



INFORMALIA
*Newsletter of the
Malta Library and
Information Association (MaLIA)*
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EDITORIAL

Dear readers,

I hope this issue of the newsletter finds you somewhat rested as the last few weeks of summer come to an end. MaLIA's report on Maltese libraries is at the writing stage as data collated from interviews is put together and statistics start to emerge. Needless to say, this has taken a while to put together. The summer months are not always the easiest to get work going.

Many will be pleased to read that the Division of Library and Information Studies at the University of Malta will be launching a part-time Bachelor's degree in Library, Information Studies and Archives as well as a part-time diploma course in Archive and Records Management next October. These long-awaited courses hope to augur a new crop of trained and qualified librarians and archivists whose work in the field is so much needed. Unfortunately the government's inertia in dealing with library concerns at a national level still makes us all wonder when positive action will be taken to improve present structures. Training must be backed up by government support to improve information provision and the management of information services. Malta's information centres cannot remain entrenched in difficulties on various fronts while government continues to promote European membership. Indeed a country's development, at the national and local level, on the economic, educational, social and political fronts, is reflected in the quality of its management of information. Government has to commit itself to taking action to provide funds and creating concrete structures to support one of several backbones of Maltese society. Education and literacy initiatives are not good enough if they are not accompanied by the support to information centres. Even the support of heritage initiatives needs to be backed up by supporting Malta's documentary heritage in the various forms it displays itself. Government's investment in information technology is not good enough if it fails to include the organisation and management of information. Storage, access and provision of quality information will assist the country's development and provide better services to its citizens. Just as the National Archives are now autonomous and still need adequate support to be restructured and operate effectively, similarly Malta's libraries are owed much to provide user services that are effective to a wide range of people.



**REMINDER
PLEASE
SETTLE
ANY UNPAID
MEMBERSHIP
FEES FOR 2005
OR EARLIER
AS SOON AS
POSSIBLE.
THANK YOU**

MEMBERSHIP DATABASE UPDATE

*Have you got an email address or
a new phone number?*

Help us update our membership records.

We count on your cooperation.

INFORMALIA

INFORMALIA is the newsletter of the Malta Library and Information Association (MaLIA), published quarterly. The first issue of INFORMALIA appeared in May 2003. It was formerly called "Newsletter" until the last issue Number 103 published in December 2002.

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The views expressed in this newsletter do not necessarily represent the views expressed by the Editorial Board and/or MaLIA's Council but only represent the author's views as forwarded to us.

The Malta Library and Information Association (MaLIA), formerly known as the *Għaqda Biblijotekarji*, is the association that gathers within its ranks all information workers such as librarians and includes archivists. MaLIA is the oldest established association (1969) on the local information scene enjoying wide experience in this sector. Individuals interested in joining as members should write to the Secretary at the above address.

MaLIA is a full member of the International Federation of Library Associations (IFLA), the Commonwealth Library Association (COMLA) and the European Bureau of Library, Information and Documentation Associations (EBLIDA).

This Newsletter is available on-line. Visit our web-site at:

News from libraries

Melitensia for the Medical School Library

The Medical School Library has initiated the setting up of a Melitensia Section of academic medical material published by Maltese authors. This would enable future researchers easy access to previously published works in their field of research endeavour. In addition, the Medical School is refurbishing and re-organising its Historical Medical Instrument exhibition. Any donations of old unwanted medical instruments of any kind would be welcome to enhance the collection. Due acknowledgement as to providence will be made with each exhibit.



MCAST's new Library and Resource Centre

In July Education Minister Louis Galea inaugurated a new Library and Resource Centre at the Malta College of Arts, Science and Technology (MCAST). Laurence V. Zerafa is Library Manager.



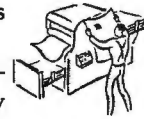
The resources and tools will enable students to complement their learning and develop the skills of independent life-long learning. The state of the art library and resource centre is part of a Lm1.5 million investment programme in MCAST's infrastructure.

Apart from library resources, the block will include computer labs with over 110 computers with internet access as well as study areas with space for over 200 students at any one time and areas for study groups and educational support. The Centre provides an array of resources on various media as well as copying and printing facilities. Spaces have also been reserved for exhibitions. The Centre also houses the MCAST basic skills unit providing literacy and numeracy support to students.

Marsa printing press closes

The government-owned company Interprint Ltd is expected to close down in a few months, after honouring pending contracts. Three attempts to sell the company were made in 1994, 1995 and 2001 but were not successful. Another attempt this year also failed and the government only got an offer for the purchase of equipment. Interprint was set up in 1963 and its main activity was the printing and binding of books, primarily for the international market. For a number of years it did not sell enough to cover its ever-increasing costs. About 1,700 people are employed in the local printing market.

(extract from *The Times*, June 2)



Freedom of Information Act

The Ombudsman, in his latest annual report for the year 2004, advocated the introduction of a new law on freedom of information. This is not, however, the first proposal made towards the enactment. The electoral manifestos of our political parties are replete with such a suggestion. More concretely, A Freedom of Information Act was drafted in the 1990s. For some reason or other the draft bill was never published as a Bill nor was it enacted into law ...

