

OUR LIBRARY SERVICE



General Services

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In previous articles in this series we have firstly followed the route of the book through the Western Cape Provincial Library Service, namely selection, acquisition, cataloguing and preparation. Then we focussed on the regions, which involves the allocation and distribution of books to public libraries. In this article we will be focussing on a section of the Library Service that has no involvement in the actual processing and logistics of the book, but whose functions are primarily aimed at the provision of information, and the marketing and promotion of our services and resources. The General Services comprises Promotion and Publications; Central Reference, Administration, and Research.

PROMOTION AND PUBLICATIONS SECTION

The main aim and purpose of the Promotion and Publications Section is to promote the use of public libraries and their services to as many people as is possible in the Western Cape. A further aim is the creation of a culture of reading by way of providing promotional material to public libraries as well as hosting various promotional programmes, such as the annual Library Week and the Cape Town Book Fair:



▲ Seen here is Szerena Knapp, senior library assistant, typing up a storm. On her shoulders falls the task of ensuring that all articles received for the bi-monthly magazine, the **Cape Librarian**, be it via email, post or on CD, are corrected and submitted to the editor in the correct format for proofreading. She also has to keep a record of these articles and her stern voice is the one reminding authors of deadlines for submission (hence the nickname 'Liewe Heksie'...). After each proofread she does the corrections – this process can sometimes take up to six proofs but with a minimum of three. With her ever-energetic enthusiasm she is involved in everything that happens in the section, be it the annual Library Week promotion, the Book Fair or anything else that involves design or slogans for promotions



◀ The production and publication of the bi-monthly magazine **Cape Librarian** is the main responsibility of the editor, Grizell Azar-Luxton. From planning the content to securing authors and articles she ensures that it remains a quality product and fondly refers to it as her 'baby'. Seen here with her at the light table is assistant director of the General Services Unit, Neville Adonis, commenting on the quality of photographs in the latest issue

▶ Olivia Forshaw, our cheerful and innovative industrial technician and designer, is busy setting up a display for the festive season to be featured in the September/October **Cape Librarian**. This is just one of her many functions, such as the designing and laying out of posters, brochures, banners, the annual review and year planners - all promotional items that are used to market the Provincial Library Service. Olivia's main responsibility, however, is the design, typesetting and laying out of the bi-monthly magazine, **Cape Librarian**, the mouthpiece of the Service, and in her hands rests the task of forever creating a fresh and appealing look for our readers. She is also involved in organising and overseeing the printing of each issue and uploads each magazine onto the Cape Gateway web site once it has been published. Also part of her functions are PowerPoint presentations for management and input into theme development and design for the annual LibraryWeek and the Cape Town Book Fair



◀ Librarian Renee Cohen busy proofreading the latest **Cape Librarian**, one of her many tasks in the Promotion and Publications Section. She is intimately involved in the planning of all projects such as LibraryWeek, the overseeing of the production of promotional material, the section's budget and she generally acts as the assistant director's right hand woman

▶ Senior library assistant David Webber's main task is the maintenance of the address list of subscribers to **Cape Librarian** as well as the distribution of the magazine. He is also in charge of the famous 'orange' and 'green' rooms so popular with librarians, where all publications and promotional material are stored and dispatched. As well as being our resident photographer, he also assists with the setting up of displays and exhibitions, provides promotional material for visiting tour groups and many other ancillary functions. He is also affectionately known as the 'guy who keeps the demanding girls in the Publications Section in check'



Projects

Library Week

The concept of a National Library Week for South Africa was aired for the first time at an annual conference of the South African Library Association in Kimberley during the 1960s. Nothing materialised until 1985 when Public Library Day, driven by the Public Libraries Group of the South African Institute for Library and Information Science (SAILIS) was celebrated for the first time. The objective of this project was to bring the many information services offered by the public libraries to the attention of the community. In 1988 SAILIS declared that from that year forward the third week of May would be celebrated as Library Week in public libraries throughout South Africa every year. However, LIASA embarked on a process of consultation to have the date of Library Week changed to the third week in March every year. The Western Cape Provincial Library Service supported this recommendation and thus celebrates Library Week each year in March.



wen@jou biblioteek



► During the past 11 years a variety of themes formed the basis of the project. These were: Books by the millions; Be a Bhuki Buddy; Books make lekker friends; Your right to read; Read Funda Lees; Libraries for literacy; Every face tells a story; Your stars say read; From local to global @ your library; Race for knowledge @ your library; and Read the game: score @ your library.

