

# TITLE OF THE PAPER

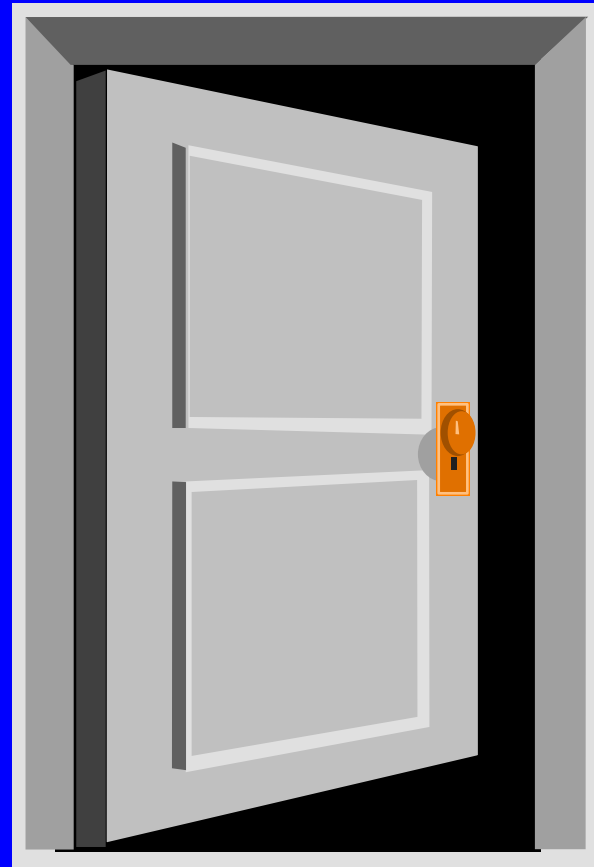
THE ROLE OF INFORMATION  
PROFESSIONAL IN ATTRACTING  
& MAINTAINING USERS IN THE  
ERA OF DIGITAL & VIRTUAL  
SERVICES

By Munyadziwa Rabambi

Vista University Library Services

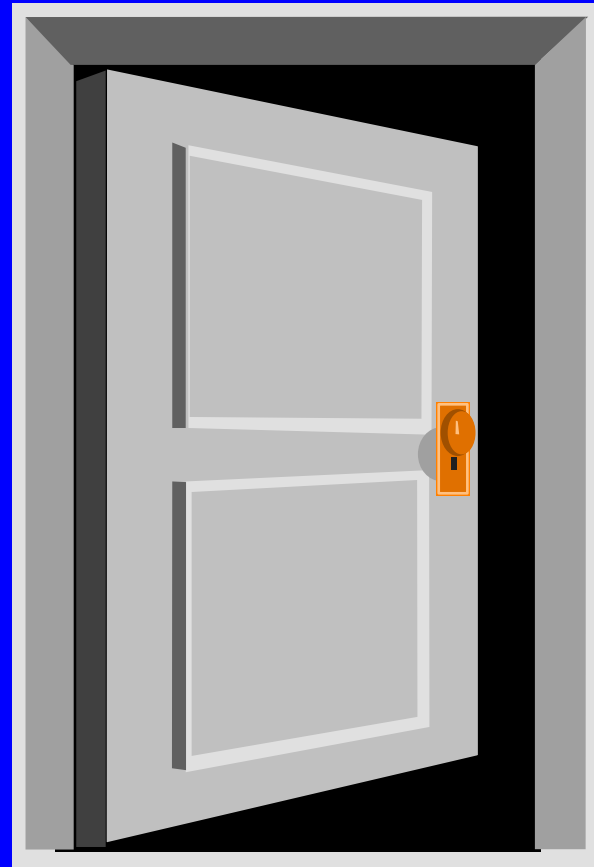
# INTRODUCTION

- DEFINE DIGITAL & VIRTUAL LIBRARIES
- ROLES OF INFORMATION PROFESSIONAL
- SKILLS NEEDED



# INTRO CONTINUE

- WHY DO WE GO DIGITAL
  - Seamless access
  - Time & Distance eradicated
  - Just in time information dissemination



# DEFINITION

- Seamans (1998) says digital library is not merely equivalent to a digitalized collection with information management tools. It is also a series of activities that brings together, dissemination, use and preservation of data, information, and knowledge.