Indeed, it is vital in this day and age of information technology to make as much government-held information as possible available to the public so that all the decisions taken are backed by sound, updated and detailed information. This information will assist various public and private policy-makers to adopt the best possible decisions in the given circumstances.

(extract from *The Times*, August 16, article by Dr. Kevin Aquilina.

See also *The Times*, August 25 and *The Malta Independent*, July 3, 15)

MALIA News

Data collection exercise on Maltese Libraries
 MaLIA's report on the current state of Maltese libraries will be published in the autumn. Due to various circumstances, data collection was delayed but library interviews have now been carried out. The reports on each section will be drafted and finalised in the coming weeks and forwarded to the editorial team. All libraries that participated in the data collection exercise will be sent a copy of the report.

New legislation on libraries
 14 months have passed since MaLIA requested a meeting with the Minister of Education to discuss the draft bill on libraries on which feedback and comments were given as well as to discuss other library issues. To date there has been no reply. Action, Minister!

Register of Qualified Librarians
 This is in the last stages of being drafted and will also be launched in the autumn.

MaLIA Council 2005
 Robert Mizzi - Chairperson
 Joseph Grima - Vice-Chairperson
 Veronica Calleja - Hon. Secretary
 Josephine Spiteri - Hon. Treasurer
 Frederick Cauchi Inglott -
 Asst. Treasurer/Membership Secretary
 Anita Ragonesi - Editor
 Rev. Eugene P. Teuma OFM Conv. - Assistant
 Editor
 Heather Brown - Member

MaLIA is grateful to Lombard Bank for its donation to the Association in August. Thank you!



NEW COURSES AT THE UNIVERSITY OF MALTA

Division of Library and Information Studies

The desire to introduce a degree level course and to include Archive and Records Management Studies has been felt for some years, and it is with great satisfaction that in October 2005 the Division of Library and Information Studies at the Centre for Communication Technology, University of Malta, will be in a position to run new courses. The University Senate has approved regulations in May 2005 that will now make it possible for the CCT to offer the following:

Bachelor's degree in Library, Information and Archives Studies
 5-year part-time evening course

Diploma in Library and Information Studies
 2-year part-time evening course

Diploma in Archive and Records Management
 2-year part-time evening course

Those in possession of the DipLIS who are interested in continuing their studies to degree level have up to October 2009 to take advantage of exemptions as approved by the CCT Board.

This achievement has been made possible with the continued support and collaboration of all those involved with teaching on the existing DipLIS, the Director of the CCT, Rev. Prof. Saviour Chircop, the Head of the National

Archives of Malta, Mr Charles Farrugia, and of the Curator of the Malta Study Center, Hill Museum and Manuscript Library, St John's University, Minnesota, Dr Theresa Vann, and of course, MaLIA.

Applications for admission to these courses were received until the end of July. Check information re late applications at the: Admissions and Records Office, Room 112 (Administration Building). E-mail: admissions@um.edu.mt
 Tel: 23403013; 23402233

Check the special course requirements for entry to undergraduate courses in October 2005. E-mail: admissions@um.edu.mt
<http://www.um.edu.mt/courses/scr2005.pdf>

The Institute for Conservation and Restoration Studies at the Malta Centre for Restoration is offering the following courses:



Heritage Malta



Bachelor in Conservation and Restoration Studies Honours
 Area A - Paintings and Polychrome Sculpture
 Area B - Ceramics, Glass, Metals and Stone
 Area C - Textiles
 Area D - Books and Paper (maximum 4 students)
 4-year full-time course

Bachelor of Documentation Studies (Hons.)
 3-year full-time course (maximum 8 students)

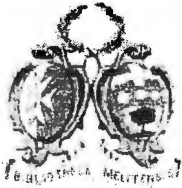
More info: <http://www.um.edu.mt/courses/bcons.pdf>

In March 2005, the Malta Centre for Restoration was absorbed within Heritage Malta. For more information on the Malta Centre for Restoration check: <http://www.mcr.edu.mt>

National Library

CAPAM Award

In February 2004 the National Library of Malta ranked among the top 14 in the 4th Biennial CAPAM International Innovations Awards Programme 'Innovations in Governance' 2003-4 organised by the Commonwealth Association for Public Administration and Management. The National Library submitted a 13-minute video feature called 'Bringing Books to Readers for Enjoyment and Enrichment'.



Prime Minister's visit

On February 1st the Hon. Prime Minister, Dr. Lawrence Gonzi paid an official visit to the National Library. This was the first of a series of special activities being organized by the National

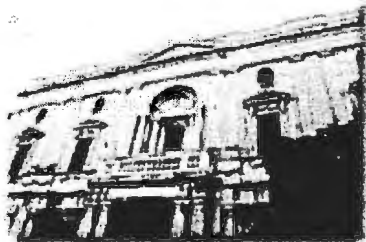
Library to mark the 450th anniversary since its foundation in 1555 by Grand Master de la Sengle. The National Library video feature was shown to those present.

