Information Agencies it will be obvious that there will be redundancy of services and activities provided in different organization. It can't be help as many of the services are applicable in different types of information agencies with some gaining prominence in one type of agency will the others don't.
- The discussion will look at the services that could and have been implemented in certain location although not generally provided in most of the similar information agencies.





# CONTENTS: E.S PROVIDED BY INFORMATION AGENCIES



LIBRARIES



ARCHIVES



MUSEUM



INFORMATION  
CENTERS

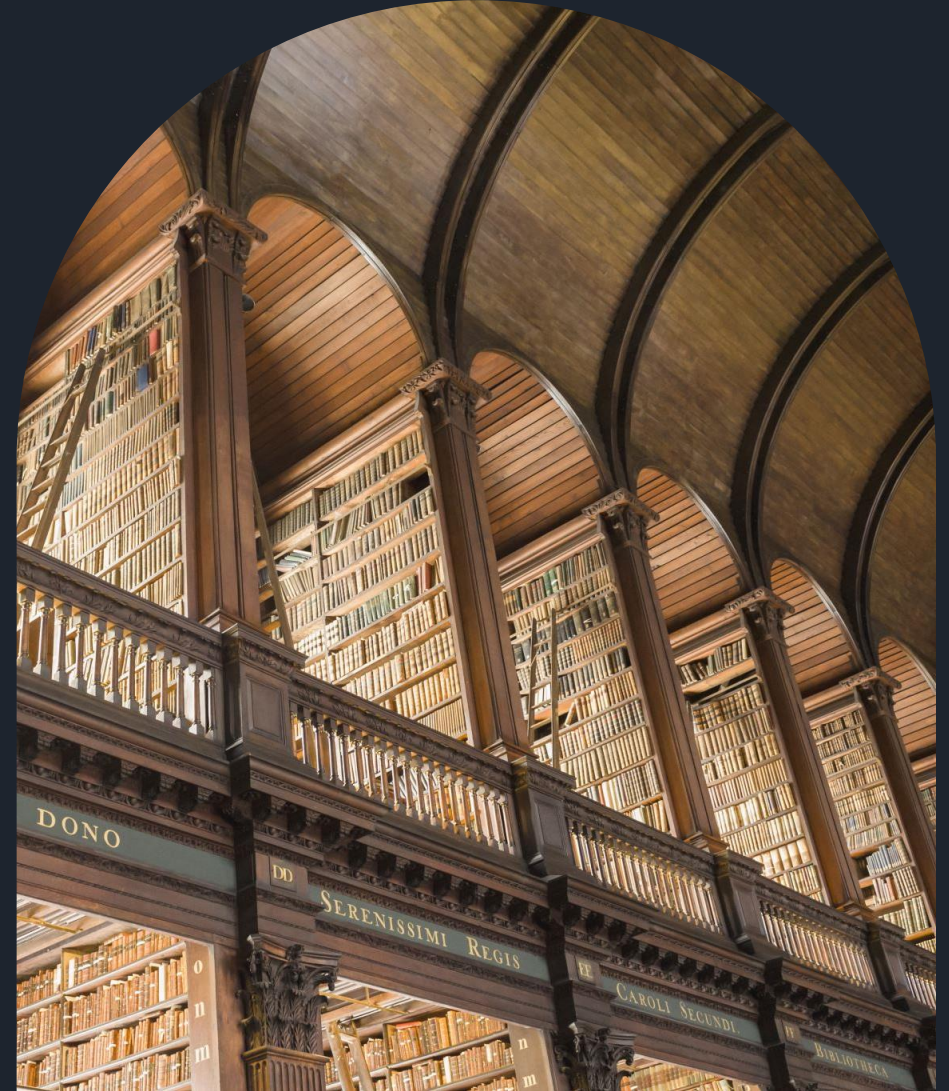


RECORD  
CENTER



# E.S IN LIBRARIES

- 1) ACADEMIC LIBRARY
- 2) NATIONAL LIBRARY
- 3) PUBLIC LIBRARY
- 4) SPECIAL LIBRARY
- 5) SCHOOL LIBRARY / RESOURCE CENTER



# 1) ACADEMIC LIBRARY

- College and university libraries could play a role in extending its services to the community due to their commonly huge collection and up-to-date facilities, but they never quite extended their presence beyond the university community.
- Information resources are not meant to be warehouse but should be shared, as this is the nature of a library. In the case of university library, no research has really concluded on their shortcoming of reaching to the communities, especially for colleges and universities located in the rural area. The size of the university itself is disproportionate compared to the small town but the surrounding community has not benefited from the existence of the university library.



