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KEKAL ABADI

KANDUNGAN *CONTENTS*

Revamping GXEX1401

Nor Edzan Che Nasir
(Paper presented at the International Conference on Libraries (ICOL 2012), 2-4 July 2012, Kelantan)

Abstract
In 1998, the University of Malaya made it compulsory for all undergraduates to sign up for the Information Skills Course or GXEX1401. This is a one-credit hour 14 weeks compulsory university course for all undergraduates and the Library was entrusted to run the course. GXEX 1401 has been running for 13 years and throughout this duration, the course had changed considerably both in contents and delivery method. This paper will look at the development of the course since its inception and how the Library plays a significant role in inculcating lifelong learning to the students.

Keywords: Information literacy; Information skills; Undergraduates; Lifelong learning

Introduction
The University of Malaya, being the first institution of higher learning in the country, made it compulsory for all undergraduates to sign up for the Information Skills Course (GXEX1401) beginning year 1998. The Library was entrusted to run the one-credit hour 14 weeks compulsory university course for all undergraduates. Students have to attend classes for an hour each week totaling 14 weeks which is the time taken to complete one semester. Classes are conducted in a computer laboratory with Internet connection.

In 1989, the American Library Association introduced the concept of information literacy when it published its definition of information literacy as "Information literacy is a set of abilities requiring individuals to recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information". Thus, the Information Skills Course (GXEX1401) was designed and developed with this in mind and this is reflected in its Course Proforma and Course Information. Having gone through the course in their first year and practicing the skills they have acquired throughout their subsequent years in the University, the students, upon graduation, should be able to apply these information skills in their day-to-day activities. Thus, the skills acquired would be applied throughout their lifetime and enhances their lifelong learning experiences into their adult life. In other words, the students are able to locate, organize, understand, evaluate, and create information.

Within the Information Skills Course (GXEX1401), students are taught not only the use of print resources but also digital resources. UML subscribes to a wide array of online databases and electronic books which are accessible from its website and on graduation, the students from the University should be able to put into practice the information skills they acquire to any format of information source. Up until the end of the 2010/2011 academic session, a total of 66,155 students have attended the course since 1998 and this in total should contribute to the development of an information literate society within the work force in Malaysia (Table 1).

Table 1: Number of students taught GXEX1401

Session	Semester 1	Semester 2	Total
No. of Students Taught			
1998/1999	3,081	2,003	5,084
1999/2000	3,348	2,666	6,014
2000/2001	3,021	3,895	6,916
2001/2002	2,940	2,724	5,664
2002/2003	3,089	2,687	5,776
2003/2004	3,004	2,181	5,185
2004/2005	3,192	2,185	5,377
2005/2006	3,243	1,836	5,079
2006/2007	2,809	2,131	4,940
2007/2008	2,821	1,558	4,379
2008/2009	2,756	1,452	4,208
2009/2010	2,292	1,525	3,817
2010/2011	2,417	1,299	3,716
Total	**38,013**	**28,142**	**66,155**

Developing, Re-developing and Evolving

From its inception, the entire course structure and contents was developed and taught by the librarians. The course started out the traditional way with the use of powerpoint slides and a white board as well as printed notes as guides. Exercises were printed in the form of a handbook and students use the computers for hands-on. The library catalogue at that time was using the telnet protocol. Initially there were sixty computers in the laboratory to be shared by more than a hundred students although ideally it should be one computer per student. Now we have a computer laboratory which can comfortably sit 80 students each with their own computers.

Breivik (1998) admits that text alone or text with only minimal picture does not reflect the normal life experiences of most students today, who spend far more time watching television than reading. This statement was written more than fourteen years ago. Now, students spend almost all their time using Internet search engines, mobile phones, PDAs, tablets and other devices coupled with social networking tools such as YouTube, Facebook, Flickr and Twitter. Using a combination of web technology is a commonsense approach to teaching especially for students during this information technology era where sources of learning and access to information include various technologies. Furthermore, the process of teaching and learning information skills became more innovative with the gradual replacement of the CD-ROMs with online databases and electronic journals. The Library's catalogue was upgraded to that of the web version in 2002. With this dramatic change, the Library had to modify the course contents to reflect the new method of information retrieval with regards to the online resources.

Table 2: Blended learning features of a skill-driven model
(Valiathan, Purnima. (2002). Blended learning models. *Learning Circuits*)

Contents	Technology based techniques	Non technology based techniques
Announcement	LMS, Email	Flyer, Mail, Phone
Overview session	Email, Webinar	
Self-paced learning	Web-based tutorial, E-books, EPSS, Simulation	Articles, Books, Job-aids, On-the-job-training
Query resolution	Email, FAQ, Instant messenger	Face-to-face meeting
Demonstration	Web meeting, Simulation	Traditional classroom
Practice	Simulation	Workbook assignment
Feedback	Email	Face-to-face meeting, Print report
Closing session	Email, Webinar	Traditional classroom
Certification	Web based test	Print test

With the various advancements made to the way how information is now presented to the masses, the Library had to seriously look at the course contents and mode of delivery. After various deliberations, the Library made a conscious decision to venture into a blended learning concept using a combination of web-based technology (self-paced assessment, video, audio , text); pedagogical approach (group discussion and presentation); and instructional technology with face-to-face instructor-led training The elements (Table 2) listed in the skill-driven model of Valiathan (2002) was used as a guideline. The reason for adopting this model is that the Information Skills Course is envisaged to be a skills-based course.

In Edzan's study (2006), both library and students are very concerned with the availability of information sources on the web, followed by referencing and citation styles. Although, the information sources are linked to the e-learning template, it can be further enhanced with web-based tutorials and interactive online sessions. The citation style taught in this course is the American Psychological Association style. This style together with links to other referencing styles was also made available via the web.

Initially, a specially designated website for this course was set up at UML's homepage and it had the following features :

      a. Rules and regulations of the course

      b. Names and emails of facilitators

      c. Course outline and timetable for the whole semester

      d. Power point slides of all lectures

      e. Instructions on doing the project paper and submission date

The course website also had links to the Library catalogue and online reference resources such as dictionaries and encyclopedias. A glossary of library terms and special library codes used in bibliographic records was put up to enable students to understand library jargon and use the collection independently. Students can view the contents of the website outside the classroom and they can also discuss with fellow classmates regarding the slides, project and exercises. Although the facilitators' emails were displayed, students were encouraged to meet face-to-face with their facilitators before and after each class instead of emails due to the large number of students who registered for this course.

