

# LIBR 580

# Collection Management

## Unit 6

Laurie Prange (Prange-Martin)



# Agenda

- Focusing Activity
- Taking attendance
- Lecture –
- Learning Consolidation –
- Next Steps

# Focusing Activity = Group Presentations on Special Formats



# Taking attendance



Lecture =

1. Policies in Information  
Organizations

2. TRC Calls to Action

3. Communicating to colleagues,  
patrons, champions, and  
stakeholders

# Policies



A policy is a deliberate system of principles to guide decisions and achieve rational outcomes.

A policy is a statement of intent,  
and is implemented as a  
procedure or protocol.



Policies are generally adopted by a governance body within an organization.

The intended effects of a policy vary widely according to the organization and the context in which they are made.

E.G.

Many large companies have policies that all purchases above a certain value must be performed through a purchasing process.

BUT... Policies frequently have  
side effects or unintended  
consequences.

Such documents often have  
standard formats that are  
particular to the organization  
issuing the policy

Policies are intended to guide the decisions that are made, especially when leaders are not available to consult.

For publically funded organizations, there is usually a legal requirement to make policies publically available.  
(That's great for your homework!)

# Communicating Library & Archives Work



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Advertising = Selling something to  
people products or services that  
they have not yet paid for

Communicating/Public Relations =  
Informing patrons about products  
and services that they have already  
paid for

Elements of political strategies,  
with characteristics seen in  
persuasion and propaganda.

I.e.

The effort of communicating is to  
get a precise message across  
without the message being  
refused by the audience

# Specifically, Public Relations



Public relations is the practice of managing the spread of information between an individual or an organization and the public.

Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.

This differentiates it from advertising as a form of marketing communications.

Public relations is the idea of creating coverage for clients for free, rather than marketing or advertising.



Public relations professionals present the face of an organization or individual, usually to articulate its objectives and official views on issues of relevance, primarily to the media.

Public relations contributes to the way an organization is perceived by influencing the media and maintaining relationships with stakeholders.

Sometimes the interests of differing audiences and stakeholders common to a public relations effort necessitate the creation of several distinct but complementary messages.

In contrast,  
Internal Communications and  
Employee Engagement



Internal communications is the function responsible for effective communications among participants within an organization.

The organization's strategy —  
what it hopes to achieve and  
how it plans to go about  
achieving it.



IC may variously be referred to as: employee communications, employee engagement, employee relations, internal marketing, company communications, staff communication.

# Employee Engagement



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Employee Engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees.

An engaged employee is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.

Part of other responsibilities for managers, such as morale and job satisfaction.

Engagement with library/  
archives projects becomes an  
even part of a Manager's  
responsibilities because of the  
world being more distracting and  
stressful than ever before.

Focusing on Internal  
Communications to improve  
Employee Engagement has been  
shown to improve employee  
morale, work ethic, productivity,  
and motivation.

All Communications regarding Collections Work then should be positioned more than a simple plan of tactical interventions in support of business activities, but a holistic part of managing success.

# Barriers to Effectiveness



Where ineffective communication accidentally distorts the message or intention of the message being conveyed.



This may result in failure of the communication process or cause an effect that is undesirable.

We can do a lot with free tools out there when we cannot perform in-person communications and promotional events, or when we are not associated with an organization

# Learning Consolidation

Activity = Brainstorming  
Communication Strategies post-  
Group Presentation

# Activity: Brainstorming Post-Presentation Communication Strategies

Question = For the students who are looking to raise their professional profile for potential employment, where and how do you think they should share today's presentation?

– E.g. LinkedIn, Instagram, share slide deck, make a meme, etc.

1. Work in non-homework groups to brainstorm
2. Then let's vote!

# Next Steps



# Next Steps

- Submit...
    1. .pptx from today through Canvas
    2. Needs Assessment Plan
  - Keep working on...
    - Proposal Collection Consultation Report
    - DRAFT Budget
    - DRAFT Outline
    - And other parts of Cumulative report
- <http://electrified.ca/83267.html>

# Thank you!

See you Tuesday in the classroom!

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Until UBC email works,

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