# 1) ACADEMIC LIBRARY: Perception

- ✓ Huge collections & up-to-date collections
- ✓ Adequate & up-to-date facilities
- ✓ Spacious
- ✓ Large funding
- ✓ Adequate manpower





# 1) ACADEMIC LIBRARY: E.S Provided

## i. Collaboration with public libraries

University library provide training to local public library staff on area of interest to the public library staff needs.

Examples:      Online database searching  
                         Introduction to research  
                         process  
                         How to begin writing a  
                         paper



# 1) ACADEMIC LIBRARY: E.S Provided

## ii. Postal Book Loan

The purpose of the service is to facilitate access to library materials for students who are unable to get to a campus on a regular basis. It can be done using manual system or online.





# 1) ACADEMIC LIBRARY: E.S Provided

## iii. Online information access

A university library may provide access to its services and collections via the internet or online method to users with disabilities in its branch university library. The content may include exam papers, thesis and dissertations, online journals, etc.

Example: Online community access for disabled person.



# 1) ACADEMIC LIBRARY: E.S Provided

## iv. Community Outreach

Outreaching to the community beyond the campus border as part of community service by the university library but normally this will be an institutional requirement nevertheless it may contribute to understanding of the library effort towards community service.

Among the activities that has been conducted:

- a) Collaborative activities with the public library and library associations such as book fair, library festivals, etc.
- b) Literacy program targeting local communities



# 1) ACADEMIC LIBRARY: E.S Provided

## v. Inter Library Loan Service

In a way ILL could also be consider as an extension service since it allows the materials in one academic library to be loan to patron of another academic library and staff of government and semi government institutions, which could be a far distance from the lending library. This is done on a mutual basis where the libraries may exchange materials on loan basis. ILL is a common service provided by all academic libraries in Malaysia and other countries as well. Academic libraries relies heavily on ILL to support research.





# 1) ACADEMIC LIBRARY: E.S Provided

## vi. Branch library

Large universities also include branch campus or faculties and a compulsory facility in an academic institution is a library. Therefore, when there is a branch campus or faculties, a branch library will also be available. The branch academic library will be the extension of the main academic library, but it may be limited to a few particular subjects closely relevant to the faculties available.

## 2) NATIONAL LIBRARY: E.S Provided

### i. Reading Campaign

Reading and knowledge-based activities and program held nationwide aimed at creating a knowledgeable and informative community by adapting reading as a culture because reading is the basis for gaining knowledge. Knowledge is the key to developing a progressive society.