The entire course content and website was then revamped and translated into the English language to cater for the international students. However, it was too much to be completed and after a brief brainstorming session, it was decided that only some contents of the course, such as such as lecture contents, course rules and regulations tests, links to information resources and assessments, would be converted into an e-learning format.

The course now uses the University of Malaya's e-learning platform known as SPECTRUM (Fig. 1). The Library totally abandoned the paper-based guidebook and exercise book in 2010. All forms of communication are totally electronic via SPECTRUM and any form of paper-based handouts is at point-of-need only.

Figure 1: SPECTRUM (http://spectrum.um.edu.my)
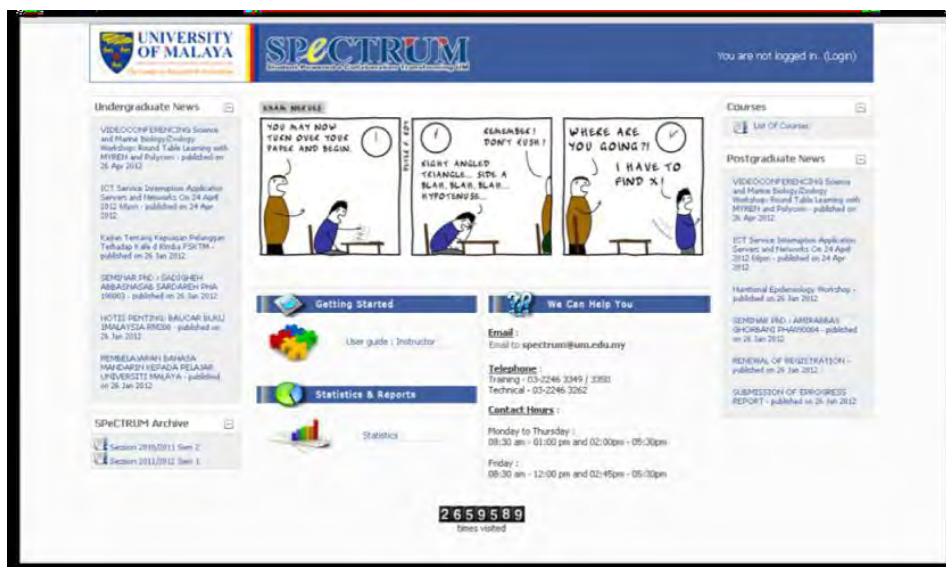
Attempts were made to incorporate all the features available on SPECTRUM into the course modules such as: Announcements, Notes, Documents, Forum, Learning Tracks, Links, Reference, News, Assignments and Assessments. The Announcement feature describes the course outline and requirements, class schedules, course contents, date of test and examination. To enable self-paced learning, lecture notes in power point slides were made available using the Document feature. The lecture notes for the entire semester of 14 weeks were first translated into the English Language and both the Malay and English versions are then submitted online. Separate course contents with materials relevant to their discipline were prepared for the students from the Faculty of Law, Faculty of Dentistry and Faculty of Medicine. Students can view these downloadable slides whilst the lecture is going on and also during their free time outside the class whether in campus or remotely. Students are free to meet with their facilitators in face-to-face sessions to complement the classroom sessions. The mid-semester quiz is done online in real time and the students get to view their marks immediately after the quiz.

Figure 2: Interface for the Information Skills Course (GXEX1401)

The Library is solely responsible for uploading the contents of the GXEX1401 course (Fig. 2) and the task is given solely to the Information Skills Division The division itself was established in 1998 but went through several name changes reflective of the needs that were placed on it. It started off as the Research and Informat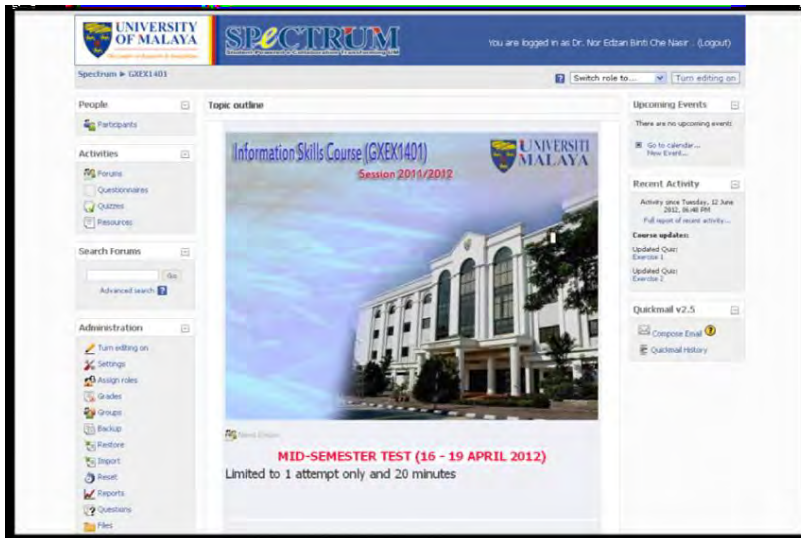ion Management Division and moved on to Information Management and Research Services Division. In 2002, the name of the division was changed to Research and Academic Services Division and finally in 2008, the division changed to its current name. This division is staffed by four librarians and four support staff. In handling this course, the Division performs functions similar to that of an academic centre of responsibility with advice from the Examination Section of the University. The course is subjected to the rigours of the Code of Practice for Programme Accreditation (COPIA) as stipulated by the Malaysian Qualifications Agency. In layman's terms, GXEX1401 goes through the same accreditation exercise undertaken by all the courses offered by the University of Malaya.

Conclusion

GXEX1401 is entrenched at the University of Malaya Library since 1998. It has evolved considerably to address the changes in the way information is now made available as well as changes in the way a user searches for information. The course contents as well as the mode of delivery have undergone major changes and we anticipate further changes. The availability of mobile devices and various mobile applications, either for free or for a fee, will be and can be the catalyst for further changes to be made.

Acknowledgement

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MSc in Information Management at Manchester Metropolitan University
Year 2008/2009

Muhamad Faizal Abd Aziz

Abstract
The author had the opportunity to further his studies under the University of Malaya's Study Leave Training Award at Manchester Metropolitan University, United Kingdom. Here, he provides insights about the programme and his experiences during his time in Manchester.

