

Investigating the effective techniques for the promotion of library services and resources among the academic staff members of University College of Kuliyaipitiya

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Abstract

In the modern educational landscape, libraries play a crucial role in supporting the teaching, research, and professional development activities of academic staff members. However, ensuring that academic staff members are aware of and fully utilize the available library services and resources remains a challenge. A significant Percentage decrease in the number of academic staff members borrowing books or accessing e-resources was the main research problem of the study. Therefore, the main objective of the study was to investigate the effective techniques for promoting library services and resources among the academic staff members of the University College of Kuliyaipitiya. For in-depth understanding, contextual insight and flexibility, this study used a phenomenological qualitative research design. The population of the study consisted of the staff of the University College of Sri Lanka, and all the academics were selected as a sample. According to the findings, techniques such as personalized assistance, customized resource lists, library newsletters, digital marketing, faculty testimonials, library open houses and incentives and recognition are found to be effective techniques for the promotion of library services and resources among the academic staff members of the University College of Kuliyaipitiya. These research findings will contribute to the broader academic community's understanding of effective library promotion strategies, serving as a benchmark for other institutions seeking to improve their

library services. These insights will aid the University College of Kuliyaipitiya in developing targeted and tailored initiatives to effectively communicate, engage, and support their academic staff members in making the most of the library's offerings. By enhancing the promotion and usage of library services, this research endeavors to strengthen the collaboration between the academic staff and the library, ultimately fostering a more enriched teaching and research environment at the University College of Kuliyaipitiya. The study proposes evidence-based recommendations and effective strategies to optimize the promotion of library services and resources.

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