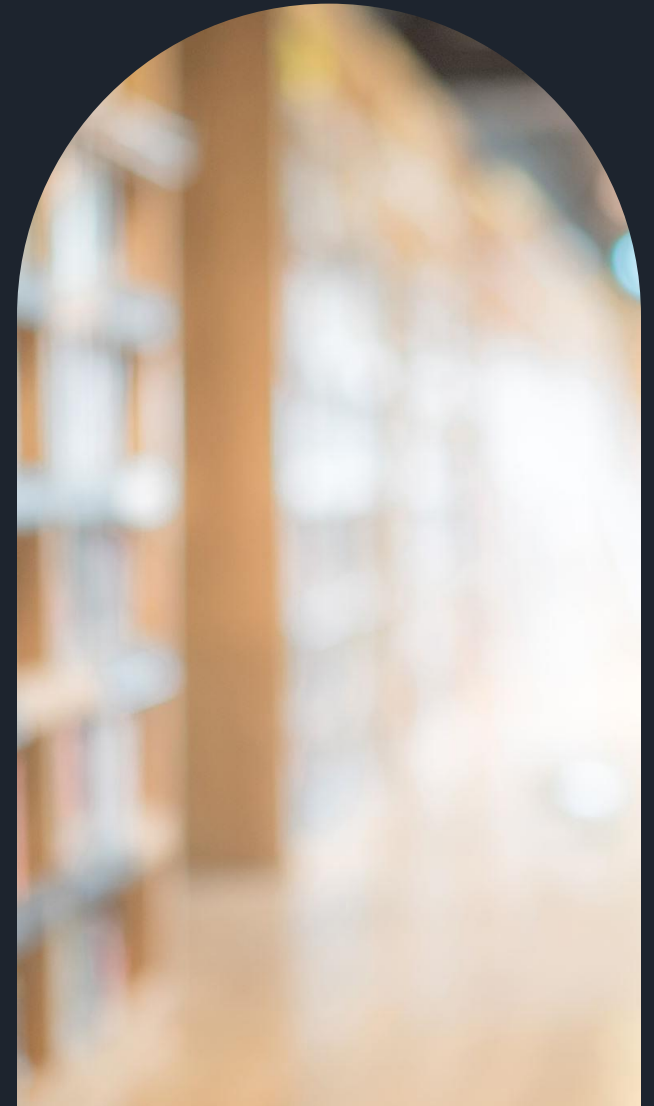


READING CAMPAIGN LOGO

## 2) NATIONAL LIBRARY: E.S Provided

### ii. Reading Club

Create interest regarding the importance of reading. show way to them about appropriate methods of reading. spread reading culture among them.





## 2) NATIONAL LIBRARY: E.S Provided

### iii. Workshops

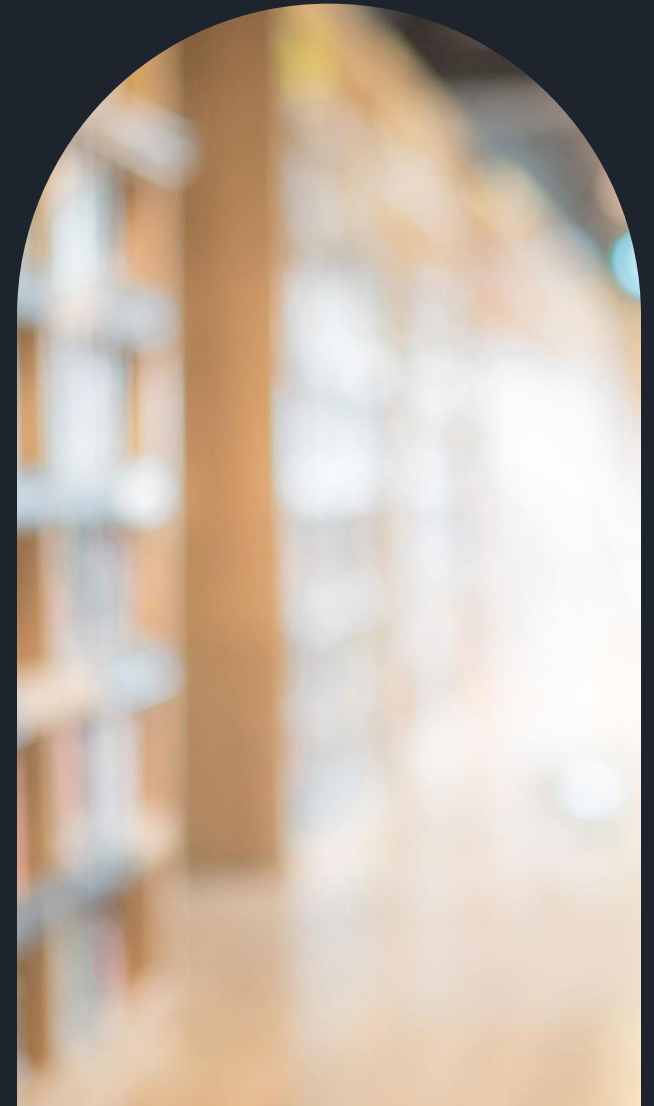
This workshop is conducted in venue outside of the national library, for instance at the public library or branch library or other agencies that allows for the organization of such events.

Example:

