LAFIA JOURNAL OF LIBRARY AND INFORMATION SCIENCE
Volume 2, Number 1, 2022.
https://lalibjournals.org/index.php/LJLIS
ISSN: Print - 2814-0702, Online - 2814-0710
LJLIS

LIBRARY STAFF ATTITUDE TOWARDS SERVICE DELIVERY TO USERS IN FEDERAL COLLEGE OF EDUCATION ZARIA, KADUNA STATE

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Abstract
This paper seek to examine the library attitude towards service delivery to users in federal college of education zaria kaduna state. The study was guided by three objectives which the research question were formulated from. Survey research design was used in carrying out the study. The instrument used for data collection was questionnaire and data generated from was analyzed using frequency table and simple percentage. The population includes library users and staff of federal college of education Zaria library which are 767 with sample size of 260 using research advisory sample size table, out of which 203(78.1%) questionnaires were returned and found to be useful. A structured questionnaire was used as the instrument for data collection, frequency counts and percentages were used to analyze the data collected. From the analysis it was deduced that library renders classroom training to its users also library materials are made available for user to borrow. However, more need to be done in making them aware of the referred services to other libraries if their information need is not met in their library. Also from the analysis the study revealed that library staff are friendly to their user in times of information seeking. Staff need more training on public relations and need to know new trends in library services. Recommendations were made based from the findings which include: organizing workshop and seminar to educate the staff on the new trends in library services, knowledge on public relations, and showcasing what the library has in form of exhibitions.

Keywords: *library, service delivery, attitude, staff.*

Introduction

Academic libraries are information support systems established to provide information resources to support academic research and community development effort of the institution. Libraries of any kind are part of the information highway that connects people to the world of knowledge. Libraries generally, but most particularly the academic genre are universally acknowledged as the central focus of any educational enterprise. They are usually referred to as the "heart" of knowledge. This global characterization is borne out of the pride of place and the prominent roles they play in the lives of their parent institutions.

Staff in colleges of education libraries is categorized into professionals (librarians), sub-professionals (library officers) and non-professionals. The duties of these three categories of staff are different but interwoven and any laxity on the part of a given group will affect the duties of others (Egunjobi, 2002). This emphasizes the importance of adequate staffing in a library both in term of quantity and quality.

Oriowo (2001) contended that the success or failure of a library depends on the skill and abilities of people who make up the staff. Hence, staff must be sufficient in number to meet the demand made upon it, and it should have the right mixture of qualifications and experience in order to perform to users' expectation. Library staff need to reposition activities, methods, and ideas of exposing users to available resources and services in the library. They also need to exhibit public relations in order for to feel free to enable them ask questions about available information resources in the library. They need to have good /positive attitude towards their work to influence users to patronize the library and it resources.

Egunjobi (2006) observed that the number of staff needed by a library is usually determined by the number of population to be served as well as the collection of the library, by implication whenever the number of library staff is inadequate both in number and quality, there may be tendency to over-stretch those on ground and the quality of services provided may not be adequate for the population they are meant to serve. Competence is another professional variable that affect job performance of the library staff. They are familiar with a broad range of information sources in different formats. His or her knowledge of local and some distant collections is substantial. He or she has an active current awareness

program to keep up with new resources. In addition to his or her general knowledge, he or she is more familiar with some subject areas likely to interest the community users. The staff is able to match resources to queries and knows how to use these resources effectively. Competence also includes his or her knowledge of the reference interview and an ability to discover what information is need.

Librarian Registration Council of Nigeria (2014), posited that for effective and efficient service delivery, it is require that academic libraries are staffed by mix of relevant personnel including academic librarian, para-professionals and support staff.

The library provide a unique services that should be accessible to everyone. The provision of library and information services should be a fundamental human right. Libraries should ensure that the resources and services they provide are well utilize by library users. The services provided to users are in anticipation to the expectations of the users and the library positively provides resources and services to fulfill them.

The popularity and use of any library depends upon bringing the right contact between the right reader and the right book at the right time. In other words popularity depends on the extent to which satisfactory of optimum library services are being provided to the readers or library clientele. (Sarmah, 2014).

Libraries of all kinds have over the years employed user education as a strategy for promoting library resources and services and encourage patronage by users. In university libraries, the teaching of use of library, guided tour of library and library orientation for new students and information literacy are some of the methods adopted to educate users to become effective users of the library. However, the current reality is that library users no longer hold any special loyalty to a Particular library, but will rather go where they are most likely to satisfy their information

Needs. Under the competitive environment in which libraries are operating, their survival depends on their ability to keep, maintain and increase the number of users coming into the libraries. In the words of Famaren (2016), it is paramount that strategies are developed to deliberately market services offered by libraries and information services to provide information to meet the growing needs of users to enhance their competitive potentials in using information resources effectively. Consequently, it is no longer enough that libraries provide good services; they must be perceived by the user as providing valuable products and services. Any organization irrespective of its types or goals need adequate and qualify staff for its operations and competitive efficiency.