# COLLABORATING

- FACULTIES
  - Staff
    - Academic
    - Administrative
  - Students
    - Undergraduate
    - Post graduate
    - Contact learners
    - Distance learners



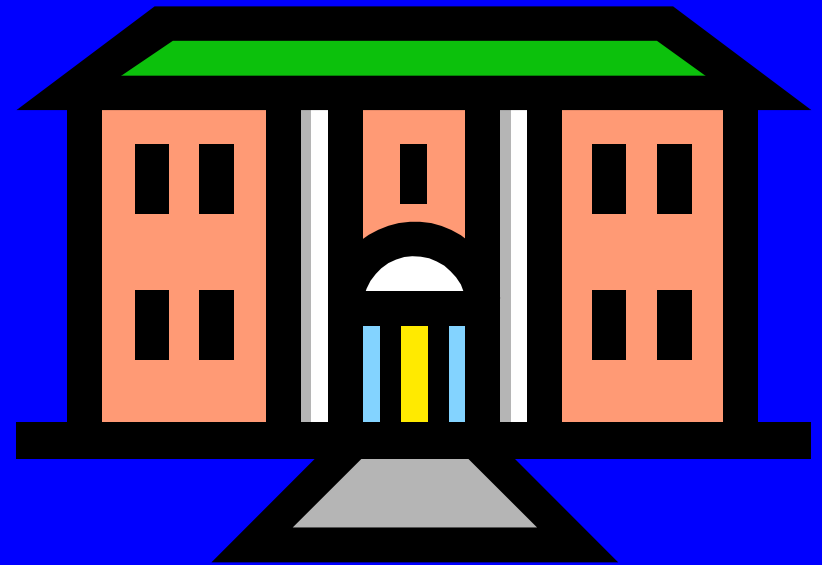
# COLLABORATING CONT.

- OTHER LIBRARIES
- CONSORTIA BODIES
- PROFESSIONAL ASSOCIATIONS
- SUPPLIER
  - IT & System provider
  - Publisher & Agents



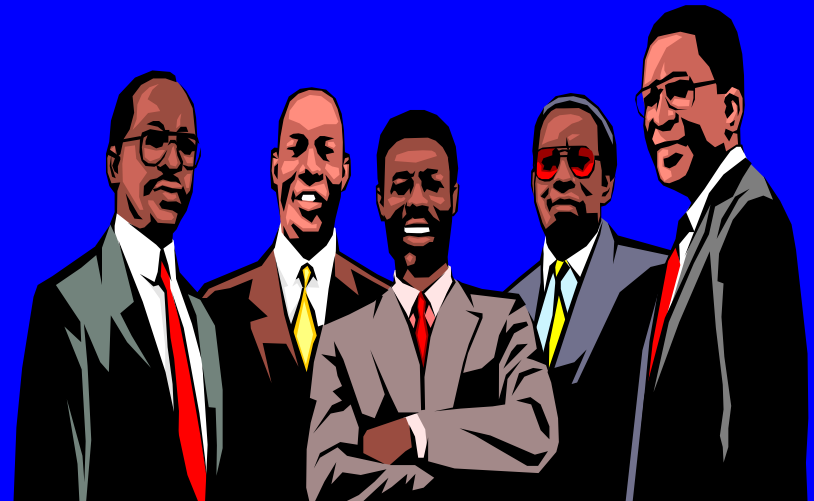
# COLLABORATING CONT.

- TRAINING SKILLS  
& RESOURCES
- COLLECTION  
BUILDING
- IDEAS &  
FACILITIES
- BUILDINGS



# MANAGING

- STRATEGIC PLAN
- IDENTIFY
  - Skills available
    - Maximum use
  - Skills needed
    - Develop /Acquire
  - Competitors
    - Business strategy



# MANAGING CONT.

- FINANCIAL SOUND
  - Identify opportunities
  - Be decisive
- ACTIVE PARTICIPANTS
- EVALUATION PROGRAM
- BE CONSIDERATE