Workshop on reading club narratives

Workshop on story telling

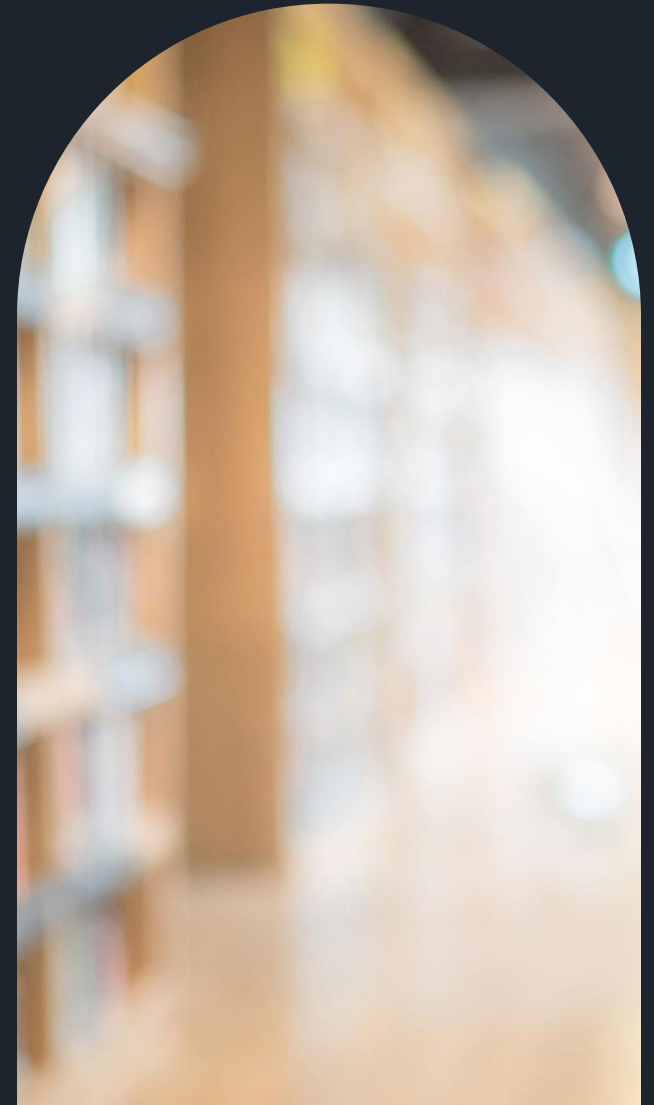
Workshop on Reading children's short stories



## 2) NATIONAL LIBRARY: E.S Provided

### iv. Community Information Service

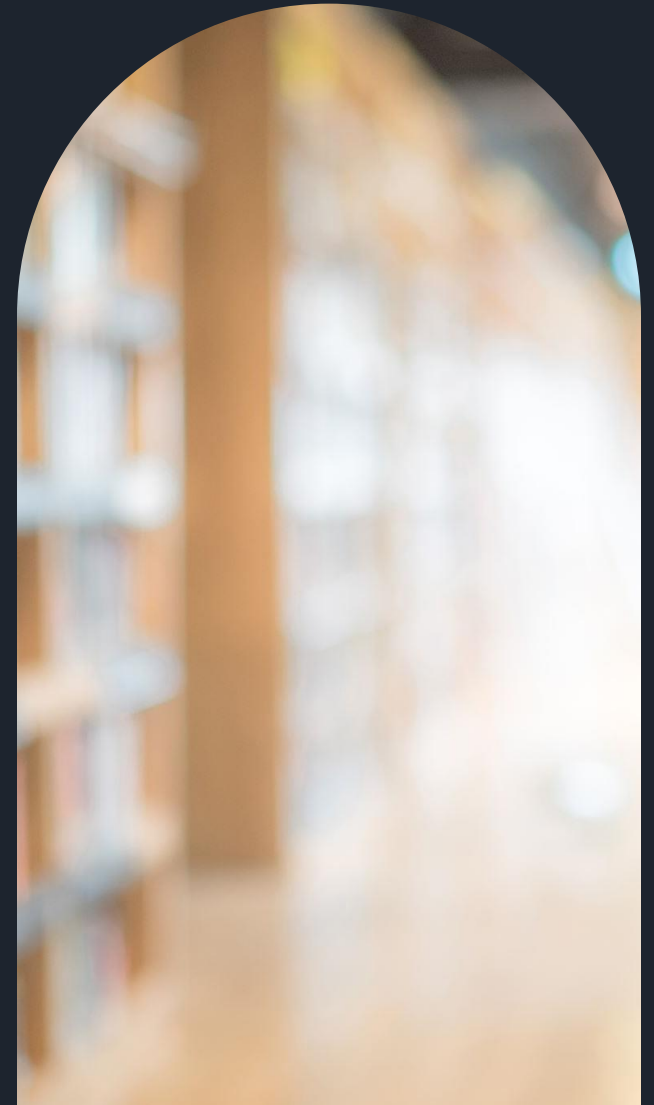
The Community Information Service is offered to assist the society to attain beneficial information for their daily life. This service converges towards fulfilling the needs of people without direct access to information and those with various problems especially problems relating to homes, jobs and their rights.