The success and popularity of the Bhuki concept in 2001 resulted in the continuation of the campaign the following year. Modelled from clay, Bhuki has since become the official mascot for the Provincial Library Service and is used at promotional events, projects and programmes

► Library Week promotional material includes plastic library bags that are an all-time favourite with librarians and users alike. These bags are invaluable, especially in rainy conditions



◀ Other items such as bookmarks and stickers have also been standard promotional items for years and have proved to be very popular. In the past

few years the Service has, with an increased budget, been in a position to add some interesting items to the list of promotional material such as lanyards, pens, pencils, erasers, rulers, balloons, wristbands and peak caps



► Colouring-in sheets are very popular among the younger readers and are a useful activity that is encouraged in children's libraries



Cape Town Book Fair

The Provincial Library Service and the library service division of the City of Cape Town have been involved in a partnership since the inception of the Cape Town Book Fair a few years ago. The aim of the display is to promote the information services and resources produced by the public libraries in the Western Cape and to market both the Provincial Library Service and the City of Cape Town's libraries. In addition, the Book Fair also aims to encourage the public to make use of all the free services offered by libraries, such as books, DVDs, CDs, newspapers and magazines. The target market is both the youth (teenagers and young adults) and adults who do not normally visit public libraries.



◀ The themes vary each year and in 2009 the target market was the youth who do not visit libraries. The display resembled a 'for sale' shop window with text in speech bubbles, aimed at youth talk. Some examples were, 'LOL at your library';

MXIT @ your library'; and 'BFF' (Best friends Forever) and the ultimate aim was to attract youngsters and 'advertise' the fact that all services are free

▶ This year's display was on a more serious note and promoted the services of the Provincial Library Service as well as those of the public libraries. Seen here are Razaan Khan (senior library assistant), (left), and Szerena Knapp (senior library assistant) who enthusiastically tend to visitors year after year



Publications and promotional material

The Cape Librarian

The in-house journal, **Cape Librarian**, a subscription magazine which is published bi-monthly, remains the most important voice of the Library Service. It informs affiliated public libraries about current developments in the library world and also provides training in library-related issues. This magazine is distributed both nationally and internationally and is one of the very few South African information science magazines indexed in Library and Information Science Abstracts (LISA). LISA is an international abstracting tool designed for library professionals and other information specialists and currently abstracts over 440 periodicals from more than 68 countries in more than 20 different languages.

The cover designs are alternatively outsourced or designed by

our resident graphic designers. One of the aims of the cover design is to concentrate on the various subjects covered in libraries such as literature, music, the arts, and science, with variations on the theme aimed at adults and children.

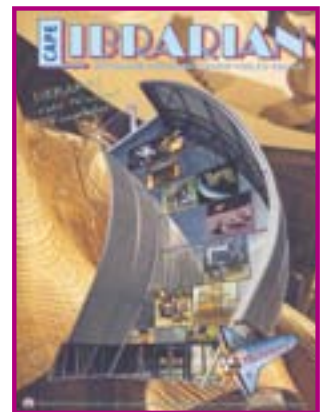
E-mail address: capelib@pgwc.gov.za

▶ Graphic designer Monica Wagner (now retired) used the different elements of nature as her inspiration for this unusual cover design that included the 26 letters of the alphabet



◀ This series of covers was an ingenious interpretation in clay of various topics such as the theatre and opera world, science, adult and children's literature, music and the arts by Jack Russell Design. The cover featured on the left depicts children's literature

▶ With the theme for 2009 being Libraries open windows to knowledge, the artist Hubertus ZuCastell used unusual window designs in which various relevant topics were featured



Annual reviews

Each year the section produces an annual review of the Library Service, which is a report on the various operational activities of the different sections in the form of statistics, graphs, diagrams, tables and pictures. The annual review highlights activities of the two divisions of the Library Service: the Central Organisation and the Regional Organisation.

◀ The review is published in three languages, namely Afrikaans, IsiXhosa and English. On the left is the latest edition



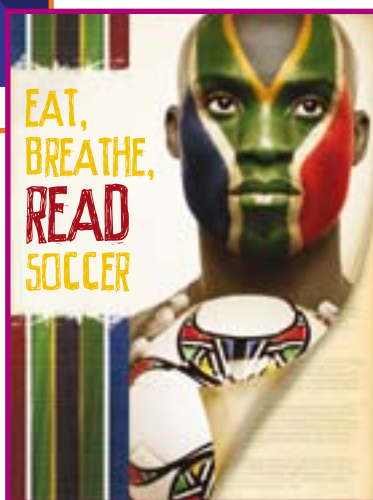
Posters

Librarians regard posters as an essential tool for displays and library promotion. Displays also constitute a crucial facet of library work and this section endeavours to enable librarians to achieve this objective imaginatively. Contributions regarding displays and suggested topics for posters are provided annually by librarians. The themes are varied and are often linked to public and national holidays.