Exhibition

The Hon. Prime Minister inaugurated an exhibition on *Maltese Prime Ministers from 1921 to the present day*. The exhibition featured hundreds of photos, official documents, personal documents and objects, newspapers and historical information. This exhibition was kept open for five weeks.

Restoration of façade

During the Prime Minister's visit the Department of Libraries and Archives signed an



agreement with the Department of Construction and Maintenance, Restoration Section, for the restoration of the façade of the National Library. Preparatory work has already started while the actual work on site is expected to commence in mid-summer and will last for nearly three years.

Library Calendar

The National Library of Malta was nominated for inclusion in the 2005 edition of the Renaissance Library Calendar. This is the 5th edition of the calendar, which consists of full colour photographs of 12 of the most historical and beautiful libraries in the World. The National Library's reading room hall is featured in the month of July.

Seminar on Tel-Me-Mor Project

On June 30th the Department of Libraries and Archives organised a seminar at the National Library to discuss the membership and role of the National Library of Malta in the EU-financed Tel-Me-Mor project. A paper was prepared by National Library employees on the National Library and its role in the preservation of cultural heritage and learning in collaboration with European National Libraries. This was followed by a paper on Cultural Heritage and Digitisation presented by Ms. Martes Paris, Assistant Lecturer of Library and Information Studies at the University of Malta.

TEL-ME-MOR stands for 'The European Library: Modular Extensions for Mediating Online Resources'. This project will support the 10 national libraries from the new member states, which are partners in the project, in becoming full members of The European Library TEL, an initiative, established under the aegis of the Conference of European National Librarians (CENL), providing unified access to the electronic resources of the main European National Libraries as well as to other library services. For more information visit:

<http://www.telmemor.net/>

National Library publications

For a full list check:

http://www.libraries-archives.gov.mt/nlm/ser_publications.htm#other%20publications

Malta National Bibliography

(1983 - 1992)	Lm 1.50 per year
(1993 - 1994)	Lm 2.50
(1995 - 1996)	Lm 4.00

Public libraries

15% decrease in

Public Library membership

Public library membership has been on a downward trend in the 5-year span, with only a minimal respite midway, the National Statistics Office reported. In a press statement marking World Book Day, the NSO said that membership in 2004 has dipped to 5,840 from 6,889 in 2000, a decrease of 15%. The healthiest rate of new membership is in Gozo where the ratio stood at 1:38. This compared well with membership in the Northern and Southern Harbour districts, with one new member every 77 and 80 inhabitants respectively. New membership from the south-eastern and western districts was at 1:54 apiece.

A glance at the ranking of branch libraries vis-a-vis the number of book loans immediately establishes Nadur in the second place with nearly 17,000 loans in 2004. The topmost branch library vis-a-vis loans is Fgura with over 20,000. The other three top localities are Zebbug, Siggiewi and Attard. The low number of books lent out by libraries in localities such as St Julian's, Gzira and Valletta provides scope for a multi-approach analysis. The same can be said for the Birgu library.

The publishing and printing industry figures indicate that nearly Lm15 million has been invested in this sector these past five years. In 2004, this share of investment comprised 11% of total investment in manufacture. In the 5 year span depicted in this release, sectoral turnover rose substantially by Lm17 million, an increase of 54%.

(extracted from *The Malta Independent*, April 23)

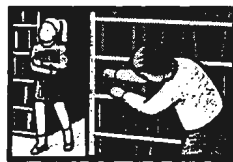
For a full report check NSO's website: http://www.nso.gov.mt/statdoc/document_file.aspx?id=971

Statistics 'preoccupying'

While speaking at the opening of a book fair at the MLP headquarters in Hamrun on April 22nd, Labour leader Alfred Sant said Malta needed a national strategy that gave due importance to books and reading. He said statistics supplied by the National Statistics Office in regard to books were "preoccupying".

Importation of books between 2000 and 2004 dipped by Lm2 million while imports of periodicals such as magazines more than doubled. He said such facts highlighted the need for a study to establish what was happening in the book market in Malta. Dr Sant said NSO statistics also revealed that book publications in Malta during those five years dropped and practically stagnated.

(*The Sunday Times*, April 24)



Public Libraries Seminar

On Friday 17th June a seminar on issues concerning public libraries organised by the Committee for the Advancement of Public Libraries under Local Councils was held at the B'Kara Local Council premises. This was attended by about 20 participants including branch and regional librarians and local councillors. Parliamentary Secretary Carmelo Mifsud Bonnici introduced the evening followed by a video presentation of developments at the National Library. Robert Mizzi, MaLIA Chairman, gave a powerpoint presentation on "Maximising Access, Minimising Costs: ILL and Resource-Sharing". Available on Malia's website at: www.malia-malta.org

Zejtun Branch Library

MaLIA has been asked to intervene in an issue concerning the opening hours of the Zejtun branch library following a recent visit by a MaLIA representative. The library, housed in the school premises, is currently unable to open after school hours which include Saturday mornings. The Zejtun Local Council finds it unacceptable to pay a sum of money a year so that the school's main gate is opened after school hours. It claims that parallel situations exist in other localities and the school gates are opened without any expenses for the Local Council.