According to Taiwo (1998) attitudes are inclinations and feelings, prejudices

or biases, preconceived notions, ideas, fears, and convictions about any specific topic. In essence, the attitude towards an act or a behavior is the individual's positive or negative feelings about performing a behavior determined through an assessment of one's beliefs. Attitude can be a positive or negative evaluation of people, event, activities, ideas, or just about anything in your environment. Attitude is also measurable and changeable as it is capable of influencing a person's emotion and behavior. Hence attitude can be formed from a person's past and present.

Librarians have been engaged in teaching people how to use the library and its resources by employing various techniques and tools such as library orientation, bibliographic instruction, information search skills, user education and now information literacy. Information services in libraries take a variety of forms including direct personal assistance, directories, signs, exchange of information from a reference source, reader's advisory service, and dissemination of information in anticipation of user needs or interests, and access to electronic information.

According to Israel (2012), the environment where interaction occurs plays a substantial role, a friendly and attractive environment will attract users and move questions, a dark and unfriendly environment may limit use to the hard core user. Equally he explain a reference librarian should be friendly to all users, also they must be approachable for any queries simple or complex. Users need to be satisfied with the services being provided by the staff which will allow them to patronize the library the more.

Nnadozie (2016) posited that public relations is the promotion of good rapport and beneficial collaboration between the library and the public that populate its operational community. This is achieved through deliberate policies and services, distribution of interpretative and promotional materials, development of neighborly interaction and the assessment of public opinion cum reaction. It is the art by which organizations achieve social harmony and mutual understanding with the people which it interfaces .Irrespective of the methods, practice, or strategies used by the public relations officer, it is always , aimed at building a positive image and strong relationship with the organization's publics. The primary objective of library public relation is to create, maintain and protect the reputation of librarianship, enhance its prestige and present a favorable image for the library profession and its practitioners. Given that fact that academic library staffing in Nigeria assists in facilitating research and development, it follows that the nature of staff in these libraries go a long way in determining the effectiveness of their output, in terms of meeting the set goals and relevance to the

academic community at large.

Academic libraries are citadel of academic excellence, established to facilitate learning, teaching research, scholarship and knowledge dissemination (Owusu A. Cheaw and Larson, 2007). Human relations in administration simply means accomplishing the goals of the organization without friction. It presupposes a knowledge of the goals and the needs of individual belonging to the group. In a library set-up the official responsible for accomplishing the goals of the library revolves on the librarian and the personnel officer.

Training is equally important for all library staff from senior management to the newest junior. It is essential to remember that in a good library system, training of one kind or another will not stop. It should be a continual process if it is to keep staff up to date and aware of innovations and changes in the library world. Training should not be undertaken solely for training's sake. It should meet a specific need, either of a member of staff or of the library system. (Khatri, 2017).

Statement of the Problem

Library users are often not satisfied with the attitudes of library staff while interacting with them. Consequently, existing and potential users do not take full advantage of all the information resources and services available in libraries, resulting into underutilization of the libraries. The attitude of librarians toward employing various marketing techniques and tools to attract more users to the library and retain existing ones in the midst of competition with other platforms has serious implications for information delivery in college libraries. Having services that no one knows about is as good as having no service at all. Academic libraries are very important in education institutions. However, they are not achieving their full potential because of lack of or failure of public relations. No matter how libraries respond to the needs of their users, their values will not be appreciated without an aggressive, systematic and determined programme of publicity to stimulate, inform and attract the information seeker/library users. It is also important for the library staff to have a good relationship and attitude towards their work and the library users. However it is expected that library staff should provide maximum cooperation to library customers in order to make them happy and therefore gain high customer satisfaction.

It is apparent that library staff are essential to proper functioning of the college library. Academic library which the college library fall into will become irrelevant in this information age without adequate and trained staff. Some of them even with good qualification but lack public relations potentials and marketing strategies in order to carry out their daily activities which involve

service render to its users. In view of above that this research intend to investigate library staff attitude towards service delivery to users in the federal college of education library Zaria Kaduna State.

Objectives of the Study.

The objectives of the study is to:

1. Identify the service offered to users in the college library
2. Examine the attitude exhibited by library staff in providing users information needs
3. Recommend strategies that could be employed to enhance better service delivery.

Methodology

The study is essentially a descriptive research which employed a survey research design. The population includes registered library users and staff of federal college of education Zaria library. And their total population stood at 767. According to Awudu (2019), it is impossible for a researcher to use as subject every member of a large population for reasons of limitation in financial resources, effort, transportation time and scope. Thus, using research advisory sample size table (2006), the sample of the study is represented by 260.

A structured questionnaire was used as the instrument for data collection, 203(78.1%) out of 260 questionnaires distributed were returned completed. Data collected was analyzed using frequency count and percentage.

