



**USM** UNIVERSITI  
SAINS  
MALAYSIA



# THE PERSONAL LIBRARIAN

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**TUAN SIRA ZAWANA TUAN YAAKUB**

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**20 September 2019 | Jumaat**  
**Bilik Mesyuarat, PHS1**  
**Seminar Staf Ikhtisas**

**We lead | Kami Memimpin**

[www.usm.my](http://www.usm.my)

# DEFINITION

**Focus to library user as opposed to the resources and build a bridge such that a student's skills are established and developed over time**

**Personalization of services**

**Engagement with library users**



# OBJECTIVES

***Partnering faculty and students in research***

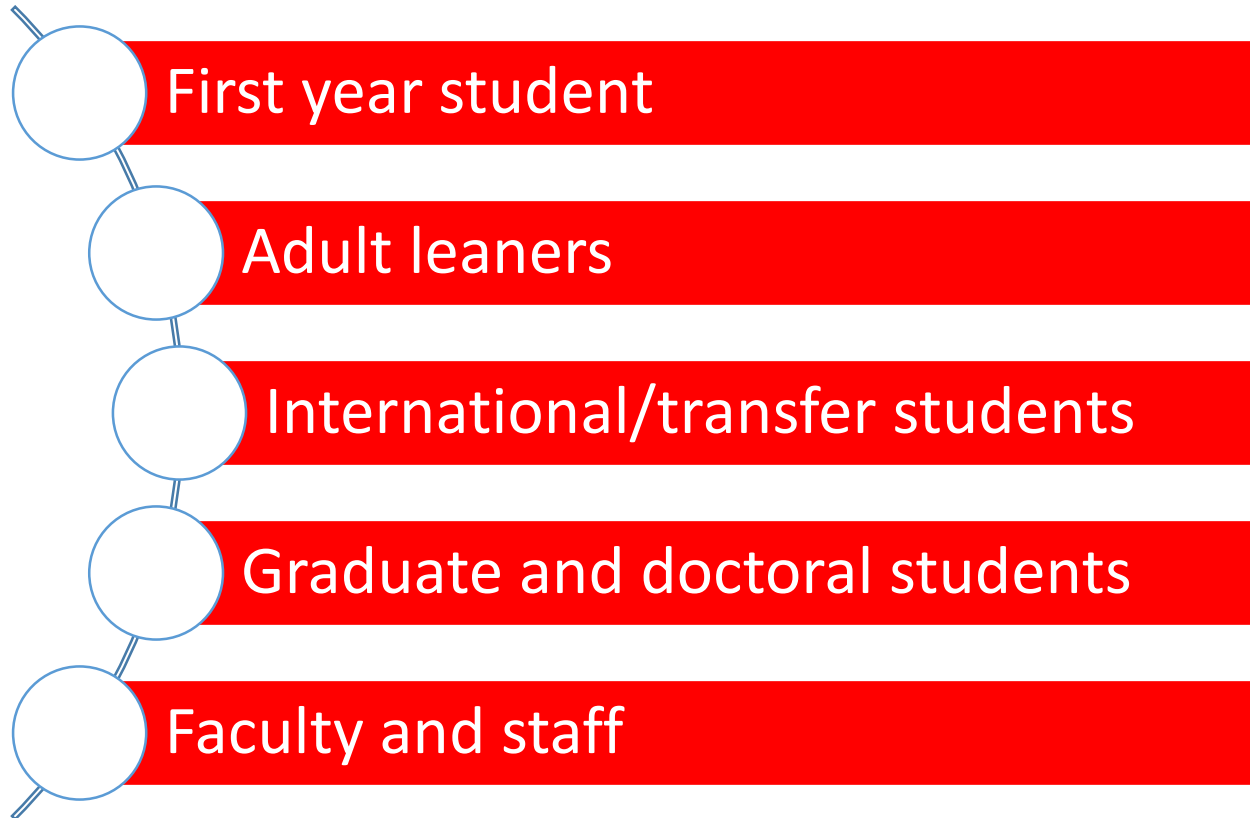
**Create an exciting opportunity to assist in institutional efforts to keep students on board**

**To create relationship that make students feel comfortable coming back for additional learning and information**

**To build long term, one-on-one connections that allow students to have the confidence and resources to be successful in the skill sets that librarians particularly seek to instill in them**



# YOUR PATRONS





# BEST PRACTICES FOR PERSONAL LIBRARIAN

Webpages  
that  
personalize  
the library

- Humanize & personalize site
- Provide profile
- Directory of subject specialist

Short video

- Filming activities
- Demonstration on how to search specific database
- Research tips & tricks

# BEST PRACTICES FOR PERSONAL LIBRARIAN

Assigning to  
a specific  
department

- Specific knowledge & expertise
- Determined by practical limitation & possibilities

E-mail

- Effective tools to communicate
- To contact the student at the beginning of the term

# BEST PRACTICES FOR PERSONAL LIBRARIAN

Holding  
personal  
librarian  
working hours

- Ability to focus on research
- Easier to start the research project

Market well,  
market all the  
time

- Effectively market the personal librarian program
- Better description of the program
- Spread the words



# BEST PRACTICES FOR PERSONAL LIBRARIAN

Work as a team

- More effective

Learn from outside library

- Adapt & adopt



# PERSONAL LIBRARIAN PROGRAMME



# SAM HOUSTON STATE UNIVERSITY, TEXAS

“One to One”  
program

Personal  
interview

Engagement  
in research



# YALE UNIVERSITY

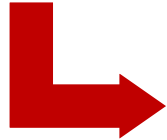
33 Personal  
librarian

Student  
matching

Subject  
specialist

# JOHNSON & WALES UNIVERSITY

Embedded  
in class



- Attend class & assist syllabus preparation

Contribute  
resources



- Class discussion & activities

Extra  
assistance

- in class & library



# CONCLUSION

Personal librarian aims to maximize effectiveness of librarian efforts while fulfilling the library goal of supporting education and research

The conception of librarians as static information sentinels must be replaced with the image of librarian as active links between people and dynamic creation



# REFERENCES

**The personal librarian: enhancing the student experience, Richard J. Moniz & Jean Moats**



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# TERIMA KASIH





# EMBEDDED LIBRARIAN

- *To be integrated into an online class and thus connected to each student*
- *Deliberately build relationships – with faculty, with students, with the marketing department, with a research team, or with any other user group*
- *To being connected to the class in a virtual sense*
- *Deeply integrated librarian ( Barbara Dewey)*



# NEXT SSI OCT 2019

1. Encik Mohd Fariz Izwan Komarudin

2. Puan Noor Anisah Khadiri

3. Encik Shahriza Fadly Misaridin

4. Encik Meor Mohd Arafat Mohamad  
Shahini