Original Article

OUTREACH TECHNIQUES IN THE PROMOTION OF LIBRARY INFORMATION SERVICES AND RESOURCES: A STUDY AMONG LIS PROFESSIONALS

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ABSTRACT

Outreach method, is a library public service program, initiated and designed to meet the information needs of an unserved or inadequately served target group, such as the institutionalized, senior citizens, or nonusers. Outreach in libraries is not a newly built concept, but it extends roots to more than 40 years. There exist nine principles and three stages of Outreach service. The concept of outreach method adopted by library and information science professionals working in 76 engineering institutions of eight districts was studied based on four outreach concepts such as Print, Non-print, Technology and Social media.

KEYWORDS: Outreach Techniques, Promoting LIS Services and Resources. Print Media, Non-Print Media, Technology Media & Social Media

INTRODUCTION

The word "outreach" is used to describe a wide range of activities, from actual delivery of services to dissemination of information. Boyce and Boyce (1995), point out that while the term outreach is used extensively in library literature from the mid-sixties, a specific definition is not readily offered. Outreach is often used interchangeably with synonyms such as extension and the phrases "service to the disadvantaged" or "unsaved, "and "community "or "inner-city service." As a tool to help expand access to information services, practices or products, outreach are most often designed to accomplish directly deliver information services; educate or inform the target population, increasing their knowledge and/or skills; educate or inform people who interact with the target population; establish beneficial connections between people and/or organizations.

The *ALA Glossary of Library and Information Science* definition for ''outreach program'' is a library public service program initiated and designed to meet the information needs of an unserved or inadequately served target group, such as the institutionalized, senior citizens, or nonusers. Such programs may emphasize an aggressive publicity effort or extended services to the target group.

Outreach Marketing

Outreach marketing is...looking at how humans learn about new things (from other people) and weaving this idea into all communication strategies. A philosophy focused on human to human connection a connection with your consumers instead of marketing at them.

Outreach goes hand in hand with library marketing, promotions, public relations, special events, social responsibility, user education, academic collaboration, etc. The Association of Library Communications & Outreach Professionals (ALCOP) located in New Jersey, USA is a body which ties marketing, public relations, special events, fundraising, outreach, and program development professionals for public and academic libraries. According to the vision statement of ALCOP "public relations, community outreach and marketing professionals of libraries today, have to strive to remain competitive by using innovative tools for effective marketing"

REVIEW OF RELATED STUDY

Outreach method was undertaken in addition to or in place of ordinary library services with the intention of reaching a disadvantaged population. (Lipsman,1972). Outreach method is far "reaching out to non-traditional library users, extending beyond borders of a physical library and promoting under-utilized or new library resources". A survey conducted to compare outreach initiatives by academic librarians in the US has revealed that librarians have offered a significant impact on their learning communities by their outreach activities. (Dennis,2012).

Increases in circulation, account registrations and e-book access became apparent after the creation of displays, physical signs and use of the library Web site to promote resources (Jones, McCandless, Kiblinger, Giles and McCabe, 2011; McGeachin and Ramirez, 2005).

Modern advanced technology has a direct influence on many library outreach activities. The study, to bridge technology and training gaps (Adeyemon, 2009), use of multimedia technologies used to deliver variety services (Fabian, D'aniello, Tysick and Morin, 2003), Facebook to build relationship among users (Ayu and Abrizah 2011) were the few outreach activities.

According to Fisher and Pride (2006); Mathews (2009); and Webreck Alman (2007), promotional tools that can be used by academic libraries to promote their services and resources include: digital media, such as the library's Website, e-mail lists, blogs and podcasts; print materials, such as posters, handouts and giveaways; events such as orientation tours and workshops; and other tools such as library publications, contests, brochures, direct mail, Web 2.0 applications and displays

OBJECTIVES

The objectives of the study were

- To know whether the outreach methods were used for promoting library information sources and services.

- To identify the popular methods of outreach methods.

- To make a SWOT analysis for Outreach method of promoting LIS services.

