TINTA

LEADERSHIP IN INFORMATION MANAGEMENT

REDAKSI

SEKALUNG BICARA

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Editorial Team,

TINTA (Leadership in Information Management)

ISI KANDUNGAN

BAHAGIAN A

Leading to the innovation in a public library

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Abstract:

Aims to explore the topic of leadership as perceived and practiced by public library leaders. Leadership happens at all levels. The leaders must manage strategically to enhance the awareness how beauty the environment of the library is in the public where they can fully maximize the library facilities to the fullest. A project that has been organized lead to innovation may create new positive thoughts of Malaysian people.

Keywords: *library, leader, leadership, project*

Introduction

Information Management can be described as an emergent field of interest. Information management is one of buzz terms of the present age of librarianship. The significance is as a consequence of the increased interest in Information Technology (IT). There are three components of information should have. First, information resources include the identification, assessment and use of both internal and external resources. Second, the technology, covering methods of inputting, storing, retrieving, and distributing information on both a local and remote basis. The last part is management, by involving the strategic and business planning ahead for library development, human resource management, interpersonal communication, accounting and marketing. The dimension of library can be categorized by managing the information process and managing data resources of the organization (Cronin 1985). The Library is not a place where people just come only to read books. It is more than that we thought. The Library is an information management and society that everyone's needs it to get the right information, in the right form, to the right person, at the right cost, at the right time, in the right place, and to take the right action. Today's libraries have changed the concept of libraries more widely as place for people for all ages and background to get the information and services that they need. Public libraries play a big role to give something to the community to enhance the quality of. A great country depends on what the people reads. Public libraries can achieve their mission. To achieve all these, public libraries must have plan strategic goal to ensure the activities that implemented giving good impact to societies.

Leadership plays a big role

Leading the innovation to the library must have all the cooperation and collaboration from all communities. This only can be achieved when the leaders know and to think broadly and strategically what they should appoint the staff to organize and creating the activities. The potential activities are to be implemented as it to serve as catalyst for connecting libraries and people. The leader in libraries can shape the program, whether through established resources (community-based facilities and knowledgeable staff) or innovative approaches to community priorities.

The leader has a plan in looking partnership either in government sectors, private institutions, or and societies that interested in development in public libraries. For example, the chief executive officer, library director on the senior executives involve as a team to identify the problem the lacking of people visiting of libraries and how the management can work on to fulfill the need and priority requirement. The implementation can be done by always have the conversation with the library director, exploring interest, capabilities and opportunities. Besides that, library director involves the strategic discussion such as public safety, emergency management, economic development, early childhood education, workforce development, and cultural inclusion. To sort them, the leader also can visit the libraries and all the branches in Malaysia to discuss improving the public libraries to people.

Another important person in leading the innovative of library is the library directors and senior personnel, especially branch directors. Thinking out of the wall of library functions that beyond collection and circulation. These people must understand the environment and trend what people like to explore nowadays. Based on that issue, we can explore how library can attract people to come library not only just take a book on the shelf and have a reading. Think about any events that the organization library can sponsor to increase the awareness of people to see the library's positive image with the public and the perception that the library is a safe and neutral space.

The challenges of leaders

Implementing new innovation is not something easy to be handled and organize into systematic programs or activities. The most common barriers are strategic level: structural, attitudinal and financial.

1. Structural Challenges

The challenge is when the public library is outside the local government structure. It is more difficult for inter-organizational to involve with library leadership in broader community initiatives.

2. Attitude Challenges

There are differences opinions, whether "should we organize the program if insufficient budget?" The surveying of activity must look over based on the audience target and budget. It has also become a problem when the leadership in the library is itself focused on collection and circulation.

3. Funding Challenges

Lacks of fund always become a major problem when the library wants to do a project. There often have difficulties in promoting the program that has organized by the library when it comes to big budget allocation needed.

We can say that, structural and attitude challenges are not a big issue as it is easy to overcome if they have a good management and exploring together the ways to expand the impact and reach. The issue is on budgeting as to implementing new project. However, it is in the best interest if all are trying to maximize value to overcome this limited resource.

The Body of Professional Knowledge

Professional knowledge is the responsibility to lead the community to the innovation of the library. They must have:-

- Develop analytic and management skills that can be applied to the acquisition and the promotion of library and information services.
- Understand the social role of information in society and what is the best service should be provided to particular groups.
- Study the particular information service and the clients they serve, looking at the role, function and value of those services.

All these standards of professional knowledge people, it can be seen the concepts a clear picture of a professional body should have (*Totterdell, 2001*).

