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LOBBYING STRATEGIES FOR PROMOTING SURVIVAL OF ACADEMIC LIBRARIES: IMPLICATION FOR ADVOCACY

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Abstract

This study dealt with lobbying strategies for promoting survival of academic libraries. Survey was the research design used. Three states (Anambra, Benue, and Enugu) in Nigeria were covered. Five university libraries were purposively chosen. All Librarians were used. The instrument used was questionnaire, which has four clusters dealing with the four specific objectives of the study. The information obtained from respondents was analyzed using mean. From the result, it was seen that lobbying in academic libraries is very necessary. Our leaders need to know about issues facing libraries. Furthermore there is poor funding of universities. The study also revealed that lobbying is best done face to face in communication. On the other hand hindrance factors identified include that librarians have not always been willing to get into politics and the absence of professional lobbyists and marketers within the library profession. Suggested remedies include that librarians should be able to make case for the existence of the library and also they should seek for ways to improve their services. Some of the recommendations include that: Librarians should begin to lobby, University libraries should team up to secure support and Library education curriculum should include training in lobbying and marketing.