MaLIA has written to the Education Division but unfortunately, the situation is still the same. As usual, library users are getting the worst deal as this situation drags on.



Luqa Regional Library closed

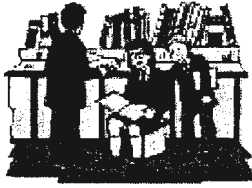
The Luqa regional library has been closed since June 2004 as construction works on a primary school take place. When the Luqa Local Council was informed that the library would be temporarily closed, it had written to the Ministry of Education for alternative premises. As none were indicated the Local Council offered its community hall temporarily. This offer was received well but nothing materialised and the library is still not operating after a year. Patrons are still without a library service. Will the wait continue?

(extracted from letter by Luqa Mayor, John Schembri to *L-Orizzont*, 18 May)

School Libraries

Birkirkara School gets its library

The Anthony Valletta Primary School A in Birkirkara had a library and literacy room set up on April 22 with the help of the Education Division, the school management team, teachers and school staff, the literacy teacher from the University Literacy Unit and the school council. The Library/Literacy Room is well equipped with modern reading books, a supplementary English reading scheme, big books, story bags, computers, video and a big monitor. Merlin Library donated some books to the school.



Library Week at Agius de Soldanis School

Between the 18th-22nd April, library week was held at G.P. Agius de Soldanis School. Students engaged themselves in various activities, competitions and library visits. Mr. Anton Farrugia, author and librarian, spoke on the importance of reading. A library exhibition displayed new books acquired as well as bookmarks, book covers, essays, projects and artwork. School picture albums dated from 1970 to 2000 instilled nostalgia and curiosity. Certificates and book tokens were given to competition winners and to library club members.

Book Week at St Albert's College

Junior school students and teachers celebrated Book Week at St Albert the Great College between 18th-22nd April. Translator of Hans Christian Andersen fables, Joe Zammit Ciantar, related passionately the love and respect we should show towards books. There was a hands-on workshop with book illustrator Ms Marisa Attard. Trevor Zahra gave a presentation of how a book is born in his mind. Pontius Pilate, Little Red Riding Hood and various other book personalities unexpectedly visited the school. Several teachers put on their favourite character costume and visited classes to read a chapter or two from various books.

St Jude Playschool promotes early reading

During the early reading sessions held at St. Jude Kinder Playschool, B'Bugia, children learn the basic mechanics of turning a page and looking at words and pictures. The sessions include storytelling and use the technique of a flannel graph made up of pictures accompanying favourite children's stories.

HSBC gives books to Cospicua Primary School

In March the *HSBC Cares For Children Fund* distributed books to primary schools throughout the inner harbour area, with the presentation of some Lm400 worth of publications to the Marija Immakulata Primary School in Cospicua.

Books donated to school libraries

Cities Entertainment Ltd, operators of *The Great Siege of Malta* and *The Knights of St John*, donated over 400 books to the libraries of 32 state, independent and church schools in Malta, during a presentation in the Café Premier Complex in Valletta. During the scholastic year over 2000 students visited this multi-million euro attraction which promotes cultural and heritage themes. Director of Libraries and Archives Philip Borg explained the company's scheme whereby 10c from every entrance ticket for schoolchildren goes towards a fund for an annual book donation.

Chinese donation to Paola School Library

Chinese Ambassador Liu Zheng Xiu donated books, Chinese classical feature films and documentaries covering aspects of Chinese culture, acrobatics, medicine, education, history, geography and the economy to the Guze D'Amato Secondary School Library in Paola following a presentation of prizes and gifts to quiz participants about the People's Republic of China.

HSBC gives books to Fgura Primary School

HSBC Cares for Children Fund has continued its distribution of books to primary schools, with the presentation of a collection of publications to the Fgura primary school. The fund has already distributed some Lm2,000 worth of books to other primary schools mainly in the inner harbour area.

MSLA and SLS meet Councillors

In July councillors from various local councils attended a seminar organised by the Malta School Library Association (MSLA) and the Schools Library Service. The aim was to discuss future relationships among the three organisations. Since it is a known fact that most local councils take a keen interest in the development of school libraries in their areas, the need for such cooperation was felt.

The meeting introduced SLS and MSLA to councillors present through a powerpoint presentation by Joseph Boff and Claudio Laferla respectively. Discussion followed on the possibility of more collaboration which would lead to a better understanding of how school libraries work, on how local councils could help in the better stocking and organisation of school libraries and on organising seminars on information literacy skills for parents and students in their locality. Hamrun, Santa Lucia, Mellieha, Vittoriosa, Floriana, Paola and Kalkara local councils were represented.

The MSLA Council this year is presided over by Claudio Laferla and includes Joe Boffa (Secretary), Stephen Spiteri (Treasurer), Marisa Calleja, Patrick Decelis, Rosemary Saliba and Alfred Scicluna.

Literacy Projects



Literacy Conference

On 19th May about 170 parents, heads, assistant heads and teachers of primary schools, university lecturers and other educators dealing with young children took part in a conference on reading and writing skills. The event was organised by Discovery Bookshop and held at the Archbishop's Seminary, Tal-Virtù. The keynote speaker was Janet Evans, senior lecturer in education at Liverpool Hope University. The conference included practical sessions on ways how to help children cope with reading, including self-help reading strategies and what to watch out for when choosing a reading book for young children.