## 2) NATIONAL LIBRARY: E.S Provided

### v. Rural Library

Rural library is one form of extension service established by the National Library of Malaysia. Rural libraries in Malaysia are agents of social restructuring as they provide learning and skill support to local communities in areas such as basic skills, family learning and education to the young. Most rural libraries are involved in reading campaign programs for young people such as story telling and reading aloud. Although rural library falls under the jurisdiction of State libraries, the National Library of Malaysia assisted in areas where the State libraries are unable to provide such a branch.





### 3) PUBLIC LIBRARY: E.S Provided



#### i. Branch Public Library

Branch public library exist because of its relevancy but they may differ slightly from other type of library branch in terms of target group and the extent of activities and services offered to the population.

A public library branch may try to emulate the state or central library as far as it could but not too extensive due to limitation in size of population served.

A branch library may also be focused on user or public services only while the technical and administrative work are still control by the central or state library.

### 3) PUBLIC LIBRARY: E.S Provided



#### ii. Home Materials Delivery Service

This service is provided to people who are unable to come to the library, due to a temporary or permanent condition, but who wish to have library materials delivered to them. They may be living independently in their homes or living in a group residential facility where no library collection is available. They may be caregivers whose responsibilities make library visits difficult.

### 3) PUBLIC LIBRARY: E.S Provided



#### iii. Donated Collections

Donated collections are provided to organizations that serve specific group of users (example, youth and adults) for whom there are social or cultural barriers preventing traditional use of the library. Materials in these donated collections are paperback books and books withdrawn from the library's collection



### 3) PUBLIC LIBRARY: E.S Provided



#### iv. Mobile Library

Mobile libraries are often used to provide library services to villages and city suburbs that have no library buildings. They can also service groups of those who have difficulty accessing libraries, e.g., occupants of retirement homes. They may also carry other information or computer equipment. Some libraries also use their bookmobiles to deliver materials, such as audio books, large print novels, and eBooks, to homebound people without anyone to go to the library for them

### 3) PUBLIC LIBRARY: E.S Provided



#### iv. Mobile Library

Bookmobiles are used in many countries, but a mobile library can be run without a vehicle.

Examples include:

- A Camel Library Service in Kenya
- A Donkey-drawn mobile library in Zimbabwe
- Elephant Libraries in Thailand
- Boat libraries in Western Norway

### 3) PUBLIC LIBRARY: E.S Provided



#### v. Library Network

The library network service is in the form of cooperative library service between several libraries. For example, in a large metropolitan area where travel from one corner of the city to another may be very demanding in terms of time, money, and physical conditions, few libraries agreed to cooperate to provide library services to the metro area.



### 3) PUBLIC LIBRARY: E.S Provided



#### vi. Outreach Service

Outreach service is a service that reaches out to the community beyond the information agencies wall. As such, outreach and extension services are interchangeably used term because their nature is almost identical where they function by reaching out to the communities beyond their own premise. Most of the services are targeted to the underserved population.

