Professional Competency Development Program for Reference Librarians in Tertiary Institutions of the Order of Augustinian Recollects (OAR) in the Philippines

---

A Thesis

Presented to the Graduate Faculty

of the College of Arts and Sciences

University of San Carlos

Cebu City, Philippines

In Partial Fulfillment

of the Requirements for the Degree

Master of Science in Library and Information Science

---

by

Sheila Momongan Dela Cruz

March 2014

TABLE OF CONTENTS

Page

APPROVAL SHEET ii

ACKNOWLEDGMENT iii

ABSTRACT v

Chapter

1 THE PROBLEM AND ITS SCOPE 1

INTRODUCTION 1

Rationale of the Study 1

Theoretical Background 4

THE PROBLEM 18

Statement of the Problem 18

Significance of the Study 19

RESEARCH METHODOLOGY 20

Research Environment 20

Research Respondents 26

Research Instrument and Other Sources of Data 28

Research Procedure 29

Gathering of Data 29

Treatment of Data 33

DEFINITION OF TERMS 34

2 PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA 35

Expected Professional Competencies of OAR Academic Reference Librarians as Indicated in Their Job Descriptions ……..35

Reference Functions Based on Job Description ……..36

Circulation Functions Based on Job Descriptions ..……..40

Organization and Design of Services Functions ..…… 43

Readers' Advisory Service Functions ……46

Collection Development Functions …… 48

User Education Functions ……..…… 51

Administrative, Professional Development, Technical Functions ……..…… 53

Actual Professional Competencies of OAR Academic Reference Librarians Based on Web Junction Competency Index for Library Field…….....58

Reference Functions Competency Index ……... 58

Circulation Functions Competency Index ……..64

Organization and Design of Services Functions Based Web Junction Competency Index ……...67

Readers' Advisory Service Functions Based on Web Junction Competency Index ……..72

Collection Development Functions Based on Web Junction Competency Index ……76

User Education Functions Based on Web Junction Competency Index ……82

Training Needs of OAR Academic Reference Librarians ….. 88

Training Needs Identified from Actual Professional Competencies by Job Functions …… 89

Training Needs Identified from Actual Professional Competencies by Tertiary Institutions …… 94

3 PROFESSIONAL COMPETENCY DEVELOPMENT TRAINING PROGRAM ……103

4 SUMMARY, FINDINGS, CONCLUSIONS AND RECOMMENDATIONS ……134

Summary ……134

Findings ……136

Conclusions ……145

Recommendations ……147

BIBLIOGRAPHY ……148

APPENDICES ……154

A Researcher's Letter to the Dean ……154

B Researcher's Letter to School Administrators ……155

C Questionnaire ……161

D Interview Guide Questions ……166

E OAR Academic Reference Librarians' Job Descriptions …167

F Web Junction Competency Index for Library Field ……171

LIST OF TABLES …… 175

CURRICULUM VITAE ……176

LIST OF TABLES

Table 2.1 Reference Functions Based on Job Descriptions 37

Table 2.2 Circulation Functions Based on Job Descriptions 40

Table 2.3 Organization and Design of Services Based on Job Descriptions... 43

Table 2.4 Readers' Advisory Service Based on Job Descriptions 46

Table 2.5 Collection Development Functions Based on Job Descriptions 49

Table 2.6 User Education Functions Based on Job Descriptions 52

Table 2.7 Administrative, Professional Development, Technical Functions Based on Job Descriptions 54

Table 2.8 Reference Functions Based on Web Junction Competency Index... 59

Table 2.9 Circulation Functions Based Web Junction Competency Index..... 64

Table 2.10 Organization and Design of Services Based Web Junction Competency Index 68

Table 2.11 Readers' Advisory Service Based on Web Junction Competency Index 72

Table 2.12 Collection Development Functions Based on Web Junction Competency Index 76

Table 2.13 User Education Functions Based on Web Junction Competency Index 82

Table 2.14 Training Needs OAR Academic Reference Librarians by Job Functions 89

Table 2.15 Training Needs OAR Academic Reference Librarians by Tertiary Institutions 95

Appendix A

Transmittal Letter

May 20, 2010

Dr. Ramon S. Del Fierro
Dean, Graduate School
College of Arts and Sciences
University of San Carlos
Cebu City

Dear Dr. Del Fierro:

The undersigned will be conducting a study entitled "Professional Competencies of Academic Reference Librarians of the Order of Augustinian Recollect (OAR) Institutions in the Philippines : An Information Literacy Training Program".