- Analyze the information requirements of the service users.
- Select and organize material properly to meet requirement of users.
- Select and manage staff.
- Devise and operate appropriate storage and disseminates system.
- Be aware the changing technology applicable to the service.
- Prepare a policy and financial statements and implementing them.
- Lead the team involved in training and developing the service.
- Represent the service at management and policy board level.

The Managing Effectiveness in Leading to Innovative

A leader found that a good opportunity if collaborate with partners to have innovation and improvement in giving something new programs to people. Every project scope must overlook on population in an area, library budget, grant amount, community priority, a partnership formed, goal and project description, and the result after doing the project are those requirements that need high commitment.

1. Quality of Staff

Building a knowledge agenda through vision, influence, and passion is underpinning the leadership that seeks to nurture at the State Library of New South Wales. The challenges have been always to make staff easy to absorb and process information to create knowledge required to move forward such as effective communication and learning by working together. This essentially is all about new skills, ideas, trust, the power of debate and reflection.

Encouraging staff in different group from different departments to work together on real projects across internal boundaries or across organizational boundaries are giving benefits to staff network are enriched as it will encourage more effective communication and cooperation and staff sharing knowledge base to improve library development.

Effective knowledge management is the essential in leadership in library in setting the vision and boundaries, in encouraging influence and by providing resources by involving the staff to share knowledge from their experiences.

Other than that, continuing education programs to the staff before delivering the information to people by having short term courses in the application of information technology, refresher courses and workshops, seminars and symposia that can make them enable to apply new technology and its social implications. This will help them in assisting the continual change in librarianship and adaptation to the new environment and practices.

2. Manage expectation

Beginning of the project, develop a set of ground rules and tasks to achieve the desired partnership outcome. Identify the benefits of clear understanding of who is in charge of what, the roles of each committee, process for decision-making and resolving conflict. These specification tasks to every committee are important to help them focus to accomplish the mission to be done.

3. Meeting and Communication

Scheduled the meeting regular face-to-face meeting among committee are critical for building understanding. In Miami, they used regular team meetings or leadership meetings to share information and build relationships. During meeting, every committee knows the objectives clearly and committed to aim high expectation of the end result of doing the project.

4. Find a Bridge

There might be a communication breakdown; the solution is to have a person who can act as a bridge between the partners, an interpreter of their hierarchies, culture, language, communication preferences. In Fayetteville, they used a university student and library intern to help translate communication between the library and its engineering institution.

Library Is a Center Of Knowledge

Whatever project it is, there are things that need to be configured out before decide to start a project, whether fulfill the function of the library itself or not:-

1. Center for education

The United Nations Educational, Scientific and Cultural Organization (UNESCO) practically agreed that the education as a continuing and life long process to achieve of humanity in knowledge and culture. The library itself always open the door as it is functioning as a centre for informal, self-education to the community at all levels.

2. Center for information

Delivering the information it can be using the information technology (IT) to assist people to get the information that they want. The library serves as a referral point, for any specialized information, if any needed by an individual. The library also provides accurate information to a group or individual quickly.

3. Center for recreational

A library is not a boring place; it is an exciting place that everyone should have the feeling when entering the library. It is role as a place of leisure of the rural folk. The library is always concerned with the refreshment of man's spirit, by providing books and other reading materials for relaxation and pleasure. A leader needs to ensure the library is designed to attract people to come and make as much as possible activities in the library to make people be a library as the second home.

3. Center for culture

It acts as a center for cultural activities and promotes keener participation, enjoyment, appreciation and information creative talents of rural art. It can focus on giving the opportunity to all sections to all communities to exhibit their talent. Library places can be a place of discussion, musical performances, stage plays, playlets, exhibits film, video and slides for children youth and adults of the village. It can be a center for folk's art, dance, and music.

Programs

A successful project gives the image of the library and at the same time increase the relevance and relationship the library and people. Handling them clearly show the leadership role that libraries can play in addressing pressing issues. There is socially group that needs to know, unemployed people, homeless people, people of low educational or illiterate, people with few skills to offer in the workplace, people on low incomes, people with limited mobility, whether through disability, poverty. We at least should know who the target audience of the project is.

In Malaysia, there are supposes projects that library should lead to be implemented for clients (people).

1. Provide basic or advanced training in computer skills,

   Perpustakaan Negara Malaysia (PNM) may partnership with any ICT company or community college to help Malaysian people who unemployed and underemployed to become more competitive for good-paying in the in-coming call center industry. This objective can reduce the problematic happen to computer literacy skill as nowadays we can see every organization use the system to make effective and smooth in doing task. For example, programs are learning Microsoft, editing photo, video. In Buena Vista, Virginia showed the results, from 67 people trained in basic computer skills out of 3 people found new jobs.