Question 1: Services offered in the library

S/N	ITEMS	YES	NO	TOTAL%
1	The library renders classroom training to users on library usage	120(59.1%)	83(40.9%)	100
2	The library has a brief summary of books, journals, etc to enables the users ascertain the usefulness of the materials.	31(15.2%)	172(84.8%)	100
3	Users are referred to another libraries when their needs of information isn't solved	20(9.9%)	183(90.1%)	100
4	Users are guided to locate words, concepts or other items in books or other publications	15(7.35%)	188(92.7%)	100
5	Library materials are made available for users to borrow	17(8.3%)	186(91.7%)	100

The table one above shows that library rendered classroom training to users on library usage with the highest frequency of 120(59.1%). This finding agrees with the submission of Akhatri (2017) who showed that training should not be undertaken solely for training sake. It should meet a specific needs either of a staff or the library system. The implication of this findings is that lack of training the users on usage can create problem between the library staff and library users. While other result indicated 31(15.2%), 20(9.9%), 15(7.5%) and 17(8.3%) that summary of books, journals, etc. to enable the users ascertain the usefulness of the material, users are referred to another libraries when their needs of information isn't solved. Users are guided to locate words, concepts or other items in books or other publication and materials are made available for users to borrow respectively in that order.

Question 2 -

Table 2 Attitude exhibited by library staff in providing users information needs

S/N	Items	Yes	No	Total
1	Users are friendly with the library staff in time of information seeking	111(54.7%)	92(45.3%)	100
2	The library staff attained to information need of users frequently	36(17.8%)	167(82.2%)	100
3	The library staff are always available in their duty post to attain to users information need	20(9.9%)	183(90.1%)	100
4	Library staff ignore their users need	9(9.3%)	184(90.7%)	100
5	The library staff shout at users	17(8.3%)	186(91.7%)	100

Table two (2) clearly show that users are friendly with the library staff in time of information seeking with the highest frequency of 111 (54.7%) the finding agrees with Israel (2012) who states that reference librarian should be friendly to all users. The implication of this finding is that lack of good relationship between the library staff and library users will not meet the need of the library users. The rest of the finding shows 36(17.8%), 20(9.9%), 19(9.3%) and 17(8.3%) attaining to information need of users frequently library staff should be available in their duty post to attain to users, library staff ignore their users need and library staff shout at users respectively.

Question 3

Table 3: Strategy employed to enhance better service delivery

S/N	Items	Yes	No	Total%
1	Staff proximity to the users should be encouraged	105(51.8%)	98(48.2%)	100
2	Users are treated well, informed well, and acknowledged well.	60(29.6%)	143(70.4%)	100
3	Both technical and frontline staff should be responsible for the total service quality to the users	21(10.3%)	182(89.7%)	100
4	Information must be up to date for users accessibility	17(8.3%)	186(91.7)	100

Table three (3) reveals that staff proximity to the users should be encouraged. This finding is represented by 105(51.8%) frequency count. Other respondents are with the view that users are treated well, informed well, and acknowledged well 60(29.6), both technical and frontline staff should be responsible for total services 21(10.3%)

Discussion of Findings

From the finding and result of the analysis is been reveal that the college library organize classroom training to users on library usage. They also render other services to its users and staff ranging from referral services, guide on locating books and other publications. This finding agrees with the submission of khatri (2017) who showed that training should not be undertaken solely for trainings sake. It should meet a specific needs, either of a staff or of the library system.

Another finding reveal that attitude exhibited by library staff to users and other staff of the college include friendly to all kind of users, attained to their information need also should be available in their duty post. This finding agrees with Israel (2012) who states that reference librarian should be friendly to all users. The respondent suggest that staff should be closer to the users in order to encourage them and treat them well, both technical and frontline staff should be

responsible for the total service quality to both users and other staff of the college and information should be up to date for users to access.

Summary

For effective and efficient service delivery in academic library staff are supposed to play the role of a public relations in order to draw users to the library, at the same time to provide the users with the adequate services needed. Library management of the college should re-appraise their present standings with a view to re-strategizing for improvement. Given the fact that academic library staffing in Nigeria assist and facilitate research and development, it means that the nature of staff in the library will go a long way in determining the effectiveness of their output, in terms of meeting the set out goals and relevance to the community at large.

Conclusion

Given the findings in this study some pertinent conclusions were drawn among which are the proper practicing of public relation in the library services can go a long way in enhancing it operation and at the same making library to friendly to its users. Another issue to look at is the training and retraining of library staff to enable them to cope with new trend in the profession and in the ICT world. Make the library attractive to its users by providing them with up to date information resources.

Recommendations

Based on the issues raised in the course of the study the following recommendations are made:

1. The library management should organize workshop and seminar to educate the staff on the new trends in library services such as having the knowledge of public relations.
2. There is need for the library to update it information resources from time to time to enable the users to have current information in their field of study.
3. Improvement in services render to users in making the library to be accessible to it users even in the comfort of their rooms, while on transit through automating its services.
4. The library management should organize exhibition to showcase its service and be able to market it product to its community user

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