Keywords: Manchester Metropolitan University; MSc (Information Management)

Introduction
Manchester is a metropolitan city in Greater Manchester, England with an estimated population of 503,000 in 2011. It is the third largest city in the United Kingdom (UK) where the total population in the Greater Manchester area is more than 2.2 million and its original inhabitants are known as Mancunians.

The city is located in the south-central part of North West England, fringed by the Cheshire Plain to the south and the Pennines to the north and east. The recorded history of Manchester began with a civil settlement associated with the Roman fort Mancunians, established c.79 AD on a sandstone mining area where rivers Medlock and Irwell meet. Throughout the Middle Ages, Manchester remained a municipality with land owned by the nobility but it began to expand rapidly in the 19th century. Manchester's unplanned urbanization changed after the emergence of the textile manufacturing industry during the Industrial Revolution and turned it into the world's first industrial city.

The city of Manchester is renowned for its architecture, culture, music, media, science and engineering, and sports with the famous football clubs of Manchester United and Manchester City. It is also the site of one of the world's first railway station. Manchester is also the third most visited city by foreign visitors in the UK, after London and Edinburgh, and the most visited in England outside London.

The author with MMU's landmark

With the family

Manchester Metropolitan University

Manchester Metropolitan University or MMU was awarded university status in 1992 and is one of the largest university offering undergraduate courses in the UK with a total student population of more than 37,000. The ultimate goal of MMU is to become a world class university for professionals with an emphasis on vocational education and employability.

The University was initially developed for Technology and Art & Design from Manchester Mechanics' Institution (1824) and Manchester School of Design (1838). The Schools of Commerce (founded in 1889), Education (founded in 1878) and State of Science (founded in 1880) was added along with the colleges in Didsbury, Crewe, Alsager and the former State Colleges and Trade (founded in 1911), which was later known as the Hollings College.

Location

MMU consists of the main campus, the All Saints Campus, located near the city center of Manchester. There are four branch campuses; three are located in the south of the city and the fourth campus in Cheshire, 36 miles (58 km) from Manchester.

MMU has eight faculties, each providing specialist hubs for teaching, learning, and research of undergraduates, postgraduates and professionals. The faculties are:

1. Faculty of Business and Law
2. Faculty of Education
3. Faculty of Health, Psychology and Social Care
4. Faculty of Humanities, Languages and Social Science
5. Faculty of Science and Engineering
6. Hollings Faculty
7. Manchester School of Art
8. MMU Cheshire

Master Of Science In Information Management

In the MMU, the author enrolled for the Master of Science degree in Information Management at the Department of Information, Technology and Communications which is part of the Faculty of Humanities, Languages & Social Science. In order to gain entry into the programme, candidates must possess a bachelor's degree in any field.

The course focuses on the use of information in organizational management, and understanding that information is an asset that develops specialized expertise in records management, performance and quality management. It prepares the students for careers as professional information managers using theoretical techniques of information management in various sectors. This course is approved by the Chartered Institute of Library and Information Professionals (CILIP) and with a combination of core units, fieldwork and dissertation, students can develop professional and research skills, which are crucial to becoming information professionals in the modern information environment.

Objectives

The objectives of the course are inline with the subjects and they are :

- Research and Practice - focuses on the development of students' awareness and understanding of key professional and practice issues and the development of their professional skills in response to these issues. It develops students' skills in the definition, planning and execution of small, often work-based, research projects in a topical professional area.

- Management - takes a strategic and operational approach to explore emergent issues in contemporary organizations in today's complex and changing operating environment.

- Search and Retrieval - introduces professional knowledge and techniques in organizing, modeling and representing information for access, searching and retrieval. This includes exploring different metadata schemas and indexing vocabularies ranging from traditional classification schemes to the modern social, semantic and algorithmic approaches.

- Information and Knowledge Management - explores strategies and technologies which enable data/ information/ knowledge management to facilitate organizational transformation for sustainability.

- Web and Search Applications - introduces the techniques and technologies employed in enhancing content for searching, exploration and use.

- E-Learning and the Organization - provides an introduction to teaching and learning principles, from which students are taught how they may be applied to online learning.

Structure And Curriculum

In this course, assessment during the three semesters includes course work (inclusive of writing articles), practical exercises, oral presentations and a dissertation. The author took the following modules (Table 1).

Table 1: Curriculum Module

Semester I:	Semester II:	Semester III:
1. Management 2. Research Method 3. Information Access & Retrieval 4. Web Design I	1. Information & Records Management 2. Professional Practice & Research Methods 3. Knowledge Management 4. Web Design II	1. Dissertation

Dissertation

Dissertation is compulsory as one of the requirements for the award of the degree. A supervisor is allocated to each student from the start of the research. Both the supervisor and the student will explore topics. Finally they will have to decide on a topic agreeable to both parties.

Conclusion

The opportunity to pursue a master's degree abroad is a wonderful opportunity and provides meaningful experiences. Studying abroad requires commitment and high mental resistance since one have to mingle with international students and face a different environment in terms of climate, language and food. However, the author was able to overcome these challenges and turn it into very valuable experiences.

Learning facilities provided by the University is good in terms of ease of access to reference materials in the library, computer laboratories and consultation with the lecturer tops it all. For international students, their welfare is always of concern and a lot of facilities are provided by the International Students Association, especially in solving problems related to learning, such as additional classes that cover language classes, academic writing and others. In addition to studying, whatever free time available is used by the author to explore the United Kingdom to order to gain experiences and enjoy the local community's culture.

The University of Malaya should continue the practice of sending their staff to study abroad, especially to the developed countries that have world class universities because they can learn new things especially in terms of knowledge and experiences that can be apply to their own country on their return.

