



Library Outreach, Partnerships, and Distance Education: Reference Librarians at the Gateway

By Wendy Arent, Pixey Anne Mosley

Taylor & Francis Inc. Paperback. Book Condition: new. BRAND NEW, Library Outreach, Partnerships, and Distance Education: Reference Librarians at the Gateway, Wendy Arent, Pixey Anne Mosley, Increase patronage with effective outreach strategies! From the Introduction, by Wendi Arant and Pixie Anne Mosley: "Outreach is a concept that is gaining more and more significance for libraries, particularly with the recent developments in information technology. Dictionaries define it as 'the act of extending services, benefits, etc. to a wider section of the population.' This definition also implies a mission to communicate a particular message to an audience in order to gain their support. Its meaning for libraries is profound, having consequences for fund raising, public service, and public relations." Library Outreach, Partnerships, and Distance Education: Reference Librarians at the Gateway focuses on extending community outreach in libraries toward a broader public by expanding services that are based on recent advances in information technology. This crucial volume with help you will explore many of the issues that are currently affecting libraries, including: * the growth of technology and its effect on libraries and library users * emerging literacy issues (computer literacy, non-English-speaking populations) * providing effective services to at-risk populations * diversity and multiculturalism...



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