

SWOT ANALYSIS : REFERENCE DEPARTMENT

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Introduction

Library is a place where users can find current, accurate and valuable information and knowledge. Usually, the information in the library is provided by the professional in a certain fields. Their information can be used for the research paper.

Academic libraries have been comfortably serving their clientele by providing information resources and services to fulfill the needs of students and researchers, Kiran (2009). Each of institutions should have their own library to fulfill their students need in information and for their studies.

Reference Department is one of the units in the library that is very important to support the library mission. Reference and Resource Coordination Department is to support the library's mission by developing the library's collections; providing liaison services to the faculty; and instructing and assisting patrons in the location, use, and evaluation of information sources, Sarah and Gary (2009).

Glaister and Falshaw (2009) on Marilyn, Martin, Lisandro and William (2011) article say, SWOT analysis is categorizing strengths, weaknesses, opportunities and threats into most respected and prevalent tools of strategic planning. With SWOT analysis, an organization can identify what is their strength, weakness, opportunity and threat of their organization.

This SWOT Analysis is done by me, through the interview from the staff in the Reference Department. I have gather all the information from the staff which is En Ali Anuar B Yaakob , the Assistant Librarian, Nurul Zalila Binti Ismail, Library Assistant and En Ahmad Syarifuddin Bin Ruspin.

The Reference Department background:

Support Division, Medical & Health Defence was instrumental in developing the collections of Medicine and Defence Health, and provides referral services and other services directly to library users. This section is broken down into 3 different units, namely:

- 1) Reference unit
 - i) Manage and coordinate the Reader's Advisory Service.
 - ii) Manage and coordinate the Information Skills Classes include development of instructional content.
 - iii) Managing and developing Lately News Collection.
 - iv) Manage and coordinate the Scheme Document. (articles only)
 - v) Manage, plan and coordinate periodic content and thematic exhibition galleries.
 - vi) Manage, plan, develop and implement content Packaging Information Services.
 - vii) Manage and coordinate registration for proxy services subscribed databases.
 - viii) Manage and coordinate the visits of foreign institutions.
 - ix) Managing and coordinating the Public Relations Officer of the faculty.