

UNIVERSITI TEKNOLOGI MARA

**EXPLORING FACTORS IN LIBRARY
OUTREACH PROGRAM: A CASE
STUDY IN ACADEMIC LIBRARY IN
THE STATE OF KEDAH**

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ABSTRACT

Library Outreach Program is an essential part of service of an academic library in support of its in-house, faculty, institutions, and also its graduate student research activities. The library outreach programs awareness and student self-exploration approach vs. library outreach approach has become a key issue which requires more in-depth research. Past studies, show that among the issues are budgeting, administrative, academic library users, environment and facilities, and materials in academic library. Therefore, in this study, the research aim to explore the factors that affecting academic library outreach program in Higher Learning Institutions in the State of Kedah was executed. In doing so, this study adopted a qualitative research method with multiple case study approach using a purposive sampling technique in six academic libraries in Higher Learning Institutions in the State of Kedah. The respondents are the six Head Librarian, one from each selected academic library; using an in-depth individual interviews for each respondent. This study found that financial, staffing, users, facilities, and resources and services are the most affecting factors that affecting academic library outreach programs in Higher Learning Institutions in the State of Kedah. It is suggested in this study that all Higher Learning Institutions should support their in-house academic library by providing a sufficient financial support, adequate staffing, physical facilities, and meeting academic community information needs to ensure the success of outreach programs.

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CHAPTER ONE

OVERVIEW OF THE STUDY

1.1 Introduction

Libraries are in general divided into several types with several different functions. There are academic libraries that serve academic and non academic users, public libraries that serve all types of community members, national libraries which stand as a national publication and documentation repository, special libraries that focuses their service towards special group of community members or offers special types of resources and collection, and school libraries which supports local school and students information and syllabus needs (American Library Association, 2019). Since, each library has offered different types of services and resources and focuses on their specific group of users. Libraries also have other unique characteristics such as; (a) collection of materials (b) services (c) type of users (d) dissemination of information and, (e) information professional.

An academic library is a library that serves either public or private higher learning institution users, namely, colleges, polytechnics, institutes, and universities around the world. An academic library is unique because it is not open to the general public or community members; instead it serves only the academic community and non-academic community in their own higher learning institution, namely; students, academicians, and administration staff members. Scott Pointon in Emily Ford report title *“Outreach is (un)dead”*, confirmed that the public library is different from the academic library because it is an institution that serves the community in general. In contrast, academic library does not serve the general public.

An academic library is financially supported by, the university funding and students’ tuition fee. An academic library commonly used as an educational teaching tool for students and academics. According to Azizan Arshad (2018), academic library has to provide qualified librarian in fulfilling their information needs of library users. Current academic libraries have to involve themselves by providing the qualified librarian that know and understand the target users that they serve, all in order to fulfil their information needs because they have high expectations that librarians are the information professionals who will help them in getting their information. Therefore, it is important