# 3) PUBLIC LIBRARY: E.S Provided



## vi. Outreach Service

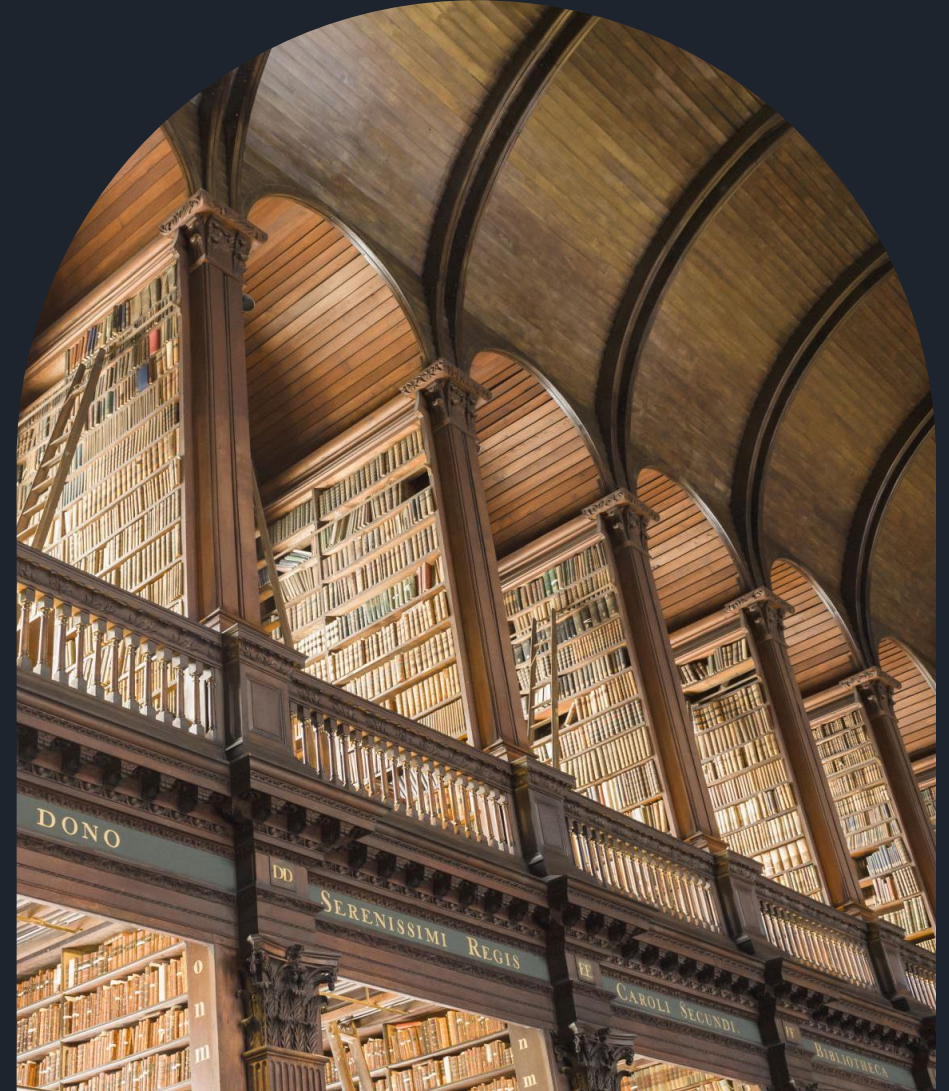
### Outreach Program Target Groups:

1. Children
2. Rural poor people
3. Urban poor people
4. Discriminated minority group
5. Schools
6. Underemployed
7. Specific ethnic groups

# E.S IN ARCHIVES & MUSEUMS

## 1) Workshops

A workshop is a discussion group or the like, that emphasis the exchange of ideas and demonstration and application of techniques and skills, etc. in a particular subject or discipline. The workshop can be held in an organizations' own turf. An archive could also organize workshops in places outside of the archives itself, thus making it an extended service to the community