HYPOTHESES

Based on the objectives the following hypotheses were formulated.

- The outreach methods were used by the Library and Information Science professionals in promoting the library information sources and services.

- There exist popular outreach methods for promoting the LIS sources and services.

- There exist strength and weakness in using library and information services.

DATA COLLECTION

The questionnaires were distributed to the Library and Information Science professionals of 76 engineering institutions. 210 questionnaires were distributed. Out of 210 distributed 157 responded. The response rate works out to 74.76%.

Demographic Details

The demographic details of the respondents were shown in Table 1.

Table 1: Demographic Details

S. No	Description	Respondents	
District			
1	Ariyalur	10	6.4%
2	Cuddalore	16	10.2%
3	Nagapattinam	16	10.2%
4	Perambalur	16	10.2%
5	Thanjavur	25	15.9%
6	Thiruvannamalai	24	15.3%
7	Thiruvarur	6	3.8%
8	Villupuram	44	28.0%
Gender			
1	Male	94	59.9%
2	Female	63	40.1%
Designation			
1	Librarian	121	77.1%
2	Asst. Librarian	18	11.45%
3	Others	18	11.45%
Overall			
	Total	**157**	**100.0%**

Figure 1

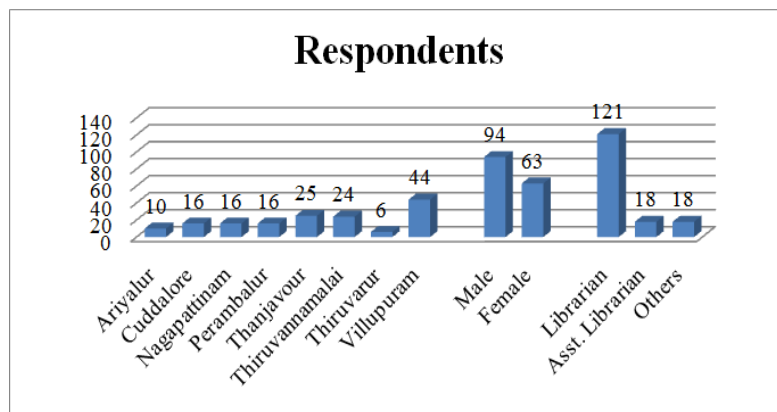### Outreach Method

The concept of outreach method among library and information science professionals working in engineering institutions of eight districts were studied based on four outreach concepts such as Print, Non-print, Technology and Social media. The same is shown below:

Figure 2

A total of 37 variables for these four components was taken up for the study. Each component has no. of variables. The components and the no. of variables are shown in Tables 2

Table 2: Components and Variables

S. No.	Outreach Method	No. of Variables	Variables
1	Print	9	Advertisements Announcements Booklets Brochures Catalogues Leaflets Library tours Newsletters Published guides
2	Non Print	9	Advertising Classroom Displays Exhibits or Giveaways Instruction Print advertising Training sessions Workshops
3	Technology	8	Direct mail E-mails Events Face-to-face Library Website Online Phone Website
4	Social media	11	SMS service Ask@librarian Library blog Twitter Flickr My space Wikis You tube Apps LinkedIn Instagram
Total		**37**	

Reliability Test

Reliability is concerned with the consistency of a variable. There are two identifiable aspects of this issue: external and internal reliability. Nowadays, the most common method of estimating internal reliability is Cronbach alpha (α). The formula used for internal reliability is

$$\alpha = \frac{K}{K-1}\left(1 - \frac{\sum_{i=1}^{K}\sigma_{Y_i}^2}{\sigma_X^2}\right)$$

A commonly accepted rules for describing internal consistency using Cronbach alpha (Cronbach, Lee and Shavelson 2004) are α≥0.9 (Excellent), 0.9>α≥ 0.8 (Good), 0.8>α≥0.7 (Acceptable), 0.7>α≥0.6 (Questionable), 0.6>α≥0.5 (Poor) and 0.5>α (Unacceptable).