Marketing and promotional strategies used at the University of Malaya Library : a SWOT Analysis

Nor Hazidah Awang and Nor Edzan Che Nasir

Abstract

A library is a place to seek for knowledge that is accommodated in various information sources. Nevertheless, the promotion of the library is an important task that should be carried out by a library to improve its image, role and credibility. A library offers various collections, services and facilities to the users. Since an academic library plays an important role in the university, marketing and promotional strategies are crucial. This paper seeks to discuss the strategies used in marketing and promoting the University of Malaya Library effectively. The SWOT Analysis is used to generate strategies and actions. Identification of SWOTs is essential since subsequent steps in the process of planning for achieving the selected objective may be derived from SWOTs. In order to keep up with globalization, the Library has embraced new technology such as Web 2.0 and SMS (Short Messaging System) alerts. Social media, such as Facebook, Twitter and other social networks are applications that the current generation uses for interaction. With the existence of resources, facilities and services that exceed users' expectations, it will show that the Library has promote their services effectively. Strategies and action plans that are designed to meet users' needs could indirectly enhance and strengthen the image of the Library as an information centre that can compete with other information resources such as bookstores and electronic media. Thus, promotion and marketing of the Library should take precedence and there is a need for libraries to enhance their organization inline with users' needs.

Keywords: Library marketing; Academic library; Promotion; Library services

Introduction

Recognizing the role of the library is nowadays more challenging, The University of Malaya Library (UML) is trying hard to improve its services from time to time. UML has numerous collections and offers various services and facilities to its users. Among the collections are monographs, textbooks, magazines, conference proceedings, theses and dissertations, newspapers, journals, audio/video tapes, CD-ROM, microforms, reference collections (dictionaries, encyclopedias, directories and resource guides to research) and e-resources such as e-books, e-journals, citation indexes, bibliographic management software and online databases. The services provided are loans, inter-library loans, reference, document delivery service, current awareness, guidance for obtaining information, request to search for missing items, and Internet connection. Reading area, photocopiers, carrels, discussion rooms, computer labs, book drop, self-check machines, Undergraduates' Information Commons, TV corner, auditorium, elevators for the disabled, lockers and prayer rooms are among the amenities available at UML. Thus, for an organization such as a library, these products and services must be promoted. Promotion is one of the marketing process that is very important. Meanwhile, public relations, advertising and publicity are part and parcel of promotion.

Since an academic library plays an important role in the university, where it is also affectionately known as the heart of the university, marketing and promotional strategies are crucial. Taking the example of UML, the SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis is used to generate strategies and actions. The SWOT Analysis (SLOT Analysis) is a strategic planning method used to evaluate the Strengths, Weaknesses/Limitations, Opportunities, and Threats involved in a project or a business venture. The SWOT Analysis is often used in academia to highlight and identify strengths, weaknesses, opportunities and threats. It is particularly helpful in identifying areas for development. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. **S**trengths are characteristics of the library that give it an advantage over others; Weaknesses (or Limitations) are characteristics that place the library at a disadvantage relative to others; Opportunities are external chances to improve performance in the environment; and **T**hreats are external elements in the environment that could cause problems for the library.   Identification of SWOTs is essential because subsequent steps in the process of planning for achievement of the selected objective may be derived from the SWOTs.

About UML

The University of Malaya (UM) has its roots in Singapore with the establishment of the King Edward VII College of Medicine in 1905. In 1949, UM was formed with the amalgamation of the King Edward VII College of Medicine and Raffles College in Singapore. Situated on a 900 acre campus in the Southeast of Kuala Lumpur, UM is known as Malaysia's oldest university and was established in 1962. In 2011, UM has 16,333 local students (undergraduates: 10,318; postgraduate: 6,015) and 3,561 international students (undergraduates: 940; postgraduate: 2,621) (http://

www.um.edu.my). The University of Malaya Library or UML was established in 1959 and currently has a total collection of more than a million titles. UML consists of the Main Library which provides library facilities for the entire campus and a network of three branch libraries, namely the Tan Sri Professor Ahmad Ibrahim Law Library, T.J Danaraj Medical Library and Za'ba Memorial Library and ten special libraries to meet the specific and special needs of the faculties. The core business of UML is to support the teaching, learning and research needs of the university.

UML is headed by the Chief Librarian, Dr. Nor Edzan Haji Che Nasir, and two Deputy Chief Librarians, namely Madam Janaki Sinnasammy and Mr. Mahbob Yusof with a complement of nine Heads of Divisions, 38 professional librarians, and 170 support staff. UML has six divisions to support and run its operation namely Academic Services, Client Services, Acquisitions, Information Skills, Information Systems and Cataloguing & Metadata.

Why Is Promotion Crucial?

Kotler (1979) noted that libraries need to realize that marketing is not simply promotion but should reflect a service improvement and added value. A study of UK professional library associations and information services by Madden (2008) highlighted the challenges which includes attracting and retaining users through the information services, sufficient marketing and promotion of information services, generating enough funds, keeping information up-to-date, creating benchmarks and standards and developing information policies and strategies.

Although the role of the library is not for commercial purposes, promotion is still an important aspect that should be addressed to enable the library to be known. Profit for the library is when users have beneficial knowledge and successfully produce many scholars. Promotion will disseminate information to the users about the facilities and services provided by the library. Indirectly, it will encourage users to fully use the amenities provided.

According to Brophy (2001), internal marketing to remind association staff of the membership services and benefits was seen as effective so that each staff member is informed enough to sell benefits to potential members. Library and information staff use personal selling to promote information services to staff and members. A method favoured by external marketing such as e-newsletters, e-mails and paper publications, were used to promote membership benefits to members. The library and information staff who were involved in member benefit projects, such as web site contribution and help services, found that they were more valued by their organization and got more funding for information products and services.

Therefore, the library should serve as a"client-focused" or"client-centered" entity. The services or facilities provided should be user-oriented. Thus, the existence of the library will be felt and recognized as important. Promotion play a role in ensuring the continuity of the library and the library will be able to grow and compete in the new environment in which information is at our fingertips. The libraries with promotional practices are more competitive and successful when compared to libraries that do not practice it. For that, the library should act as an information, training and publications center, far beyond its traditional role.

SWOT Analysis: Strategies And Action Plans

Students, lecturers and researchers are among the important users of UML. Thus, to enhance current awareness and promotion of UML, the SWOT Analysis was used to generate strategies and action plans. The plans have to be developed to ensure these promotional strategies can be implemented effectively.

Strengths

- UML has a vast amount of collection, a seating capacity of up to 2,000 seats to serve the entire campus community and a computer lab that can accomodate up to 80 students at any one time. Until 2011, UML has 1,966,248 volumes of items. This major strength of UML should be proclaimed to promote the library. A large poster showing the collection size should be placed in all strategic areas of the Library or the University. Indirectly, it can attract students to come to the Library.

