

TOPIC : Client orientation by Sunjeev Basdeo

Introduction

Good morning to the Director of library services, Dr. Nonhlanhla Ngcobo, Executive managers, Dr Roshini Pather, Dr, Praversh Sukram and Dr. Aphelele Xulu, all principle librarians and my follow colleagues, thank you for allowing me the opportunity to speak to you'll on **Client Orientation**.

What is client orientation:

Client orientation for library staff in the context of students and academics, involves understanding and meeting the specific needs of these user groups within the university community. This includes:

Understanding academic requirements: Library staff should be familiar with the academic programs, courses, and research needs of students and academics. This knowledge helps them provide specific assistance and resources that aligns with the university curriculum and research goals.

Research support: Library staff should be well-versed in research methodologies, databases, and information sources relevant to the academic disciplines. They should be able to guide students and academics in conducting effective research, locating scholarly resources, and using citation tools.

Instruction and workshops: Library staff should offer instructional sessions and workshops tailored to the meet the needs of students and academics. These sessions can cover topics such as information literacy, research skills, citation management and effective use of library resources.

Collaboration with faculty: Library staff should collaborate with faculty members to understand their teaching and research objectives.

This collaboration can involve providing personalised librarianship, course-specific resources and offering support for faculty research.

Access to electronic resources: Library staff should ensure seamless access to electronic resources, such as online journals, databases, and e-books, for students and academics. They should be available to troubleshoot any technical issues and provide guidance on using these resources effectively.

Interlibrary loan services: Library staff should facilitate interlibrary loan services to help students and academics access materials not available in their own library. They should have the knowledge about interlibrary loan process and assist users in obtaining the required resources.

Reference : Library staff should provide personalized reference and consultation services to students and academics. This can involve assisting with literature searches, answering research questions, and providing guidance on using library resources effectively.

User feedback: Library staff should actively seek feedback from students and academics to continuously improve services. They should conduct user surveys, gather feedback through focus groups, and use assessment tools to evaluate the effectiveness of library services for these user groups. This will help to improve the services we offer.

Conclusion

I would like to conclude by stating that client orientation for library staff should involve understanding the unique needs of academic and students by providing targeted support, and collaborating with faculty to enhance teaching and research outcomes.

Thank you for taking the time, to listen to my presentation and also,
I hope you have a blessed and wonderful day and a week ahead.

Thank You

Sunjeev Basdeo