In order to identify the reliability of the variables, Cronbach alpha (α) analysis has been carried out for 37 variables on outreach concept among LIS professionals of select districts of Tamil Nadu. The Alpha value for the same are calculated and shown in Table 3, which indicates that all the variables are acceptable for further studies.

Table 3: Reliability Test – Cronbach Alpha value

S. No.	Attitude	No. of variables	Alpha Value
1	Print	9	0.9371
2	Non Print	9	0.7316
3	Technology	8	0.7318
4	Social media	11	0.7367
		37	**0.8531**

All the 37 variables alpha value works out to 0.8531. The alpha value for the each four components ranges between 0.7505 and 0.8387. The alpha value is >0.7 which indicates that all the variables are acceptable.

Print Method

The views on the outreach print method has been analysed based on nine variables such as advertisements; announcements; Booklets; Brochures; Catalogues; Leaflets; Library tours; Newsletters and Published guides in a five point scale such as Not at all; ineffective; No Opinion; Somewhat effective and Effective. The mean and standard deviation calculated based on respondent's opinion were calculated. The ranks were assigned based on mean and standard deviation. The response, mean, standard deviation and rank were shown in Table 4.

Table 4: Print Method

S. No.	Description	Not at all		Ineffective		No Opinion		Somewhat Effective		Effective		Mean	Std.	Rank
1	Advertisements	0	.0%	16	10.2%	12	7.6%	56	35.7%	73	46.5%	4.18	.960	2
2	announcements	11	7.0%	10	6.4%	35	22.3%	19	12.1%	82	52.2%	3.96	1.280	5
3	Booklets	6	3.8%	12	7.6%	16	10.2%	59	37.6%	64	40.8%	4.04	1.079	3
4	Brochures	12	7.6%	11	7.0%	37	23.6%	39	24.8%	58	36.9%	3.76	1.236	9
5	Catalogues	6	3.8%	6	3.8%	43	27.4%	36	22.9%	66	42.0%	3.96	1.094	4
6	Leaflets	1	.6%	20	12.7%	30	19.1%	44	28.0%	62	39.5%	3.93	1.075	6
7	Library tours	11	7.0%	17	10.8%	17	10.8%	50	31.8%	62	39.5%	3.86	1.248	8
8	Newsletters	6	3.8%	6	3.8%	40	25.5%	54	34.4%	51	32.5%	3.88	1.034	7
9	Published guides	6	3.8%	1	.6%	12	7.6%	39	24.8%	99	63.1%	4.43	.949	1

All the mean value of the nine print method variables ranges between 3.76 and 4.43 which indicate that they are effective. The standard deviation ranges between 0.949 and 1.280 which indicates that there has been no deviation on opinion.

The first preference was given for "Published Guides". It is followed by "Advertisement" and "Booklets". The least preference was indicated to "Brochures" and "Library tours".

The study has been further extended to the district. The mean and standard deviation were calculated based on the response and same has been shown in Table 5.

Table 5: Print Method Vs District - Mean and Standard Deviation Report

	Ariyalur		Cuddalore		Nagapattinam		Perambalur		Thanjavur		Tiruvannamalai		Tiruvarur		Villupuram	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Advertisements	4.50	.707	3.94	1.124	4.06	.998	4.25	1.065	4.20	.913	4.13	.900	4.33	1.211	4.23	.961
announcements	4.00	.943	3.81	1.559	4.06	1.389	3.88	1.408	3.96	1.207	3.92	1.213	4.33	1.633	3.98	1.267
Booklets	4.40	.699	3.75	1.238	3.88	1.258	4.13	1.088	4.12	.927	4.21	.833	3.67	1.751	4.00	1.141
Brochures	3.90	1.101	3.50	1.317	3.63	1.360	3.88	1.258	3.80	1.155	3.92	1.018	3.50	1.975	3.77	1.292
Catalogues	4.10	.876	3.75	1.238	3.88	1.258	4.00	1.155	4.04	.978	4.00	.978	4.17	1.602	3.91	1.117
Leaflets	4.10	1.101	3.69	1.078	3.87	1.025	3.88	1.204	3.88	1.054	3.83	1.049	4.33	1.211	4.05	1.099
Library tours	3.90	1.197	3.69	1.352	3.94	1.181	3.75	1.483	3.92	1.187	3.88	1.191	4.17	1.602	3.84	1.256
Newsletters	4.10	.876	3.75	1.183	3.81	1.167	3.94	1.124	3.92	.862	3.92	.830	3.83	1.602	3.84	1.098
Published guides	4.70	.483	4.25	1.125	4.31	1.138	4.44	1.031	4.60	.645	4.58	.654	4.17	1.602	4.32	1.052