- UML is located in a strategic location. Situated approximately 7 km from the city of Kuala Lumpur and easily accessible through various public transports such as buses, feeder buses from the rail station and taxis. This strategic location should be able to make UML a "one stop center" and a "second home" to users. With the availability of various facilities such as printing services, cafes, prayer rooms and extended opening hours until 12.00 midnight during the revision and examination weeks, will give users ample time to study and prepare for their examinations in the Library. Perhaps, the concept of comfort, coziness and relaxation can also contribute to the users' mood or perceptions.

- New technology is being embraced by UML such as QR code for mobile access, SMS (Short Messaging System) alerts and social media such as Facebook. In June 2012, UML's Facebook has 8,747 likes. Of all the Web 2.0 applications, Facebook is the most widely used application that the current generation is more likely to use.

- The staff of UML are qualified since most of the librarians hold a Master Degree in Library and Information Science. With higher academic qualifications and experiences, they are able to serve the users well.

Weaknesses

- In certain areas, UML has out-dated structures. Books on the shelves should not be maintained in the old way. The collection may be arranged in a more attractive and easily accessible manner so that users feel more welcome. For instance, a collection of new books or free reading books should be placed ten feet from the entrance to create the mood for books as soon as users enter the Library, just as how booksellers display their collections. If this idea is considered, the existing Library space should be fully utilized for this purpose. Existing book shelves should be more lively and vibrant with clear signage.

- Limited parking area at the Library may cause difficulties to users with personal transport. This problem can be resolved with the construction of a multi-level parking space but this would have financial implications.

- Other Web 2.0 applications such as YouTube, Wiki and Twitter are not widely used to promote UML. For instance, Universiti Malaysia Perlis (UniMAP) Library (http://mylibrary.unimap.edu.my/) is the only university library website that has created a blog to introduce their liaison librarians. Meanwhile, YouTube can be used as a medium to broadcast the procedure on how to borrow books, video tutorials to train users on how to use library resources and access various services in their Library.

Opportunities

- UML is not just a Library. It is also entrusted to conduct classes such as the Information Skills course which is a compulsory undergraduate university course and conduct training sessions and user education such as *EndNote* class, *Turn-it-in*, and Information Skills Sessions for postgraduates. The Library also runs a series of road shows and workshops to the faculties, especially to guide the students and academic staff on how to use the various online databases subscribed by UML such as the *Web of Science*. This in turn would promote the Library and prove that the Library is not just a place to find information, but in fact, the Library could be more than that. For instance, some lectures for the Master of Library and Information Science course were carried out at the Library.

- Besides training and educating users, UML is also actively involved in conducting research. Recently, in collaboration with the Malaysian Citation Centre (MCC), UML has successfully published two reports namely *Malaysian Scientific Performance in the Web of Science 2001-2010* and *Citation Performance of Malaysian Scholarly Journals in the Web of Science 2006-2010* in conjunction with the launch of the MCC's citation index system, MyCite. Such collaboration would enhance the Library's image as an active partner in research.

- UML collaborates with the Faculty of Computer Science and Information Technology, UM to organize ICoLIS (*International Conference on Libraries, Information and Society*) every two years. By organizing international conferences, UML would be promoted at the national, regional and international levels since representatives are sent to participate.

- With the Inter-library Loan (ILL) and Document Delivery Service (DDS), UML indirectly has opportunities to promote and enhance the Library's reputation, especially if UML has supplied more materials to other university libraries.

- Publishing library brochures or informative materials for users such as *Info@UMLib*, booklet, pocket guide and Library Bulletin (*Kekal Abadi*) which are distributed to organizations and individuals by post. The publications are uploaded into the library's website (http://umlib.um.edu.my) which has unlimited access.

- Organizing the Library Carnival is a way of promoting and getting the librarians and Library management to keep in contact with their users. There are various events such as blood donation, book take-aways, quizzes, lucky draws and 50% discount on the late return of books. The Carnival do attract many users to the Library.

- Conducting an outreach programme such as the School Adoption Project (*Projek Anak Angkat*) can bring the Library to the external community. Selected school libraries near UM were chosen for this project. They were guided on how to manage their school library and also their collections.

- The Library's URL (http://umlib.um.edu.my), phone number, address or other library information should be printed on souvenirs such as t-shirts, badges, car stickers, non-woven bags, pens, files and umbrella in order to promote UML. Re-branding is also important to enhance the image of the Library. For instance, the use of black and orange colour on all souvenirs or publications will reflect the image of the Library. Souvenirs or publications should also be displayed near the entrance to make them accessible when users or visitors need to purchase them.

- Participating in the Innovative and Creative Group which is organized annually by UM can promote the Library and librarians to the campus community as they have to solve an existing problem via the development of a product or enhancement of a service.

- Organizing the Photography Contest which was held at the Library is one of many promotional activities as it encourages users to get to know more about the resources, facilities and services that are available at the Library. The contestants need to think of locations that can be photographed. The selected photographs can be used as library materials or as a cover for library publications, such as *Kekal Abadi*.

- Promoting and explaining about the Library to new students through a series of road shows during orientation week.

- Sending representatives to seminars, conferences or workshops locally and internationally to exchange information and disseminate Library's information will also contribute to promotional activities.

- Introducing different reading areas for different purposes. For instance, "Blue Zone – refrain from being noisy", "Green Zone – may discuss at an acceptable and tolerable level" and "Red Zone- total silent" in selected reading areas to accommodate students with their needs. This may indirectly attract users to come to the library as the management understands their needs.

Threats

- The changing perception of users with regards to the role of the Library is a threat. The rapid development of digital technology has to some extent undermine the role of the Library. Users now prefer to find information through the Internet and online databases on their own. They assume that all the materials are easily accessible and authoritative.

- The emergence of big book stores with attractions such as their interior decoration, allowing users to read books and the presence of a cafe inside the book store are making the Library less popular. With the suggestions mentioned, such threats can be avoided or at least minimised so that the Library can remain relevant.

- The high amount of expenses paid for the subscription to online databases and electronic full-text resources has to be borned by the Library. This is a necessity since there is a high demand for them from the users.

- Some users do not act responsibly when they borrow materials from the Library. These users borrow materials and more often than not lose them or return them in damaged conditions. The cost to replace these materials is often never recovered.

