

**‘corporatising’ information literacy  
products to generate income for your  
library: perspectives and  
experiences from singapore**

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# about us



Source: cia worldfactbook

# critical mass

## nlb, singapore: facts and figures

- network of 67 libraries
- annual visitorship: 28m
- annual loans: 28m
- memberships: 2m
- project centric organisation

**knowledge, imagination, possibility**

## **nlb mission**

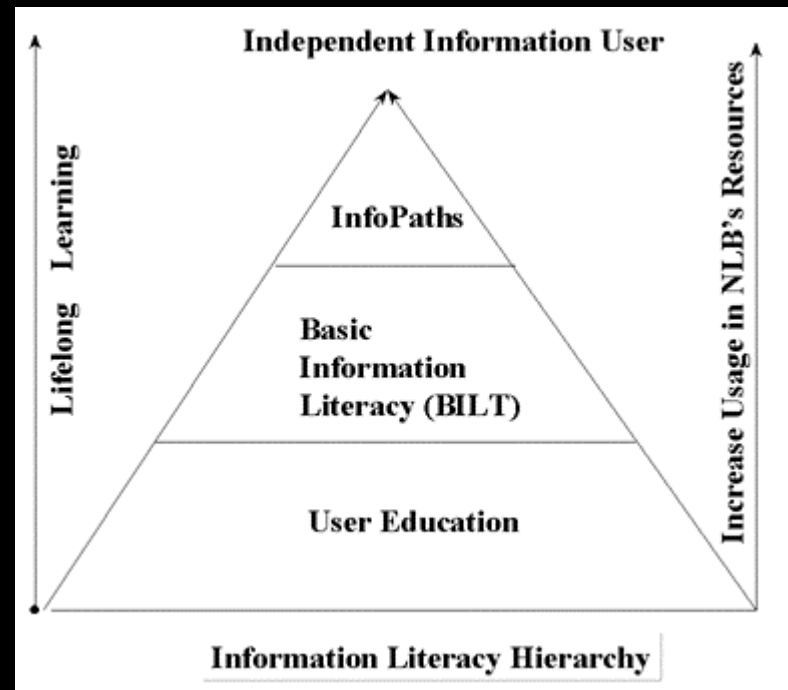
*expand the learning capacity of the nation  
to enhance national competitiveness  
and promote a gracious society*

- **creativity and innovation**
- **prototyping, productisation,  
commercialisation**
- **harvard case study in 2001**

# carving out

three programmes.different segments

- information literacy programmes
- wow factor in 1998



# **strategic alliances**

## **one learning place**

- objective to bridge the digital divide
- trained 86,847 people from may 1999 to 2001
- courses in english and mandarin
- students, working adults, homemakers, senior citizens

# **national it literacy programme**

## **infocomm literacy survey**

- e-savviness
- ilp courseware
- from itsavvy to infosavvy
- trained over 24,000 from may 01 to july 02

# lessons learnt

- sustaining and “what’s next?”
- competitors and corporate citizens
- train-the-trainer
- choice of modes: elearning vs. f2f
- customisation and repackaging
- be adaptable: p ‘n g
- statistics=roi

# lessons learnt

- interfaces
- marketing and promotion
- new skills for librarians
- factor in the costs
- internet as enabler
- portfolio management

# **new frontiers**

- ilp flagship product of nlb
- elearning
- franchising
- accreditation

**thank you**

let's stay in touch

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