The mean value of all the nine print method variables, irrespective of region, ranges between 3.50 and 4.70 which indicate that theyare "somewhat effective" and "effective". Similarly the standard deviation ranges between 0.483 and 1.976 in a five point scale which indicates there was no much deviation in the respondent's opinion. The preferences were identical irrespective of districts as like that of overall opinion.

Non-Print Method

The views on outreach non-print method has been analysed based on nine variables such as Advertising; Classroom; Displays; Exhibits; Giveaways; instruction; Print advertising; Training sessions and Workshops in a five point scale such as Not at all; ineffective; No Opinion; Somewhat effective and Effective. The mean and standard deviation calculated based on respondent's opinion were calculated. The ranks were assigned based on mean and standard deviation. The response, mean, standard deviation and rank were shown in Table 6.

Table 6: Non Print Method

S.No.	Description	Not at All		Ineffective		No Opinion		Somewhat Effective		Effective		Mean	Std.	Rank
1	Advertising	10	6.4%	19	12.1%	19	12.1%	53	33.8%	56	35.7%	3.80	1.227	9
2	Classroom	11	7.0%	4	2.5%	31	19.7%	39	24.8%	72	45.9%	4.00	1.182	5
3	Displays	4	2.5%	10	6.4%	26	16.6%	42	26.8%	75	47.8%	4.11	1.060	2
4	Exhibits	11	7.0%	5	3.2%	15	9.6%	57	36.3%	69	43.9%	4.07	1.139	4
5	Giveaways	12	7.6%	11	7.0%	28	17.8%	47	29.9%	59	37.6%	3.83	1.226	8
6	Instruction	10	6.4%	4	2.5%	32	20.4%	28	17.8%	83	52.9%	4.08	1.187	3
7	Print advertising	8	5.1%	12	7.6%	22	14.0%	47	29.9%	68	43.3%	3.99	1.160	6
8	Training sessions	10	6.4%	9	5.7%	24	15.3%	54	34.4%	60	38.2%	3.92	1.158	7
9	Workshops	7	4.5%	4	2.5%	23	14.6%	46	29.3%	77	49.0%	4.16	1.059	1

All the mean value of the nine non-print method variables ranges between 3.80 and 4.16 which indicate that they somewhat effective. The standard deviation ranges between 1.059 and 1.227 which indicates that there has been no deviation on opinion.

The first preference was given for "Workshops". It is followed by "Displays" and "Instructions". The least preference was indicated to "Giveaways" and "Advertising".

The study has been further extended to the district. The mean and standard deviation were calculated based on the response and the same has been shown in Table 7.