The Impact of the Promotion

After performing a SWOT analysis, in particular the identification of **S**trengths and **O**pportunities, there are numerous ways that the Library has undertaken and can undertake to promote itself aggressively. As a result of its efforts, UML has witnessed a significant increase in its usage. UML has received many visitors especially librarians and has been approached by many libraries wanting to model themselves after UML, especially our Interaktif Portal and the Web of Science renumeration system.

Conclusion

With the existence of resources, facilities and services that exceed users' expectations, it goes to show that the Library has effectively promote its services. If users' expectations of the Library is very low since most users accept the Library as it is, but with effective and consistent promotion, the Library is able to change this perception. Strategies and action plans designed to meet users' needs could indirectly enhance and strengthen the image of the library as an information centre that can compete with other information centres such as bookstores, electronic media and others. In conclusion, promotion and marketing of the library is important and there is a need for libraries to enhance their organization in-line with users' needs.

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International Seminar 2011 : Humanities - Issues and Challenges
Universiti Malaysia Kelantan
23 – 24 October 2011

Haslina Husain

The Centre for Language Studies and Generic Development, Universiti Malaysia Kelantan (UMK) in conjunction with UNESCO International Days, Years And Decades 2011, organized the International Seminar 2011 : Humanities - Issues and Challenges at UMK, Pengkalan Chepa, Kelantan from 23 to 24 October 2011. Emeritus Professor Dato' Ir. Dr. Zainai Mohamed, the Vice Chancellor of UMK, opened the conference with Professor Dr. Haji Ibrahim Che Omar, the Deputy Vice Chancellor (International & Academic) of UMK in attendance.

The theme of the seminar revolved around violence including domestic violence, crime, sexual abuse and harassment, violence against women; human trafficking; and social justice encompassing human rights, government policy and equality. Keynote addresses were delivered by Wan Hasmah Wan Mohd, Director, Department of Women Development, Ministry of Women, Family and Community Development, Kuala Lumpur; Dato' Dr. Mohd Yusof Hj. Othman, Director, Institut Islam Hadhari, Universiti Kebangsaan Malaysia; and Hj. Abdul Rahman Ismail, Chief Assistant Director, Special Branch Head Quarters, Bukit Aman, Kuala Lumpur. A total of 35 papers were presented during the two sessions.

Keynote Speakers at Dewan Terbuka, UMK

International Conference on Access to Legal Information & Research
Delhi, India
29 February - 2 March 2012

Mohd Faizal Hamzah and Ranita Hisham

The International Conference on Access to Legal Information & Research in the Digital Age was held at the National Law University Delhi (NLU), India from 29 February to 2 March 2012. The conference was organized to upgrade the standard of legal education and research for future generation of law libraries and information centers. This event was organized by the National Law University Delhi in collaboration with Mohan Law House and South Asian Association for Regional Cooperation (SAARC). Most of the participants are academic librarians from UK, US, Malaysia and India. The scope of the conference is to discover knowledge sharing, ICT management, digital repository management, e-teaching, e-tutorials, stronger library-faculty relationships, and free access to law movement initiatives around the world. It provided an opportunity for librarians, especially law librarians, to share ideas and views on the issues prevalent in law libraries. The themes within the seminar were:

- Legal Education and Research: Current Development in Digital Age
- Role of ICT in Development of Comparative Jurisprudence
- International Law and Globalization in Digital Age
- Current Trends in Legal Publishing : IPR Issues & Challenges
- Licensing for Digital Resources
- Best Practices of Information and Knowledge Management in Libraries
- Open Access Initiatives and Scholarly Publishing
- Free Access to Law Movement : National & International Perspective
- Access, Authorization and Authentication of Digital Web Information
- Role, Relevancy and Research : Online Legal Databases

The keynote address during the inauguration session was delivered by Hon'ble Mr. Justice A.K. Sikri, Acting Chief Justice, Delhi High Court and Chancellor of NLU Delhi. The Presidential address was given by Hon'ble Mr. Justice D.K. Jain, Judge, Supreme Court of India and Visitor to NLU Delhi. The two-day conference had two parallel concurrent sessions with seven keynote addresses and 60 papers .

The conference provided an opportunity to identify the strengths and gaps in disseminating legal information in the era of digital technology, and to suggest new management models, mechanisms, policies, and national and international programmes for reshaping law libraries to be the next generation libraries for quality and standard legal education. The other aims of the conference were:

- Identifying future vision for next generation legal education research programmes in support of advanced ICT.
- Correlating open access to law movement around the world for minimizing the gap between information rich and information poor recipients.
- Interfacing between law universities and institutions promoting the rule of law .
- Emerging techniques and Web retrieval tools and strategies in promotion of legal education and research.
- Planning for the foundation of the Association of SAARCLAW Libraries.

Overall, the conference fostered good professional networks among the law professionals and librarians from all over the world. This is an opportune time to develop relationships with the legal publishing representatives. The participants were overwhelmed with the advancement of new and sophisticated technology in the legal context. Law librarians will encounter many opportunities and challenges in the future. By attending similar conferences, law librarians can at least share their expertise as globalisation increases in all its growing manifestations of the legal systems which requires all of us to broaden our knowledge. The issues discussed in the conference are pertinent to law libraries in Malaysia.

The conference has been successful in the sharing of interests amongst law librarians and the dissemination of legal information. It is a good start for librarians to share their knowledge and gain experiences. Generally, most of the participants were satisfied with the outcome of this conference.

Seminar On E-Books : 21st Century Technology In Libraries
Kelantan State Library Lincoln Corner & Lincoln Resources Center Kuala Lumpur
28 February 2012

Haslina Husain

This seminar was held on 28 February 2012 at the Multipurpose Hall, Level 2, Kelantan State Library (KSL). It was jointly organized by the Kelantan State Library/Lincoln Corner and Lincoln Resources Center, Kuala Lumpur. The opening ceremony was officiated by Mr. Haji Wan Mohd Shuhaimi bin Wan Mustapha, Director of KSL. The invited speaker for the seminar was Sue Polanka, Head of Reference & Instruction at Wright State University Library, Dayton, Ohio, USA. She touched on marketing and the challenges faced by e-books. The seminar also discussed the advantages of e-books such as:

- Anywhere access
- Support learning styles
- Promote reading
- No shelves required
- Patron driven acquisition
- Short term learning
- E-book format
- Digital rights management
- Standards
- Licensing and terms of use
- Sharing content across an organization or group
- Buying e-books through consortia
- Purchasing using a variety of business models
- Free library lending
- Open access e-books
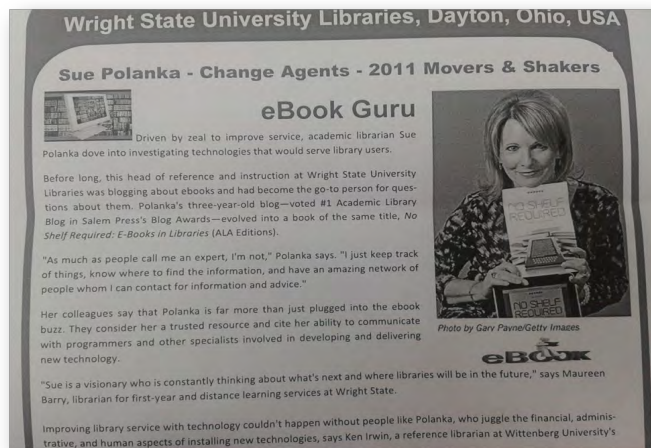
Article on Mrs Sue Polanka

Mrs Sue Polanka with the US Ambassador

PPM-LAS Joint Conference 2012
Mahkota Hotel, Melaka
16-17 March 2012

Adida Mohd Amin, Adlina Norliz Razali and Sharina Muhammad Tufail

The PPM-LAS Joint Conference 2012 was held at Mahkota Hotel, Melaka from 16 to 17 March 2012. It was organized by the Librarians' Association of Malaysia (PPM) and the Librarian Association of Singapore (LAS) to create and build strong collaborations among the librarians from both countries along with helping librarians to enhance the development of librarianship in Southeast Asia.

This conference served as a platform for librarians to share knowledge, experiences and best practices in librarianship as well as build a two-way collaboration between Malaysia and Singapore. Participants were also introduced to the history and role of the Librarians' Association of Malaysia (PPM) and the Librarian Association of Singapore (LAS).

The objectives of the seminar were:

- To introduce participants to the history of PPM and LAS.
- To create a two-way collaboration between librarians from Malaysia and Singapore.
- To encourage paradigm shift among librarians towards IT literacy.
- To provide a global understanding about librarianship.
- To create and build strong networks and collaboration among librarians.

The two-day conference had several sessions with different topics from both Malaysia and Singapore. The papers presented were written mainly based on the speakers' personal experiences, views and practices. The presentation on the history of PPM and LAS was especially useful for new librarians. Speakers and participants had the chance to share knowledge, experiences and information which can be applied and practiced by all librarians. The conference started with presentations by speakers on the first day. On the second day, participants were taken on a visit to the Multimedia University and a bowling competition involving participants from both Malaysia and Singapore.

Overall, the conference was successful and had met its objectives. All the participants were satisfied and indeed gained valuable insights, ideas as well as make new friends.

**International Conference on Journal Citation Systems in Asia Pacific Countries and the
Launching of MyCite
Pan Pacific KLIA, Malaysia
22 May 2012**

Nik Nur Asilah Nik Shamsuddin, Koh Ai Peng, Nor Hazidah Awang and Nor Edzan Che Nasir

For the first time, the Malaysian Citation Centre, Ministry of Higher Education organized the International Conference on Journal Citation Systems in Asia Pacific Countries in conjunction with the launching of MyCite at the Pan Pacific Hotel, KLIA on 22 May 2012. Two MCC publications were distributed to the participants :

1. A.N Zainab, N.N Edzan, A. Abrizah, A.P. Koh, N.A Hazidah & N.N.N.S Asilah. (2012). *Malaysian Scientific Performance in the Web of Science 2011-2010*. Putrajaya: Malaysian Citation Centre, Ministry of Higher Education.

2. A. Abrizah, A.N Zainab, N.N Edzan, A.P. Koh, N.A Hazidah & N.N.N.S Asilah. (2012). *Citation Performance of Malaysian Scholarly Journals in the Web of Science 2006-2010*. Putrajaya: Malaysian Citation Centre, Ministry of Higher Education.

The aim of MyCite is to increase the quality and visibility of Malaysian scholarly journals. The specific objectives of MyCite are:

*   To create a policy that can facilitate in the organization and monitoring as well as improving the standard of scholarly journal publication in Malaysia
*   To formulate a journal rating system to help Malaysian publishers self-access the international standing of their own journals.
*   To list and evaluate all scholarly journal publications in Malaysia using bibliometric and scientometric indicators.
*   To provide an objective measure of Malaysia journal scientific impact.
*   To enable global access to Malaysia scholarly publications.

There were nine invited speakers who presented their papers at the conference. The conference was attended by about 100 participants.

The conference and launching of MyCite

15th General Conference of Congress of Southeast Asian Librarians (CONSAL XV)
Discovery Kartika Hotel Plaza, Kuta, Bali, Indonesia.
28 – 31 May 2012

Janaki Sinnasamy, Haslan Tamjehi and Noor Hasanah Mohd Hanafi

The 15th General Conference of Congress of Southeast Asian Librarians (CONSAL XV) was held in Discovery Kartika Hotel Plaza, Kuta, Bali, Indonesia. The three-day conference which was held from 28 to 31 May 2012 with the theme *National Heritage: Preservation and Dissemination*, focuses on the utilization of today's advancement of information technology in the preservation of culture and the national heritage. The conference was officiated by the Coordinating Minister for People's Welfare of Indonesia, Agung Laksono. The Director of the National Library of Indonesia, Sri Sularsih gave a welcoming speech to the conference delegates and pointed out the importance of librarians in preserving and disseminating information for the present and future generations.