2. Changing lives through literature.

This project as an alternative aimed at reducing teenage recidivism, in collaboration with juvenile prison or any publishers to focus to 10-15 teens to discuss novels, short stories and poems that illustrate themes of friendship, values, choices, and consequences. Other than that, this project also is aimed for those teens that interested in literature. Teaching them in interesting way is giving the positive image to Malay literature in Malaysia from time to time. At the same time, cultivate them in writing and train them to become the authors since a child.

3. Wired for safety

An example case, Pendleton, Oregon Public Library and Police Department, formed an innovative partnership. This project focuses on sharing the mission to educate safe and productive environment for teens and the community. Using a mix of technology (a citywide wireless network and surveillance equipment) and expanded services (programs for teens and community safety, including self defense, identity theft protection, and Internet safety). This can empower culture of the public library to make the library a comfortable and welcoming community space.

4. Improve the English efficiency.

Library can lead in setting the project to young people from all ages, children, unemployed people, who have limited English efficiency with the basic tools needed to help them advance academically and economically.

5. Painting

We should not abandon the disabled people, because they have their own special capabilities to contribute to the community. Cooperate with private organization to make a project, create a competition or program for them with the involvement with societies, this objective to make them have the confidence to mingle with other normal people can appreciate their painting in the library.

6. Libraries in rural development.

The idea of developing a mini library to urban is one way to cultivate the awareness of reading in the urban areas. Mohd Sharif Mohd Saad (1995) commentary the implementation based on oral tradition and storytelling in Malaysia to support access to information and can help more than 18million populations in Malaysia. Activities to children in the communities included storytelling, films, videos, shows, arts, and handicraft, games, clubs, and storytelling competition. This project will help in build foundations for life skills and the volunteer at the same time helped to preserve a cherished heritage of storytelling.

Mobile library service in Indochina described and reported that the uniqueness library service in the Asia and Oceania region (Guaysuwan, 2003). The expert found evidence of much creativity in service that has been given to urban areas. A collection of book stored in wooden containers was circulated among school and communities in the region. In Japan, they printed the stories to all participants to encourage can read and learn in fun ways that lead by librarian and volunteer.

The project can be implemented, including door-to-door book box service, mobile truck service, reading campaigns, and village newspaper reading centers. Traveling books for young readers was designed that the colourful and various models of fabric containers that used for fabric pockets are made in different size so they can folded and hand carried. (Butdisuwan,1999)

7. Use of information technology tools in library.

Tremendous of technology make people change their sources in internet, for improving the quality library services, the library profession shall study on types of IT tools for serving them quick services for the readers. In considering the budget, the latest version computers with a powerful library package for quick retrieval for searching journal articles for higher education level. Provide them with ready to use computer-controlled video discs, high speed printers or related technology for providing quick reproduction of individual articles from serials in the collection.

8. Training.

A training center for simple and short duration courses that covers all the aspects such as health, public health, family welfare, new developments in agriculture and vocational program.

9. Center for rural games and competitions.

10. Provide any forum for group discussions on topics of interest and holding group activities.

The Best Performance Indicators

Indicators are very important to reflect how effective the promotion and show the more successful the project is. The indicators are:-

- The cost per visit to public libraries.
- The number of visits to public libraries.
- The percentage of library users who come to the library.
- The number of items issued.
- The feedback of users after involving the project.
- The rate of information sources satisfying the user needs.
- Facilities and environment for using library resources.
- User education effectiveness.

The projects are implemented is to improve quality of life for all. The leadership roles are in the library always important to effectively change the culture and inspiration for a library concept as it determinant of organizational success. Public library aware and meeting needs of clients' education, information, cultures, leisure and recreation are the best library ever. A report of successful projects that focus on the commitment towards the development of library and information specialist have made through the libraries as leaders, policy makers, decision makers, advocates and starter to motivate others to explore and implement services for clients in the communities. Without leadership, the organizational success would be very difficult to achieve as it is central to organizational development.

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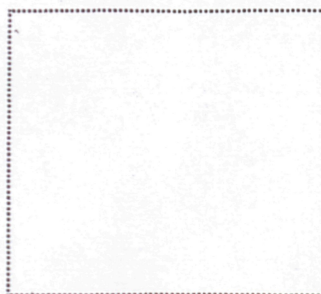
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