Table 7: Non Print Method Vs District - Mean and Standard Deviation

	Ariyalur		Cuddalore		Nagapattinam		Perambalur		Thanjavur		Tiruvannamalai		Tiruvarur		Villupuram	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Advertising	3.90	1.197	3.69	1.352	3.94	1.181	3.63	1.455	3.76	1.128	3.75	1.152	4.17	1.602	3.84	1.238
Classroom	4.20	1.317	3.75	1.438	3.88	1.204	4.13	1.147	4.00	1.384	4.21	.977	3.83	.983	3.95	1.120
Displays	4.30	.949	4.19	.981	3.94	.929	4.19	.911	4.12	1.092	4.21	1.103	3.83	.753	4.05	1.238
Exhibits	4.20	1.229	4.44	1.094	4.00	1.033	4.19	1.047	4.08	1.320	3.92	1.248	4.00	.632	3.98	1.131
Giveaways	4.00	1.247	3.63	1.360	3.63	1.204	3.94	1.181	3.68	1.406	3.92	1.213	3.67	1.033	3.95	1.180
Instruction	4.40	1.265	3.88	1.204	4.06	1.181	4.38	1.147	4.04	1.369	4.13	1.076	4.17	.983	3.98	1.210
Print Advertising	3.90	1.197	3.94	.929	3.88	1.455	4.00	1.155	4.00	1.190	4.50	.834	3.33	1.633	3.86	1.173
Training Sessions	4.00	.667	4.00	1.033	3.88	1.204	3.81	1.223	3.88	1.013	3.96	1.233	4.33	.816	3.89	1.368
Workshops	4.50	.707	3.63	1.204	4.31	1.138	4.31	1.138	4.44	.961	3.96	1.233	4.83	.408	4.02	.952

All the mean value of the nine print method variables, irrespective of region, ranges between 3.33 and 4.83 which indicate that they are "somewhat effective". Similarly the standard deviation ranges between 0.408 and 1.633 in a five point scale which indicates there was no much deviation in the respondent's opinion. The preferences were identical irrespective of districts as like that of overall opinion.

Technology Method

The views on the outreach Technology method has been analysed based on eight variables such as Direct mail; E-mails; events; Face-to-face; Library Website; Online; Phone and Websitein a five point scale such as Not at all; ineffective; No Opinion; Somewhat effective and Effective. The mean and standard deviation calculated based on respondent opinion were calculated. The ranks were assigned based on mean and standard deviation. The response, mean, standard deviation and rank were shown in Table 8.

Table 8: Technology Method

S.No.	Description	Not at All		Ineffective		No Opinion		Somewhat Effective		Effective		Mean	Std.	Rank
1	Direct mail	9	5.7%	9	5.7%	22	14.0%	50	31.8%	67	42.7%	4.00	1.149	6
2	E-mails	9	5.7%	13	8.3%	21	13.4%	55	35.0%	59	37.6%	3.90	1.165	8
3	Events	7	4.5%	10	6.4%	26	16.6%	57	36.3%	57	36.3%	3.94	1.090	7
4	Face-to-face	10	6.4%	2	1.3%	23	14.6%	48	30.6%	74	47.1%	4.11	1.113	1
5	Library Website	9	5.7%	9	5.7%	21	13.4%	50	31.8%	68	43.3%	4.01	1.149	5
6	Online	7	4.5%	11	7.0%	19	12.1%	56	35.7%	64	40.8%	4.01	1.104	4
7	Phone	5	3.2%	9	5.7%	26	16.6%	55	35.0%	62	39.5%	4.02	1.041	3
8	Website	7	4.5%	6	3.8%	25	15.9%	47	29.9%	72	45.9%	4.09	1.082	2

All the mean value of the eight technology method variables ranges between 3.90 and 4.11 which indicate that they are somewhat effective. The standard deviation ranges between 1.090 and 1.165 which indicates that there has been no deviation on opinion.

The first preference was given for "Face-to-face". It is followed by "Website" and "Phone". The least preference was indicated to "E-mails" and "Events".

The study has been further extended to the district. The mean and standard deviation were calculated based on the response and the same has been shown in Table 9.