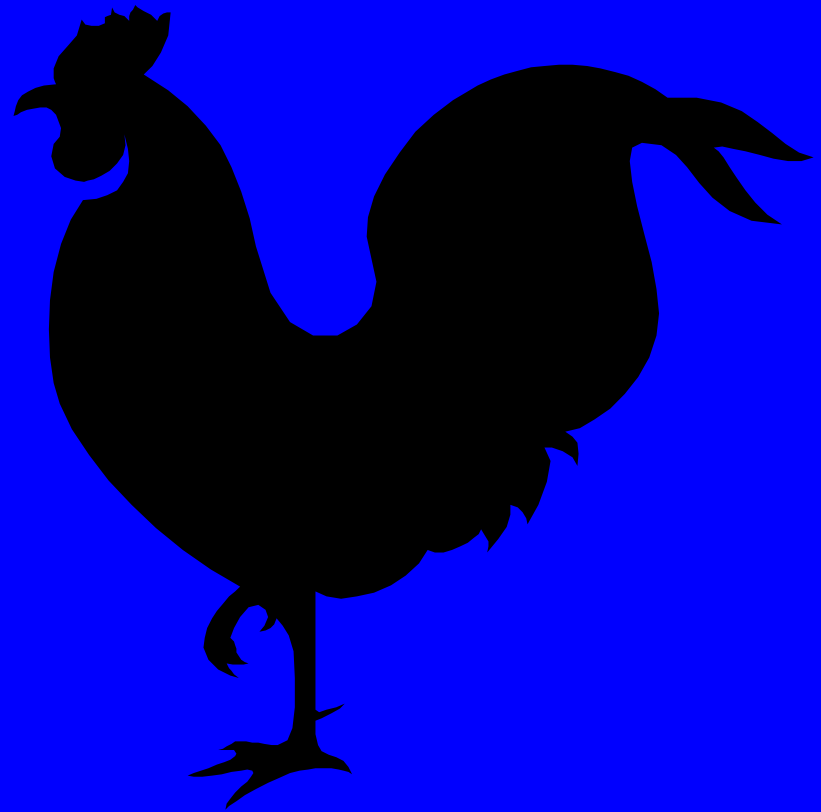
# MARKETING

- IDENTIFY TARGET GROUP
- STRATEGIES
  - E-mails
  - Alerting services
  - Customer profiles
  - Electronic bulletins



# MARKETING CONT.

- MARKET RESOURCES & SERVICES
  - Workshops
  - Informal meetings
  - Web sites
  - Intranet



# LEGAL GURUS

- UNDERSTAND  
COPYRIGHT
  - Print & Electronic
- LICENCING  
AGREEMENT
  - Ownership
  - Access & Uses
  - Site
  - Authorized Users



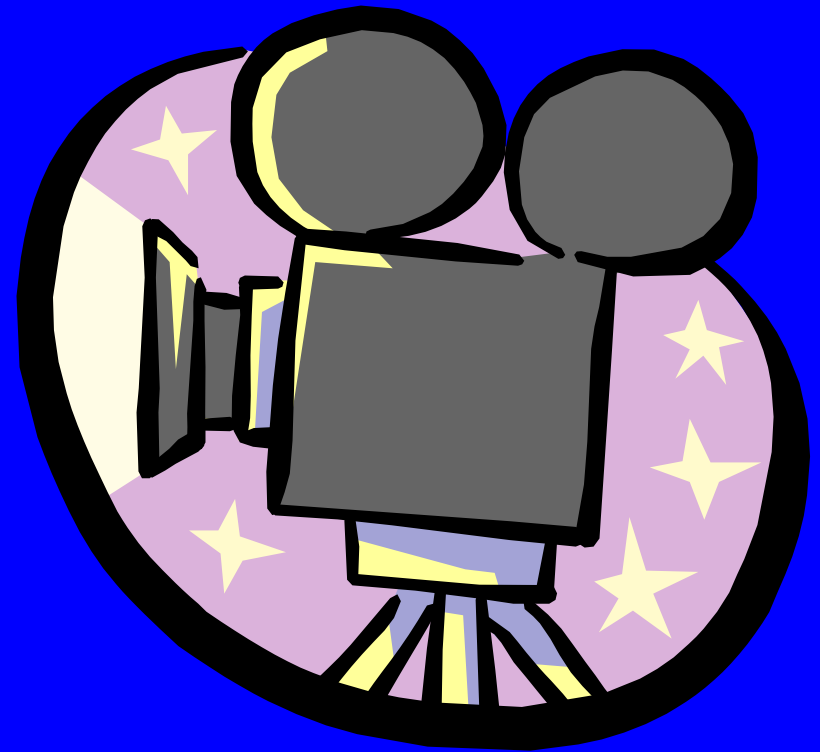
# LEGAL GURU CONT.

- CONTRACT SIGNING
  - Legal signatories
  - Understand contract law
  - Ethical



# IT SKILLS

- INTERMEDIARY  
ROLE
- IDENTIFY  
DELIVERY  
FORMATS
- TROUBLE  
SHOOTING SKILLS
- NAVIGATORS



# TRAINING

- IDENTIFY NEEDS
- TRANSFER SKILLS
  - Independent users
- LOOK AT GLOBAL PICTURE
- IDENTIFY WITH CLIENTS
- BE A TRAINEE



# CONCLUSION

Digital or virtual information services poses no threat but create opportunities to spread our wings.

Let us network and click to access globally.

THANK YOU