Lend a Hand in Literacy Programme

The University Chaplaincy's Justice Commitment Group is coordinating a summer project to teach basic English and Maltese in a Literacy Programme for children and adults on a one-to-one basis, at the Paulo Freire Institute in Zejtun. This takes place on Mondays and Thursdays in the 6 weeks from mid-June up to the end of July and/or in the 6 weeks from mid-August up to the end of September. It is aimed mostly at University staff and students. For further information send an e-mail to chaplaincy@um.edu.mt or tel. 2340 2341.



English literacy course

HSBC Cares for Children Fun is sponsoring an eight-week summer English literacy course organised by the British Legion. The financial assistance will be used to purchase books and prizes to be awarded to children aged from five upwards who complete the course successfully.

Maltese Encyclopaedia

Enciklopedija ghat-Tfal, the first children's reference book of its kind in Maltese was published earlier this year by Merlin Library in collaboration with the UK reference publisher Usborne. The full-colour, 300-page hardback volume was adapted into Maltese by Gozitan author Pierre J. Mejlak.

Since its launch earlier it has since become a bestseller, exceeding all expectations, the publishers said. The book allows users to log on to an interactive website with freely downloadable images, quizzes and other information related to the subjects in the encyclopaedia.

A Multimedia Library for Children with Reading Difficulties



A Multimedia Library for children with reading difficulties such as dyslexic children and others has been launched at the Central Public Library in Floriana. This section caters for secondary school children and its objectives are to inspire a love for reading and to increase their motivation to read. The interactive materials include a significant number of children's books on CD ROM. Children can call at the Central Public Library and with the help of a computer narrator introduces students to engaging stories and characters.

This collection includes twelve different subjects including ancient history, famous short stories, classic literature, history, sports biographies and the world around us. Computer quizzes after each chapter let students demonstrate comprehension and illustrations can be printed on the spot. Secondary school children can make use of this service by appointment. They can contact Mr. David Filippidis on tel: 21240703, 21243473, 21224044 ext. 247.

Educational family festival in Senglea

The Foundation for Educational Services (FES) has teamed up with a number of localities across Malta to promote family learning. An Educational Family Festival was held on 8th August in Senglea for residents to discuss the educational activities held in their locality. Parents are being trained to promote reading through their local and regional libraries through a project that unites the efforts of the foundation and the Department of Libraries to promote reading especially in the key early stages of a child's development.

The FES has worked hand in hand with different entities including the local council, the primary school, the parish, volunteers, various clubs as well as some artisans. These initiatives include *Klabb Hilti* which promotes family literacy during school hours and in after-school activities and the Community Lifelong Learning Centre which provides courses that help adults in the world of work. These centres are partly financed by the EU under the structural funds for Malta 2004-6 and the European Social Fund.

Agenda Bookshops promote children's reading

Committed to promoting literacy among children, Agenda have recently run a promotion on children's book titles and a competition in which the child had to write a limerick for Agenda, either in English or Maltese. There were 10 bags full of books to be won, two bags for each of the participating Agenda outlets. Agenda had an overwhelming response from very enthusiastic children, who have done a tremendous job with their limericks.

Overseas Library News

European Libraries Fight Google-ization

In a stand against a deal struck by five of the world's top libraries and Google to digitize millions of books, 19 European libraries have agreed to back a similar European project to safeguard literature and have joined forces against a planned communications revolution by Internet search giant Google to create a global virtual library. The 19 libraries are backing instead a multi-million euro counter-offensive by European nations to put European literature online.

"Such a move needs a tight coordination of national ambitions at EU level to decide on the selection of works." The statement was signed by national libraries in Austria, Belgium, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Lithuania, Luxembourg, Netherlands, Poland, Slovenia, Slovakia, Spain and Sweden. The British National Library has given its implicit support to the move, without signing the motion, while Cyprus and Malta have agreed verbally to the text. Portugal is also set to approve it.

US libraries' deal with Google

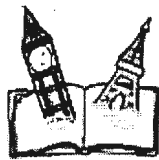
The move comes after Michigan University and four other top libraries - Harvard, Stanford, New York Public Library and the Bodleian in Oxford - announced in December a deal with Google to digitize millions of their books and make them freely available online.

Michigan and Stanford are planning to digitize their entire library collections - totalling some 15 million books - while the Bodleian is offering around one million books published before 1900. The entire project is expected to take up to 10 years, with cost estimates ranging from \$150 to \$200 million (116 million euros - 154 million euros).

French fears of online cultural imperialism

Google's plans have rattled the cultural establishment in Paris, raising fears that French language and ideas could be just sidelined on the worldwide web. French President Jacques Chirac has asked Culture Minister Renaud Donnedieu de Vabres and France's National Library president Jean-Noel Jeanneney to study how collections in libraries in France and Europe could be put more widely and more rapidly on the Internet.