In this regard, may I request your endorsement to conduct the study addressed to the University President of University of San Jose –Recoletos (USJ-R), University of Negros Occidental-Recoletos (UNO-R, San Sebastian College –Recoletos de Manila (SSC-R, Manila) and San Sebastian College-Recoletos de Cavite(SSC- R, Cavite)

Your positive response is deeply appreciated.

Thank you very much.

Respectfully yours,

SHEILA M. DELA CRUZ
Researcher

Noted by:

MRS. RAINERA C. BOHOLST, MSLS
Adviser

APPENDIX C

Questionnaire for the Study on "Professional Competencies of Academic Reference Librarians of the Order of Augustinian Recollect (OAR) Institutions in the Philippines : An Information Literacy Training Program"

Dear Madam/Sir:

The purpose of this study is to know your professional competencies in the aspects of information service. The results will be the bases for a training program proposal. Your honest answer will greatly contribute in determining training needs. Rest assured that this will be kept in strict confidentiality.

Thank you for your time and cooperation.

Sincerely yours,

Sheila M. Dela Cruz
Researcher

I. Librarian's Profile

Name of School: _____
Age: ___
Gender: ___ Female ___ Male
Educational Background: (Please check)
__ AB/ BSE major in Library Science
__ BLIS
__ MSLS
__ MLIS
__ MLS
__ MSLS/ MLIS with units
__ Other fields _____

Present Job Position: _____

Previous Job Position, if there's any: _____

Years of Experience (total no.): _____

ACKNOWLEDGMENT

I would like to extend my heartfelt appreciation to the individuals whose contributions have made this possible.

First and foremost, I acknowledge the greatness of our good Lord for giving me the wisdom, perseverance and supportive individuals while I was working on this research paper;

University of Negros Occidental- Recoletos for the scholarship grant under the Faculty Development Program and to all OAR administrators who contributed to the realization of this research endeavor;

My adviser, Professor Rainera C. Boholst, for her guidance, rewarding learning experiences, and patience; to the Chair of the Department of Library and Information Science, Professor Maria Luisa K. Burdeos for the support and inspiration;

To Professor Arabella M. Ananoria and Professor Alvin Penserga as the members of panel and Dr. Ramon S. del Fierro, Dean of College of Arts and Sciences; my editor, Dr. Juliet V. Basa; to all my mentors in Department of Library and Information Science especially Dr. Marilou P. Tadlip, and the late Dr. Catalina Diluvio.

To Mrs. Cheryl Wong, Mrs. Linda Apa-ap, Mrs. Maria Divine Torejos, Mr, Marcial Batiancila, and to all OAR librarians for their time and support .

I would also like to thank my colleagues in Fray Luis de Leon Library, UNO-Recoletos for the unwavering support and encouragement especially Professor Arabella M. Ananoria, Susan, Jerinah, Cristina, Maria, Gabriela, Virginia, Elizabeth, Marilou, Robert, Florian, and my working students; and Dr. Anita Rabago, Ms. Wilma Maravilla and Dr. John Dela Torre for their intellectual contributions;

And lastly to my family, Mama Perry, Manang Sharon, Phenol, Methyl, Lorimaine, Ado, Reagan, nieces, nephews and to my supportive husband, Roland Dela Cruz for the understanding, patience and for believing in my capability.

ABSTRACT

The study aimed to assess the professional competencies of the academic reference librarians of the Order of Augustinian Recollects (OAR) tertiary institutions in the Philippines. The expected and actual professional competencies were sought to identify training needs. Task analysis method was used to consolidate, summarize and categorize duties and responsibilities according to library functions as indicated in their job descriptions.

Findings revealed that OAR academic reference librarians performed other functions other than reference such as circulation, organization and design of services, reader's advisory, collection development, and user education. New skills and newly acquired set of competencies which are not indicated on their job descriptions were performed by the librarians. OAR academic reference librarians possessed adequate skills, knowledge, abilities and demonstrated a high level of competencies on these areas: technological know-how like the use of emerging technologies or tools; communication skills; skills on dealing with users needs and creating new library services; knowledge and skills in selection, acquisition, and evaluation of reference sources particularly with online and electronic sources; and working with information literacy training program; however, they need some training.

It was recommended that job descriptions should be revisited and modified to determine their usefulness, effectiveness, and responsiveness in these changing times. A training program for reference librarians was designed to enhance actual professional competencies and to provide new skills and knowledge in performing their job so that excellent services will be given to library users.