Table 9: Technology Method Vs District – Mean and Standard Deviation

	Ariyalur		Cuddalore		Nagapattinam		Perambalur		Thanjavur		Tiruvannamalai		Tiruvarur		Villupuram	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
Direct mail	4.00	.943	4.06	1.063	3.81	1.276	3.63	1.360	3.76	1.234	4.25	.847	3.50	1.378	4.25	1.144
E-mails	4.00	1.247	4.00	1.033	3.75	1.390	4.06	1.237	4.00	1.190	4.12	1.116	3.83	1.169	3.68	1.137
events	4.10	.738	4.12	1.360	3.88	1.204	3.75	1.125	3.80	1.225	4.04	.955	4.00	.632	3.93	1.087
Face-to-face	4.70	.483	3.56	1.209	4.38	1.147	4.25	1.125	4.32	1.180	4.21	.977	4.67	.516	3.77	1.138
Library Website	3.60	1.265	4.06	1.237	3.88	1.147	3.75	1.291	3.72	1.370	4.29	.859	3.33	1.366	4.34	.939
Online	4.20	.789	4.13	1.088	4.25	1.065	3.56	1.548	4.04	1.172	4.12	.900	4.00	1.265	3.93	1.065
Phone	4.80	.422	4.13	.957	3.75	1.183	4.00	1.211	3.92	1.077	4.04	.751	4.00	1.549	3.95	1.077
Website	3.50	1.269	3.88	1.310	4.25	1.125	4.38	1.147	4.44	.961	4.17	.963	4.17	1.602	3.89	.920

All the mean value of the eight technology method variables, irrespective of region, ranges between 3.33 and 4.80 which indicate that theyare "somewhat effective". Similarly the standard deviation ranges between 0.422 and 1.602 in a five point scale which indicates there was no much deviation in the respondent's opinion. The preferences were identical irrespective of districts as like that of overall opinion.

Social Media Method

The views on the outreach Social Media method has been analysed based on eleven variables such as SMS service; Ask@librarian; Library blog; Twitter; Flickr; My space; Wikis; YouTube; Apps; LinkedIn and Instagram in a five point scale such as Not at all; ineffective; No Opinion; Somewhat effective and Effective. The mean and standard deviation calculated based on respondent's opinion were calculated. The ranks were assigned based on mean and standard deviation. The response, mean, standard deviation and rank were shown in Table 10.

Table 10: Social Media Method

S.No.	Description	Not at All		Ineffective		No Opinion		Somewhat Effective		Effective		Mean	Std.	Rank
1	SMS service	12	7.6%	8	5.1%	19	12.1%	49	31.2%	69	43.9%	3.99	1.209	4
2	Ask@librarian	13	8.3%	11	7.0%	18	11.5%	54	34.4%	61	38.9%	3.89	1.235	11
3	Library blog	9	5.7%	11	7.0%	23	14.6%	51	32.5%	63	40.1%	3.94	1.162	6
4	Twitter	9	5.7%	9	5.7%	25	15.9%	41	26.1%	73	46.5%	4.02	1.174	3
5	Flickr	11	7.0%	9	5.7%	28	17.8%	47	29.9%	62	39.5%	3.89	1.196	10
6	My space	4	2.5%	15	9.6%	23	14.6%	45	28.7%	70	44.6%	4.03	1.100	2
7	Wikis	7	4.5%	11	7.0%	35	22.3%	36	22.9%	68	43.3%	3.94	1.158	5
8	You tube	6	3.8%	11	7.0%	23	14.6%	48	30.6%	69	43.9%	4.04	1.103	1
9	apps	8	5.1%	10	6.4%	34	21.7%	38	24.2%	67	42.7%	3.93	1.166	8
10	Linkedin	9	5.7%	9	5.7%	34	21.7%	40	25.5%	65	41.4%	3.91	1.173	9
11	Instagram	11	7.0%	9	5.7%	26	16.6%	44	28.0%	67	42.7%	3.94	1.207	7

All the mean value of the elevensocial media method variables ranges between 3.91 and 4.04 which indicate that they somewhat effective. The standard deviation ranges between 1.100 and 1.235 which indicates that there has been no deviation on opinion.

The first preference was given for "You tube". It is followed by "My space" and "Twitter". The least preference was indicated to "Ask@librarian" and "Flickr".

The study has been further extended to the district. The mean and standard deviation were calculated based on the response and the same has been shown in Table 11.