Jeanneney has acknowledged that such a project, comprising some 4.5 billion pages of text, would help researchers and give poor nations access to global learning. But he added: "The real issue is elsewhere ... risk of a crushing



American domination in the definition of how future generations conceive the world."

Source: *Deutsche Welle* 27.4.05
<http://www.dw-world.de/dw/article/0,1564,1566717,00.html>

The European Library

The European Library was launched in March 2005 after 3 years of highly successful collaborative project work and 10 months of intensive operational development. Over 11 million digitised and born digital records and objects from 9 of Europe's national libraries are free to all. The European Library portal is the result of a project led by the British Library working with a number of European libraries. It is owned by the Conference of European National Librarians. The participating libraries have all conformed to metadata standards and given access to their collections for launch. The European Library, which originated from the TEL Project, gives access to the combined resources of the national libraries of Europe.

V i s i t :
www.theeuropeanlibrary.org

Anglo-American Cataloguing Rules 2005 Update

Published jointly by Facet Publishing on behalf of the Chartered Institute of Library and Information Professionals (CILIP), the American Library Association (ALA) and the Canadian Library Association (CLA). September 2005; 212 pp.; looseleaf; £Stg.15.95; 1-85604-569-2

CD-Rom on Digitization

A training CD-Rom *Digitization and Digital Libraries* has been launched by UNESCO and FAO to teach librarians and laymen how to digitize documents, put them online and create virtual libraries. The kit which is free of charge, is compatible with a wide range of computers, making it particularly well-suited for users in developing countries. The interactive module includes 15 hours of training which users can personalize to meet their particular needs. Visit: http://portal.unesco.org/ci/en/ev.phpURL_ID=19096&URL_DO=DO_TOPIC&URL_SECTION=201.html

29 New Documentary Collections on Memory of the World Register

29 documentary collections in 24 countries have been inscribed on UNESCO's Memory of the World Register. There are 120 inscriptions on the Register to date. They include, for the first time, collections from Albania, Azerbaijan, Colombia, Cuba, Italy, Lebanon, Namibia, Portugal, Sweden, Ukraine, the UK and the USA. The Register was established to preserve and raise awareness of documentary heritage and reflects the diversity of languages, peoples and cultures. It was born of the realisation that this memory is fragile and that important documentary material is lost every year.

Internal marketing for the workplace library and information professional

CILIP workshop led by Terry Kendrick of Information Now Ltd on
16/02/2005

Report by Ruth Muscat, Asst. Librarian, UOM Library



As a relative newcomer to anything concerned with marketing, I had high hopes for what I could get out of this workshop and I was not disappointed. We were taken through a bit of theory, but in the main the day had a very practical orientation and was varied and interesting. Below is an outline of the salient points.

Selling vs. internal marketing

There is a key difference between selling and marketing: whereas selling focuses on the *product*, marketing necessitates an understanding of user needs in order to focus on the service's *value-in-use*. Marketing needs to be thought of as a 2-way communication with different groups of customers where you show them the impact that coming to you will have. So in terms of marketing as opposed to sales, libraries succeed by understanding what drives users, building products/services around them, giving a highly differentiated service and creating value and not simply increased activity. The extent to which users get what they want from you will determine the value they place on your services.

Understanding the value and costs you create

Data on its own is only a cost; its value lies in its impact on users, and in order to have a significant impact information must be accurate, timely, accessible, applicable and provide a hitherto unknown insight. There needs to be a clear and compelling difference between the library's offer and other approaches to meeting users' needs. Libraries can create value in a number of ways including: analysis of users' information needs, showing users where to find information (research), helping users with information management (dealing with too much information), helping users with knowledge management (knowing how to handle it), helping with reporting and presentation, and pointing out some uses for the information users find. Bearing these points in mind, the first step is to identify the value which various segments or user groups can expect to receive from the library. Only then can you create an offer specifically for them based around this value.

Justifying value

Value needs to be measured and quantified:

- Performance measures – use the measures you will be judged by (by both users and funders)
- ROI (Return on investment) measures – time saved/money saved/money made for the whole service, not just parts of it.

Listening to the pulse of the client base and organisation

Think carefully about what the library is to each stakeholder group – servant? Friend? Trusted partner? Customer? Team member? Nothing? A burden? You also need to give some thought to what you know about your users – why they come to you, their other options, how you fit in with all their information needs, what they really think of you in the areas that matter *to them*. Equally important is the extent of your knowledge about your non-users (same considerations as previous).

Internal marketing strategy

Market segmentation

Market segmentation is the process of dividing your market into distinct groups who might benefit from separate products and/or marketing combinations. Segmentation helps in all sorts of choices, such as which groups are the most profitable/most likely to use us/inadequately serviced by our competitors/most attractive to us. This in turn helps the planning process. Segmentation can be carried out according to a wide variety of criteria, such as behavioural (e.g. benefits sought, usage, perceptions and beliefs etc.), psychographic (e.g. lifestyle, personality), profile (geographic, socio-economic, subject interest). From a planning point of view, useful segments are those which are measurable, accessible via promotion, substantial in size/power, differential and actionable (can be attracted by affordable promotional programs).

cont. p. 12

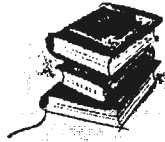
Donations

Education Ministry donates books

At the end of 2004, as in the previous year, rather than spending money on Christmas cards and postage, the Education Minister donated over 1,200 books to representatives of 77 primary schools, 37 secondary schools and 5 special schools, Dr Galea explained that his Ministry believed in programmes aimed at improving literacy in Maltese schools.