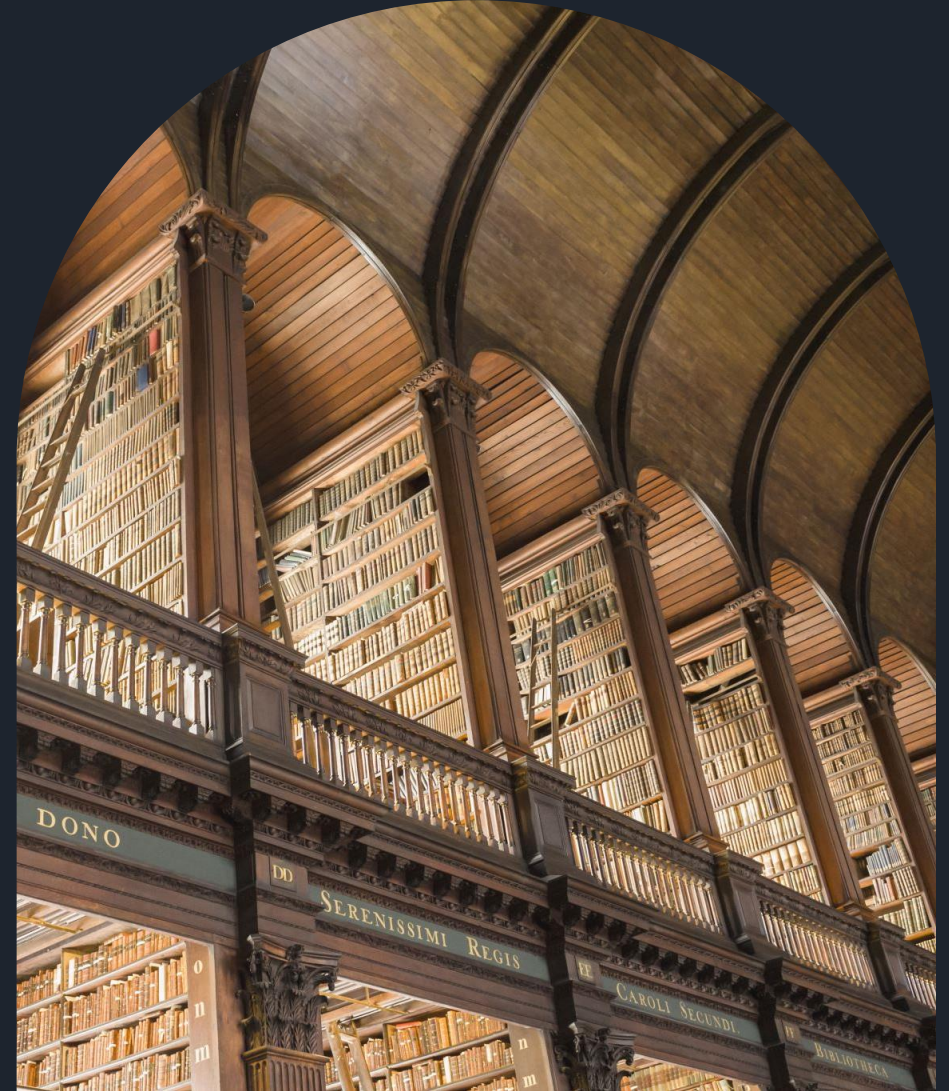
# E.S IN ARCHIVES & MUSEUMS

## 2) Exhibition – Physical

Exhibitions are public display of industrial or commercial products or artifacts.

The physical exhibition could be in a permanent form, temporary basis, or as travelling exhibition

A travelling exhibition, also referred to as a "travelling exhibit" or a "touring exhibition", is a type of exhibition that is available for circulation to one or more venues in addition to the premises of the organizer.

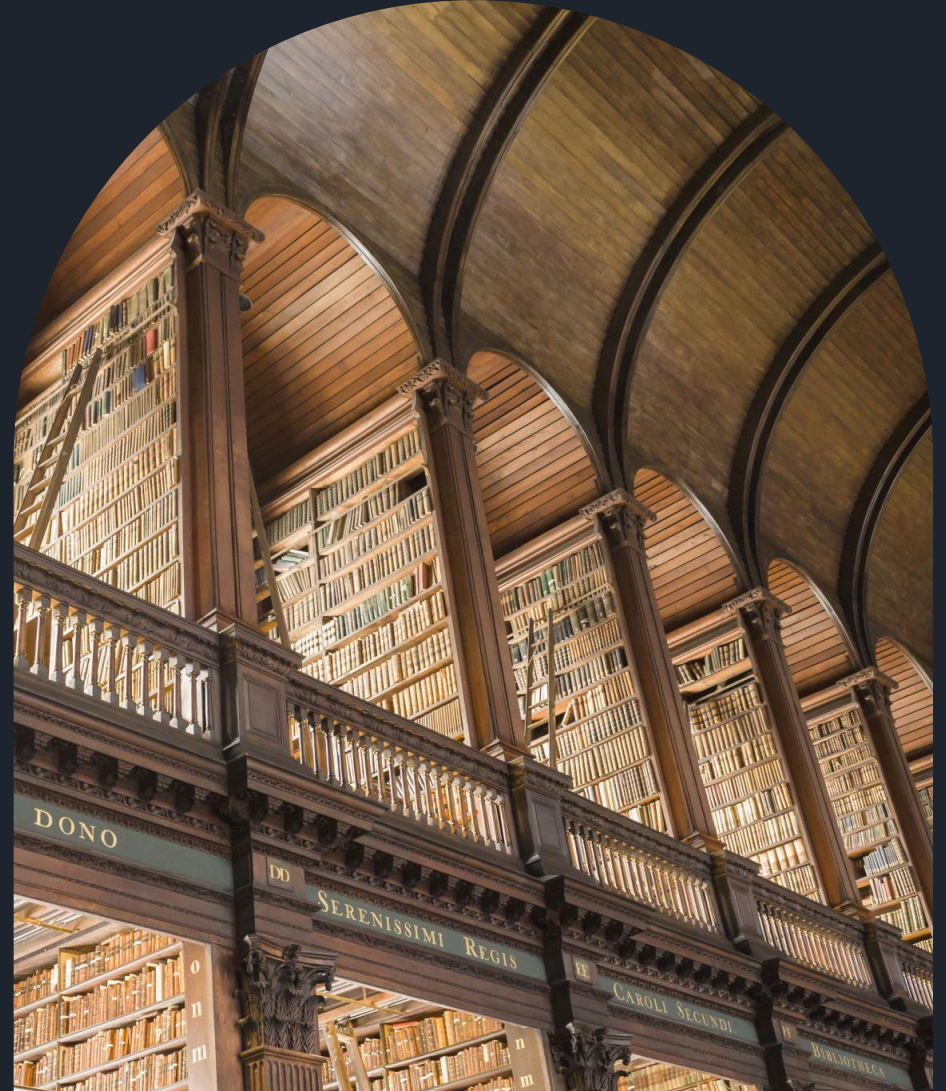


# E.S IN ARCHIVES & MUSEUMS

## 3) Road Shows

Road Show is a series of public event, each occurring at a different venue or location (a show on tour).

