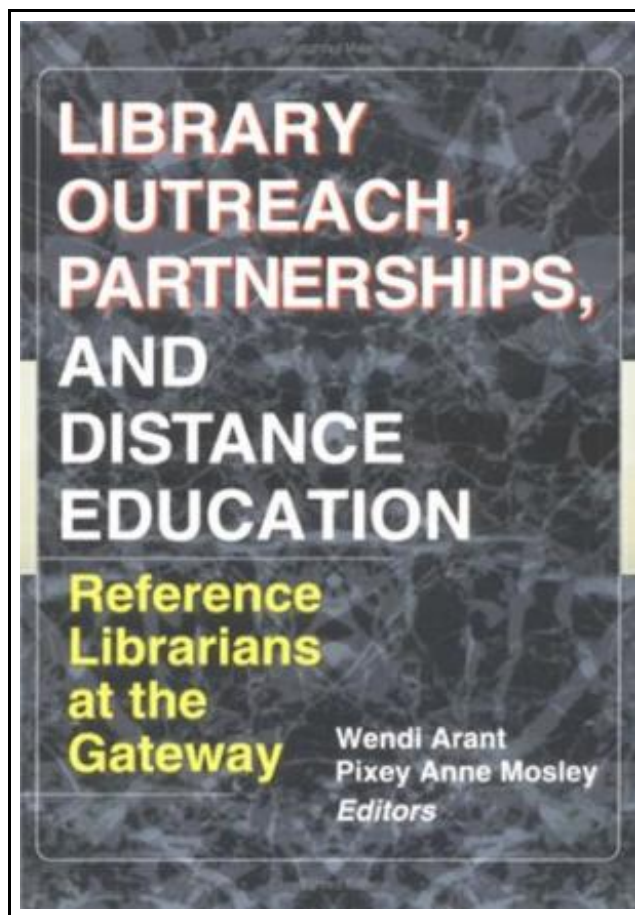


Library Outreach, Partnerships, and Distance Education: Reference Librarians at the Gateway



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LIBRARY OUTREACH, PARTNERSHIPS, AND DISTANCE EDUCATION: REFERENCE LIBRARIANS AT THE GATEWAY



Taylor & Francis Inc. Paperback. Book Condition: new. BRAND NEW, Library Outreach, Partnerships, and Distance Education: Reference Librarians at the Gateway, Wendy Arent, Pixie Anne Mosley, Increase patronage with effective outreach strategies! From the Introduction, by Wendi Arant and Pixie Anne Mosley: "Outreach is a concept that is gaining more and more significance for libraries, particularly with the recent developments in information technology. Dictionaries define it as 'the act of extending services, benefits, etc. to a wider section of the population.' This definition also implies a mission to communicate a particular message to an audience in order to gain their support. Its meaning for libraries is profound, having consequences for fund raising, public service, and public relations." Library Outreach, Partnerships, and Distance Education: Reference Librarians at the Gateway focuses on extending community outreach in libraries toward a broader public by expanding services that are based on recent advances in information technology. This crucial volume with help you will explore many of the issues that are currently affecting libraries, including: * the growth of technology and its effect on libraries and library users * emerging literacy issues (computer literacy, non-English-speaking populations) * providing effective services to at-risk populations * diversity and multiculturalism and how they are changing the ways that libraries are used * targeting and reaching specific user groups * distance education--bringing the mountain to Mohammed If the public perception of libraries is ever to move beyond that of "musty old book warehouses," librarians must take a more active role in the development of new services and in heightening awareness of their existing services and collections. Library Outreach, Partnerships, and Distance Education presents ideas and strategies that are now being implemented around the United States to do just that. This book should be a part of every library's plans for the...



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