Library Technology Roadshow

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Library collaboration: an experience of Polokwane Branch Library

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Outline

- Introduction
- Partnership negotiation
- Partner Institutions
- Services Offered
- Marketing & Communication
- Challenges
- Benefits
- Conclusion

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Introduction

❖ Collaborative undertakings should have

- “benefits for all the participants,
- well defined relationships,
- common goals,
- comprehensive planning-development of joint strategies,
- shared resources or jointly contracted
- distributed benefits”

Murray Shepherd(2004)IATUL conference

Introduction

- **Why Partner**

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Why partner ?(cont.….)

- provide access to library services to all Unisa clients irrespective of their location to increase client contact

- reaching out to library clients in the far remote areas

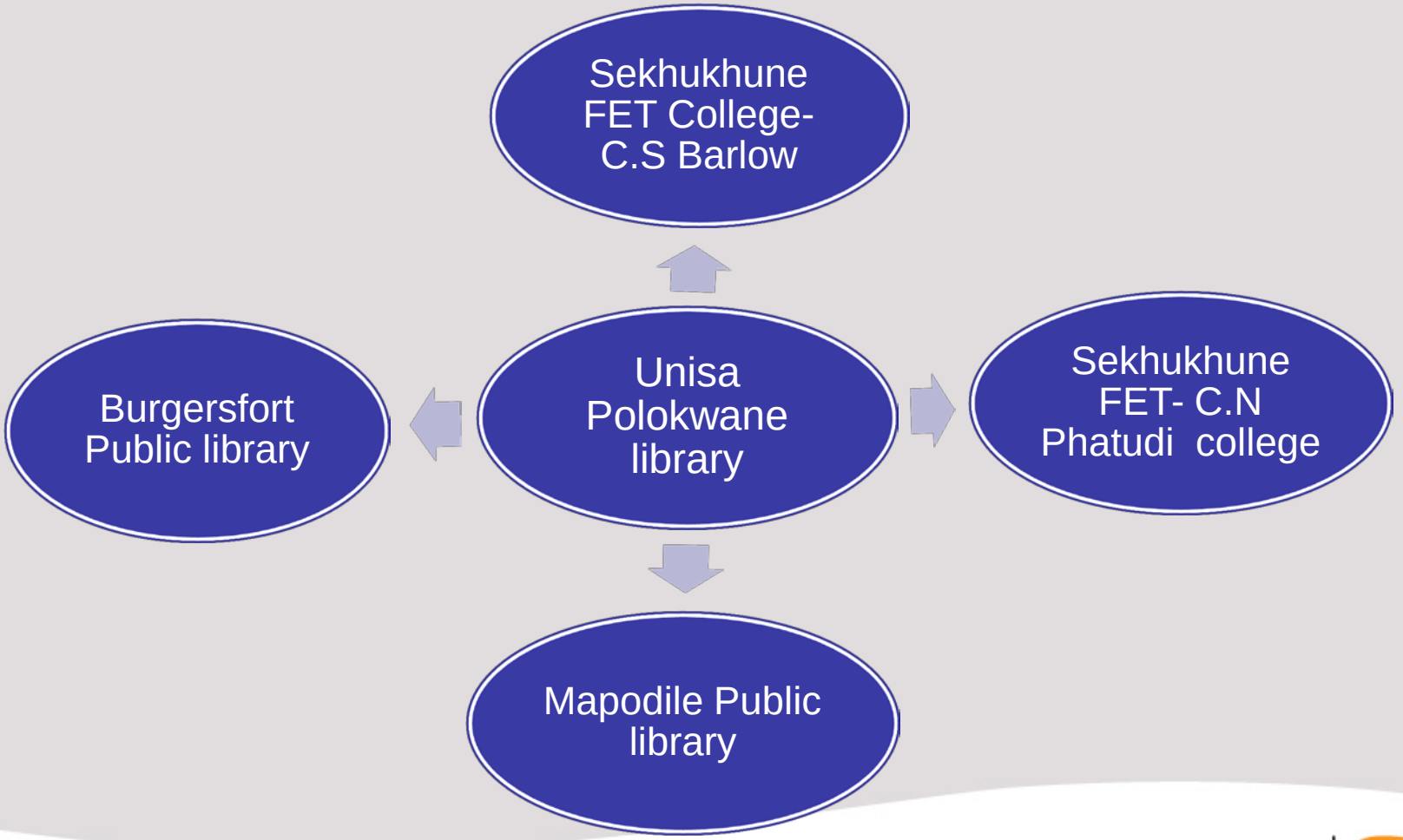
- in line with LOP 2013-2014 strategy, goal 4

  “plan for access and delivery points via public libraries and partners nationwide”

Partnership Negotiations

- ❖ Facilities available
  - staffing
  - computers
  - internet access
  - security
  - reading space
  - building-conducive for learning

Partner Institutions



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Services offered

- online information services

✓ catalogue search

✓ requests

✓ renew

✓ myunisa/mylife

✓ Courier services

Marketing & Communication

- Marketing through various channels,
  - regional website, posters, regional notice boards, open days, orientations, mobile library
  - community newsletter
  - word of mouth
  - communicating with staff through phones, e-mail
  - visit once a month or when the need arise

Challenges

- development of public libraries
- staff capacity
- staff labour issues
- limited reading space
- students not utilising the services at the public library
- no/poor internet connectivity
- unable to reach staff at partner institution(s)

Benefits

- shared resources
- staff training and development
- broaden its reach to unisa community
- community outreach
- courier services
- myunisa/mylife

Conclusion

- in conclusion, library collaboration brings library services to the communities where ever they are based.

- expand capacity to effectively serve the unisa community in support of teaching, research and learning

Conclusion (con..)

- collaborative relationships takes time, a process which requires positive attitude, team efforts and continuous communication

- “coming together is a beginning, keeping together is progress, working together is a success” Henry Ford, cited in Murray Sherperd

Thank you

References

- Murray,S.(2004),Library collaboration: what makes it work, proceedings of the IATUL conference, paper 47. available at http://docs.libr.purdue.edu/iatul/2004/papers/47

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