University Library

In April Mr. Victor and Dr. Stella Borg Barthelet passed on to the University Library books covering Commonwealth and post-colonial literature for the use of students pursuing studies in the English Department within the Faculty of Arts. The initiative had been taken during the Commonwealth and Post-Colonial Literature Conference hosted by the University of Malta between the 21-26 March.



In May Rabat mayor Mr Frank Fabri and Dr Daniel Micallef presented the University Library with a cheque for LM 100 in support of book purchasing in the environmental sciences. The money was initially meant to as a first prize to Dr. Micallef for his lyrics in a Council competition for a Rabat hymn. Both men expressed their wish that this initiative would be emulated by other local councils in gratitude towards our Alma Mater.



HSBC's Personnel Department donated 300 books to the University originally forming part of the bank's library. The collection was used by staff sponsored to attend university degree programmes. HSBC employees now have access to the bank's physical and online library in the UK. Staff were offered books in return of a donation to the Puttinu Cares Children's Cancer Support Group. The rest of the books were donated to the University Library.

Qormi Branch Library

In April HSBC Malta's CEO Shaun Wallis presented a donation to the Qormi local council to upgrade its library. This took place during the reopening of a newly refurbished HSBC branch in Qormi.

MCAST Library

Erik Holm-Olsen, the United States Embassy's public affairs officer, recently presented the latest edition of the Library of America collection to MCAST librarian Laurence Zerafa in a ceremony that was held at MCAST's new library and learning resource centre at Corradino, Paola. The collection is comprised of 136 volumes and includes the best of American writings including novels, essays, poetry and historical and journalistic reporting. It is valued at approximately \$3,500.

Dante's library is 200 volumes richer

The state visit to Malta by Italian President Carlo Azeglio Ciampi included a visit to the premises of the local committee of the Società Dante Alighieri which promotes the Italian language and culture. On behalf of Mr. Ciampi, Dr Paolo Peluffo who runs the press directorate at the Quirinale presented a collection of 200 interesting volumes that will complement the educational process in Malta, which has gained considerable success during the last five decades.

BOV donation to Marsa branch library

Bank of Valletta has donated a collection of books to the community library of the Marsa local council. BoV Marsa manager Richard Dimech presented the books to mayor Francis Debono during a visit to the library.



BOV donation to Marsascala library

Bank of Valletta has donated a collection of books to the Marsascala local council. These books will be placed in the Marsascala library for the benefit of the people of the community.

EGranary Digital Library

Hailed as a new way of delivering the world's knowledge to those most in need, the 50th eGranary Digital Library was installed in Haiti, making it the first connection in Central America. The eGranary Digital Library provides Internet resources off-line to institutions lacking adequate Internet access. Through a process of securing permission from authors and publishers, copying websites and delivering them to intranet Web servers inside partner institutions in developing countries, the eGranary delivers millions of documents that can be instantly accessed over local area networks (LANs). The digital library provides lightning fast access to educational materials even where no Internet access exists. It represents the collective efforts of hundreds of authors, publishers, programmers, librarians, instructors and students around the globe. Developed in 2001, it is expanding its installations to schools, hospitals and universities. The project has received funding from the University of Iowa, the MacArthur Foundation and the U.S. Agency for International Development.



For more information visit: www.widernet.org/digitalLibrary/

News on Archives

New Archives Legislation Act V - 2005

On 10th May Parliament finally approved the much-awaited Archives legislation. Act V of 2005, which was published in the Malta Government Gazette on the 13th May. This is the result of six years of lobbying, drafting and pressure on the authorities. The Act will replace the first legislation of 1990. Maltese and English versions of the legislation can be accessed on the internet: www.doi.gov.mt/EN/parliamentacts/2005/Act%20Ve/pdf

The National Archives will be autonomous from the Libraries and Archives Department and be restructured as a government agency. The post of National Archivist will be created and a records management system throughout the public service will be created to cope with today's needs.

New courses on Archive & Records Management at the University of Malta

As from October 2005 a Diploma in Archive and Records Management (Dip. ARM) and a Degree in Library, Archive and Information Studies (B. LAIS) will be offered through the Division of Library and Information Studies at the University of Malta.

Head of Archives Charles Farrugia is thankful to Dr. Lillian Sciberras, Ms Martes Paris and Prof. Rev. Saviour Chircop for their support. The courses are the result of lengthy discussions, planning

of modules and credits and approvals.



National Memory Project continues

The Friends of the National Archives is supporting the National Archives on the following two projects:

1. Listing and preservation of a collection of 10,000 historical photographs.
2. Cleaning, conversion to modern technology and cataloguing of 1,200 historical films.

Microfilming sponsorship

In February Vodafone Malta Foundation offered a 3-year sponsorship to the National Archives.

