

ABSTRACT

Faculty Awareness of the Reference Services Available
in the University of the West Indies (Mona) Library

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If the University Library is to attract the Faculty to make maximum use of the reference services provided to support their teaching and research undertakings, it must strive at all times to establish and maintain open communication lines with the Faculty. This study was conducted to determine whether the Faculty was aware of the reference services and facilities available in the Library, and to evaluate whether the Library needed to communicate more with the Faculty about these services.

A survey was conducted, using a questionnaire to collect data from a random sample of 150 Faculty Members across the six teaching and research areas of the University. The data was analyzed both quantitatively and qualitatively.

The findings revealed that on an average, the Faculty Members were aware of less than half of the reference services available in the Library. It was also found that the level of awareness decreased as the necessity for direct communication between the Faculty and Librarians increased.

Variables of faculty status, membership on library related committees of the University, the frequency of use of the reference services, and the frequency of consultations with the Librarians, were found to be factors which influenced Faculty awareness of the reference services.

The study concluded that the Faculty is not sufficiently aware of the services. Hence the recommendation is that the Library should communicate more information to them about the services. A more planned and direct approach to library public relations, aimed at improving the Faculty-Library communication links was suggested.

The study provides evidence to support the argument that when faculty members are intelligently informed about the reference services, they are likely to make fuller use of them.