

## KNOWLEDGE

- Understand the characteristics of recorded knowledge, in particular its creation, storage, distribution, dissemination and use
- Aware of current developments in Internet, publishing and information trade and industry
- Familiar with critical issues in preservation of knowledge and its transmission
- Understand users' learning and information seeking behaviour, as individuals as well as groups
- Knowledge of intellectual property rights as it apply to use of recorded knowledge
- Aware of various approaches in learning methods and issues in life-long learning



## Application

- Obtain and acquire documents and information sources required by users
- Organize, classify, index and process information for retrieval and use
- Manage collections of documents and information resources for effective and efficient use
- Deliver relevant information to individuals or groups of people on demand and through a variety of channels
- Conduct reference interviews and apply probing techniques to help users identify and clarify their search and use of information
- Search and gather information effectively and efficiently
- Guide and train users in navigating the complex information environment and helping them to develop strong information literacy skills
- Collect, review, digest, organize, synthesize and repackage information for use by clients in decision- making and problem solving
- Create and implement community or user group programmes and activities to promote reading, learning, research and other collaboration activities
- Develop, maintain and troubleshoot problems in websites, interfaces, information storage and retrieval system and other ICT applications relating to information and knowledge work

## Analysis

- Identify, analyse and profile information needs of a user or user groups
- Evaluate information sources regarding their relevance, usability, authenticity, integrity and accuracy
- Analyse information to discover patterns and discern trends

## Design & planning

- Design and implement information organization systems and tools, from simple applications to digital libraries, for storing, retrieval and dissemination of information
- Design services to enable or facilitate users' access to information for learning, research, problem solving, self development and leisure
- Design and plan effective spaces to support learning activities

## SKILLS

### Management

- Use personal management skills to strategize, plan and manage tasks and projects effectively and efficiently
- Use effective communication and negotiation skills to inform, persuade and obtain positive outcome
- Function effectively in small groups, teams and large organizations to achieve common goals and objectives
- Exercise leadership on key issues in preservation and transmission of knowledge, and in library and information work in particular

### Communication

- Market and promote the use of information, information resources and information services
- Create and conduct effective presentations
- Demonstrate the value and contribution of library and information services to clients, parent bodies and society at large

## PRE-DISPOSITION

- Has a clear perspective on the role of libraries and information in shaping the thoughts and culture of society and equalizing access to information for personal growth and development
- Able to engage, relate and empathize with users with different levels of competency and experience in information skills
- Believe in user centred and service oriented approach to professional work



↓ **THROUGH**

🏠 National libraries 🏠 Public libraries 🏠 Academic libraries 🏠 School libraries 🏠 Special libraries  
🏠 Knowledge & information centres 🏠 Corporations 🏠 Knowledge and information Consultants

↓ **TO**

Enable effective utilization of recorded knowledge and continuously preserving and managing it for reliable use now and in the future