Day courses

In April, the Friends of the National Archives collaborated with the National Archives on the organisation of the first two-day courses in Archives and Records Management. Local and foreign lecturers addressed an audience of around 50 students coming from various public and private sector institutions. Certificates of attendance were issued.

Revamped library for notarial deeds

On 31st May Justice and Home Affairs Minister Tonio Borg inaugurated the revamped library of the Notarial Archives Resources Council in an initiative to preserve more than 6,000 notarial deeds, some of which date back to the 15th century. Most are written in Latin and Italian, and are



registrar copies of original notarial deeds that are kept at 2/3, Mikiel Anton Vassalli Street in Valletta. The copies, are an important point of reference for researchers because they had been meticulously and neatly re-written by hand. The historical volumes are at 24, St Christopher Street, Valletta - where they had been gathering dust for so many years, but are now neatly placed on shelves.

The premises are still undergoing structural changes which have cost some Lm3,000 so far. Double that figure is budgeted for this year. Chief Notary Cora Vella said 15 volumes that had gone missing had been recovered. Researchers had come across important documents such as the will of Dun Karm Psaila, the national poet.

Notarial Archives Resources Council



A newly set up Notarial Archives Resources Council (NARC) was launched at a press conference on 17th June. It is a private initiative of a group of historians, researchers, academics and professionals which will support the work undertaken by the Chief Notary to Government and Keeper of the Notarial Archives.

Professor Godfrey Wettinger is Chairman of the NARC and Professor Charles Dalli is its secretary.

Calendar



16-17 September - Malta
Writing To Learn, Writing To Teach: Writing Process for School Community Development
 Conference organised by the Foundation for Educational Services with the Educational Division Tumas Dingli Primary School, Attard
 Info: www.fes.org.mt/conference_01.html or e-mail to Mario Zerafa on mario.zerafa@gov.mt

11-13 September - Oxford, UK
3rd International Conference on the Book
<http://book-conference.com/>

18-23 September - Vienna, Austria
9th European Conference on Digital Libraries
<http://www.ecdl2005.org/>

5-8 October - Supetar, Croatia

2nd Naple Conference on the Role of Public Libraries in National Policies towards the Knowledge Society
 Contact: dunja.seite-sverko@min.kulture.hr

10-11 October - London, UK
Internet Librarian International 2005
<http://www.internet-librarian.com/index.html>

29 November-1 December - London, UK
Online Information 2005
<http://www.online-information.co.uk/>

Check CILIP's training workshops
<http://www.cilip.org.uk/training/training/2005calendar.htm>

INTERNATIONALLY CELEBRATED DATES

8 September - International Literacy Day

24 October - International School Library Day

Internal marketing for the workplace library and information professional workshop report by Ruth Muscat

cont. from p.9

Objectives and strategies

Objectives – quantified measures to be achieved in specified timeframes

Strategies – how these objectives will be achieved

Service development options could include increasing use of existing services by existing users, making new offers to existing users, marketing existing services to new users, or trying to set up new offers for groups which don't currently use the library. Potential strategies might include thinking about new/personalised products and services, pricing (free vs. fee), place (library unit vs. remote delivery), packaging/branding, promotion (brochures, events, personal selling etc. – be inspirational!). Marketing messages have to be personalised for different segments of your user base – a "middle way" approach would just fail to reach anyone. In addition, it is important to interact with users, not just send them messages – e.g. personalise your services, think of ways to encourage and reward loyalty. Make sure promises are delivered.

Personal and relationship marketing

Are you or will you be recognised / appreciated / admired / promoted? By whom? How? Think about **positioning** yourself in people's minds, **packaging** your image, **presenting** (behaviour, body language, presentation skills) and **promoting** yourself. Approaches to personal marketing may include: networking, speaking, writing, brochures, business cards, personal website, e-mail signatures, etc. – anything that maximises your visibility. You also need to be aware of the political

issues – what is the organisation trying to do? Who are the key stakeholders and what are *they* trying to do? Have you any authority in the organisation? Are you clear on your own agenda/goals? Finally, get "front of mind" – maintain excellent technical, communication and people skills, publicise your work, teach others.

Marketing communications

The following are some useful communication strategies:

- Informing – telling people what they need to know
- Persuading – getting people from attention to interest to desire to action
- Reminding – what might people have forgotten?
- Push strategy (gets intermediaries to encourage their staff to use your unit) vs. pull strategy (focuses on creating demand from actual user)
- Reach (no. of users exposed to a message at least once) vs. frequency (no. of times an individual is exposed to a given message)

Conclusion

Much of the above would be well worth keeping in mind when planning a marketing campaign, however modest. Two points that particularly struck me were the concept of emphasising value as against describing your product; and the idea of market segmentation which does not necessarily need to be carried out according to the most obvious criteria. The tips on self-promotion are also handy – librarians are altogether too self-effacing a breed and it wouldn't hurt any of us to sell ourselves as well as our services a little more within our own parent institution! Altogether this was a workshop which would be useful to anyone without a marketing background who nevertheless needs to think about how best to promote their library unit and services.