Table 11: Social Media Method Vs District - Mean and Standard Deviation

	Ariyalur		Cuddalore		Nagapattinam		Perambalur		Thanjavur		Tiruvannamalai		Tiruvarur		Villupuram	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.
SMS service	3.60	1.265	4.13	1.204	3.75	1.390	3.94	.998	3.64	1.350	4.00	1.251	3.67	1.506	4.36	1.014
Ask@librarian	3.90	1.287	3.88	1.310	3.94	1.289	3.94	1.436	3.96	1.207	3.67	1.404	4.00	1.095	3.91	1.117
Library blog	4.50	.972	3.63	1.360	3.87	1.204	3.69	1.401	3.92	1.222	3.75	1.225	3.83	.753	4.18	.971
Twitter	3.80	.919	3.69	1.014	4.31	1.138	4.00	1.366	4.32	1.180	3.83	1.373	4.67	.516	3.93	1.149
Flickr	4.20	1.229	3.94	1.124	4.00	.816	3.63	1.455	3.80	1.323	3.71	1.367	3.00	1.414	4.14	1.002
My space	3.90	1.524	3.69	1.078	4.19	.981	4.19	1.047	4.20	.957	3.67	1.373	4.50	.548	4.11	1.017
Wikis	3.70	1.418	3.69	1.250	4.13	.806	3.94	1.389	3.84	1.143	3.63	1.279	4.33	1.211	4.18	1.018
You tube	3.60	1.713	3.81	.981	4.19	.750	4.06	1.181	4.08	1.038	4.04	1.233	4.67	.516	4.05	1.099
apps	4.20	1.317	3.88	.957	3.75	1.065	3.69	1.401	3.60	1.291	3.87	1.227	4.33	.816	4.20	1.069
Linkedin	3.60	1.350	3.94	1.181	4.13	1.147	3.88	1.258	3.92	1.038	4.08	1.060	4.33	1.211	3.75	1.278
Instagram	3.90	1.197	3.94	1.124	4.19	1.276	4.13	1.408	3.96	1.241	3.67	1.308	4.67	.516	3.82	1.147

All the mean value of the eleven social media method variables, irrespective of region, ranges between 3.00 and 4.67 which indicate that the value stands between "No opinion" and "Effective". Similarly the standard deviation ranges between 0.516 and 1.713 in a five point scale which indicates there was no much deviation in the respondents' opinion. The preferences were identical irrespective of districts as like that of overall opinion.

Table 12: SWOT Analyses of Outreach Techniques

Strengths	Opportunities
• One to one reference and research assistance at the reference desk	• Changing technology - –Campus Portal; Library Web page
• Subject expertise of appropriate resources and ability to retrieve information	• Orientation of Freshmen
• Helpful, friendly staff with service orientation	• Library users can be taught to find and useresources efficiently with online tutorials
• Authoritative and targeted information and resources available both in print and online	• "Price" of initially learning to use of resources pays off later
• Resources for cultural and intellectual enrichment	• Customer benefit by learning how to use sources and services
• Unique special collections with archives	• Changing pedagogy (embedded librarians)
• Library as a social commons/study center with appropriate technology tools.	• Collaborative initiatives
• Safe, user friendly environment, both physical and virtual via the Web page	• New Social media tools
• Liaison system in place of marketers	• User need guidance in their research

Weaknesses	Threats
• Library resources need training/ instruction to use	• Google, Google Books, Google Scholar
• Retrieval of Library resources are not as easy as Web	• Web resources are easier and more convenient
• Information access is decentralized/no need to come to library or librarians to use online resources	• Bookstores, both physical and online (Amazon)
• Can't own all desired materials	• Millennial learning patterns (peer-to-peer, teaching; self-teaching behaviour)
• Lack of awareness/use of many resources and services	• "Good enough" sources and services
	• Students do not appreciate electronic resources as superior research tools

CONCLUSIONS

The study showed that outreach methods were used by the Library and Information Science professionals in promoting the library information sources and services. The popular outreach methods such as print, Non-print, technology and social media methods, for promoting the Library and Information Sources and Services are increasing day by day. Great outreach techniques are the way to maximise library services which needs hard work, dedication and conscientious efforts. The study revealed that there exist cognizable strength and weakness in using Library and Information Services.

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