The conference was attended by 679 participants from 21 countries. The largest number of participants was from Vietnam with 85 delegates followed by Malaysia 41 delegates, Thailand 31 delegates, Singapore 27 delegates, Philippines 26 delegates, Brunei Darussalam 8 delegates and others with less than 5 delegates. There were 448 delegates from Indonesia. Participants were mostly practitioners, students and the general public. All in all, there were 54 paper presentations consisting of 6 plenary sessions and 48 parallel sessions. Apart from presenters from CONSAL member countries, there were also presenters from Australia, India, USA and the Netherlands

The University of Malaya was represented by Janaki Sinnasamy, Haslan Tamjehi and Noor Hasanah Mohd Hanafi with the following paper presentations:

1. Janaki Sinnasamy and Zanita Anuar. *Art Legacy: University of Malaya Art Gallery*.
2. Haslan Tamjehi, Mahbob Yusof, Mohd Faizal Hamzah, Zanaria Saupi Udin. *UM Memory: Preservation and Management of Heritage Photos in Digitized Format.*
3. Noor Hasanah Hanafi, Mohd Faizal Hamzah, Ranita Hisham, Zanaria Saupi Udin. *Preserving Local Research to Create Visibility and Knowledge Sharing among Researches and Students Worldwide: University of Malaya Institutional Repository.*

Janaki Sinnasamy was also invited to chair Parallel Session III with the theme of Preservation and Conservation in the Library. The closing ceremony was held on the last day and it started off with closing remarks from the Minister of Culture, Sports and Tourism of Indonesia. There was a flag handover ceremony in which the CONSAL flag was handed over to the next host country, Thailand in 2014. The gala dinner was held at Taman Budaya Bali, Indonesia.

Other than paper presentations, participants were able to visit booths showcasing publications and exhibits from various libraries and vendors. The excitement continues when all participants were given the opportunity to embark on a cultural, educational and historical trip around Bali. However, participants need to select only one trip and choose to go for either a full day or a half day trip. The full day trip packages were: Tour 1 to the Presidential Palace and Kintamani Volcano; Tour 2 to Besakih Mother Temple and Kertaghosa Courthouse; Tour 3 to Mengwi Royal Temple and Tanah Lot; Tour 4 to Denpasar Library and Bedugul Highland; Tour 5 to Nyuh Kuning and Ubud Arts Villages; and Tour 6 to Udayana University and Uluwatu Cliff Temple. The half day tour packages were: Tour 1 to Taman Ayun Temple in Mengwi; Tour 2 to Dyatmika School and Silversmiths; Tour 3 to the Bali Culture Documentation Center in Denpasar; Tour 4 to the Bali Museum in Denpasar; and Tour 6 to Tanah Lot Rocky Temple.

CONSAL XV has allowed for knowledge and information sharing among librarians and academicians of Southeast Asia.

International Seminar on Malaysian-Cambodian Outreach Programmes, University of South-East Asia, Siem Reap, Cambodia.
20-23 June 2012

Nor Edzan Che Nasir

The Chief Librarian and several researchers from UM's ICT and Computational Science Research Cluster were in Siem Reap from 20 to 23 June 2012 to hold discussions with the management of two universities in Siem Reap, Cambodia. On the first day, the group held a meeting with the management of Pannasastra University in which they discussed ways and means of how both universities can support each other.

On 22 June 2012, the University of South-East Asia held the International Seminar on Malaysian-Cambodian Outreach Programmes. Four presentations were made by the research team from UM including a presentation from the Chief Librarian which introduces the UM Library to the participants. A gift and exchange of publications programme was also initiated by the Chief Librarian with both universities.

Meeting at Pannasastra University

Presentation at University of Southeast Asia

Hal Ehwal Staf *Staff Matters*

Staf yang bersara *Staff who retired*
>> Ng Sok Weng - Perpustakaan Undang-Undang
Tan Sri Professor Ahmad Ibrahim (1 Februari 2012)

Staf yang meletak jawatan *Staff who resigned*
>> Nor Effendy Muhd Nor (22 Mac 2012)
>> Mohamad Hafizi Mohd Yusof (8 Jun 2012)

Staf baru *New staff*
>> Hazlin Anita Zainal Abidin - Pegawai Projek Galeri Seni UM (13 Januari 2012)
>> Akmal Zainuddin - Pegawai Projek Manuskrip (2 April 2012)

Kursus Dalaman *Internal Courses*

1. Ebrary & ACM Digital Library (8 Mac 2012)
2. ACS & SciFinder Training (22 Mac 2012)
3. IEEE/IET Electronic Library Training (29 Mac 2012)
4. Know How to Identify Your Ceramics and Learn to Handle Them - organized by Museum of Asian Arts (22 Mei 2012)
5. Taklimat Sistem Pengurusan Kualiti (7 Jun 2012)
6. Effective Management Skills, Technique and Approach for Better Result Course (26-27 Jun 2012)

Pelawat Antarabangsa
International Visitors

>> 17-18 Januari 2012
Pemeriksa Luar bagi Fakulti Kejuruteraan, Professor Claes Niklasson

>> 31 Januari 2012
Universitas Nasional, Jakarta, Indonesia

>> 17 Februari 2012
Soka University, Japan

>> 17 Februari 2012
Kandahar University, Afghanistan

>> 20 April 2012
Universitas Batam, Indonesia

>> 23 April 2012
Students from Cambodia

>> 30 April 2012
Prince Of Songkla, Trang Campus, Thailand

>> 30 Mei 2012
Universitas Pendidikan, Indonesia

>> 4 Jun 2012
College of Science, University of Philippines

>> 6 Jun 2012
Hong Kong universities librarians

>> 13 Jun 2012
New Zealand and Australian universities librarians

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Tables, Figures and Illustrations

Tables, figures and illustrations with captions should be position within the text.

Style

The citation styling of the manuscript should follow the Publication Manual of the American Psychological Association (2009), 6th ed. (New York: American Psychological Association).References should be cited in the text using the 'name and date' style, e.g. "Roger (2001) said that ..." or "research shows that ... (Roger,2001)".

References at the end of the article should be listed in alphabetical order. The following are examples of the recommended reference style:

Archambault, E., Campbell, D., Gingras, Y., & Lariviere, V. (2009). Comparing bibliometric statistics obtained from the Web of Science and Scopus. *Journal of the American Society for Information Science and Technology, 60*(7), 1320-1326.

Chu, C. M. (2009). Working from within: Critical service learning as core learning in the MLIS curriculum*. In L. Roy, K. Jensen & A. H. Meyers (Eds.), *Service learning: Linking library education and practice* (pp. 105-123). Chicago: American Library Association.

Lessard, B., & Baldwin, S. (2000). *Netslaves: True tales of working the web*. New York: McGraw-Hill.

Miller, W., & Pellen, R.M. (Eds.). (2009). *Googlization of libraries*. London: Routledge.

Noraida Hassan. (2009, Jun 15-16). ***Practicing evidence base in Malaysian libraries : A CSI challenge? Paper presented at the*** International Conference on Libraries, Pulau Pinang.

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Nota

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