Like touring or travelling exhibition, a road show give opportunities to archives and museums to showcase to the communities or public deprived or restricted from visiting them some of the invaluable collections they hold and also to hold events that allows direct participation and viewing by the population where they make their stops.

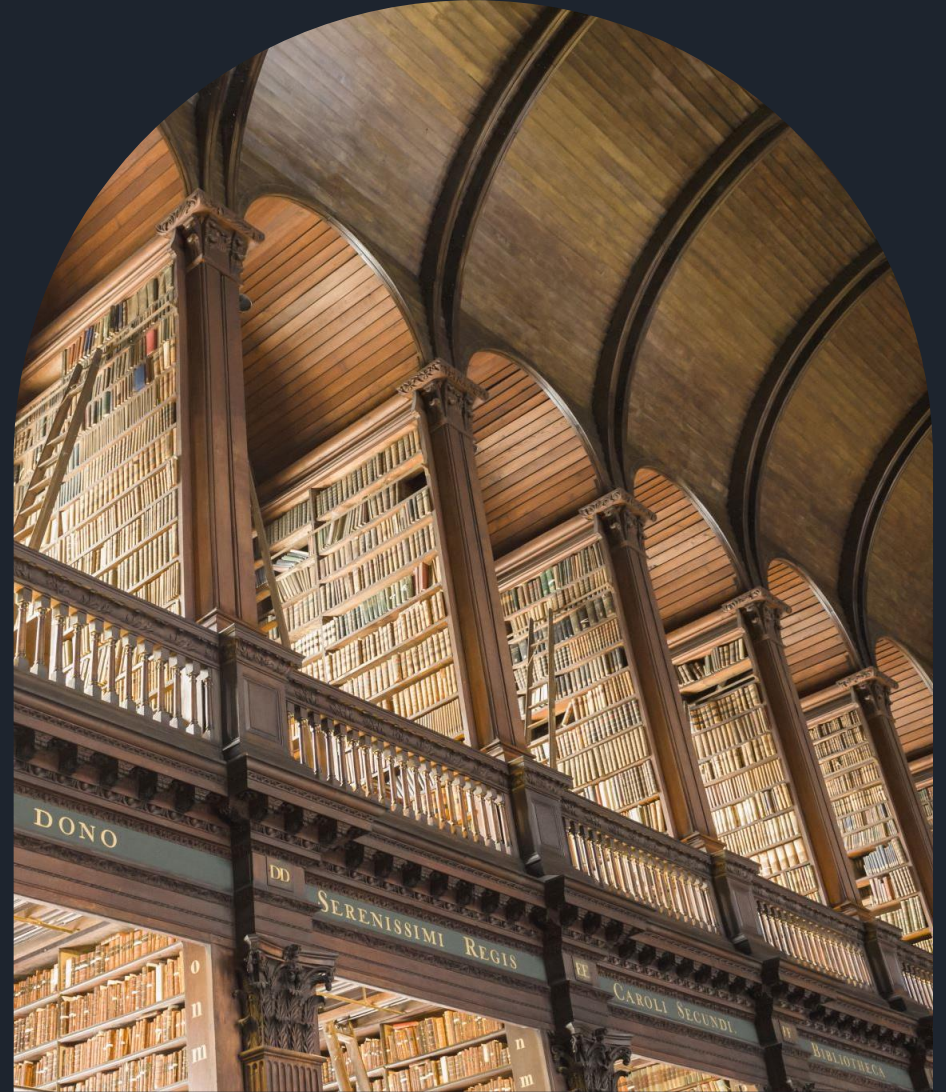




# E.S IN ARCHIVES & MUSEUMS

## 4) Branch Archives

A branch archives maintain its function of collecting, keeping, and preserving valuable historical and national records of a country but their coverage are confine to the state where they are located. They are also responsible for providing access to the public, students, researchers, and government departments on archival information through their reference service and extension activities.







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