▲ Above: This poster was designed by Olivia Forshaw with the brief to 'advertise' the many free services and resources available in libraries. The poster is used in public spaces such as shopping malls

▶ Right: With soccer fever permeating our beings in 2010, this section, true to its tradition of being on the ball, produced this poster with a soccer theme for use in libraries for displays



Year planner

▲ Every year a multilingual year planner for affiliated public libraries is produced in this section. The year planner usually contains a calendar with text and images related to the promotional material or activities of the Library Service. However the 2010 year planner's design had to be different and sported - what else - a soccer theme

Brochures

▼ Information brochures are produced from time to time to promote the Library Service and its various sections and functions. These are used as promotional items during book festivals, at libraries, and during any other related activities. Below is the latest brochure design by Olivia Forshaw



Internet web site

This section is also responsible for keeping the web site of the Library Service up to date: www.capegateway.gov.za/library

The site provides a wide overview of the activities of the Library Service and provides links to the **Cape Librarian** magazine, annual reviews, address lists of all affiliated public libraries and the PALS online library system (soon to be changed to Brocade).

CENTRAL REFERENCE

Central Reference (better known as SN) is a section within the Western Cape Provincial Library Service whose function it is to provide information and information resources from the central reference collection, consisting of 55738 books, via 15 regional libraries to approximately 330 public libraries in the Western Cape. SN is based on the third floor in the Provincial Library Service Building in Cape Town. This section is staffed by a librarian, a chief library assistant, three library assistants and a general worker:

The section provides the following library material to information users via their public libraries: books, audiobooks, audiovisual material (CDs, DVDs, videos), 16mm and 35mm films, foreign fiction, artworks, records, and language courses.

SN comprises five different components: the Art Library, Film and Audiovisual Library, Music Library, books and printed media, and the Social Library.

The main responsibility of the section is the provision of information to public libraries and library patrons of the Western Cape. This entails the managing of information and the resourcing

of requests from the stock of the section, as well as from other institutions via the SABINET system. Another core function is the handling of ready reference queries, mainly for school projects, as well as the provision of reading material, including audiovisual material such as videos, films, DVDs, CDs and language courses.

The stock building policy of the section is based on the provision of resources containing specialised information in order to be utilised for subject requests.

The main functions can be summarised as follows: circulation of library material; ready reference service; Internet service/searches; SABINET transactions: lending as well as borrowing of library material; title requests received and processed; subject requests received and processed; and audiovisual requests received and processed.

DIVISIONS OF CENTRAL REFERENCE

Art Library

One of the Library Service's declared objectives is to promote art appreciation, and since 1961 art prints as well as some original art works have formed an integral part of the library stock. They are made available to all public libraries for exhibitions in the libraries and elsewhere, as well as for issuing to organisations and individual borrowers. Librarians from affiliated public libraries, as well as organisations (through their local library) who want to mount exhibitions in libraries, or promote art and incorporate it into their activities, can avail themselves of the Library Service's extensive collection. Currently there are 787 original artworks and 2977 art prints in stock.

▼ Exploring the Art Library is like being let loose in a sweet shop. Here Neil Jacobus (general worker) withdraws an artwork for an exhibition on

request by reference librarian Vuyokazi Mandongana with Hoeda Salaam (film library assistant) looking on



Film Library

The Film Library has a unique collection of 16mm and 35mm films that are, in some instances, not

found anywhere else in the world. Requests have been received from all over the world for copies of films that are only available at the Western Cape Provincial Library Service. There are approximately 2025 films in stock.

► Hoeda Salaam (film library assistant) and reference librarian Vuyokazi Mandongana checking on one of the many unusual titles in stock



Audiovisual collection

The audiovisual collection includes copies of CDs, DVDs and videos on loan to all public libraries in the Western Cape. The Central Reference Section receives a copy of every DVD and video title purchased. SN thus has a full collection of DVDs on loan for public libraries that have limited DVD titles in stock. There are 1781 CD, 12 527 video and 1375 DVD titles in stock.

► Seen here are Hoeda Salaam (film library assistant) who is in control of the Film Library and who guards the extensive DVD and video collection with her life, together with Vuyokazi Mandongana who heads SN



Social Library

A new era in the retrieval of information for officials of provincial government has been brought about by the Social Library, situated on the third floor of the Provincial Library Service Head Office. An information library facility is offered from here to all provincial staff members, and library material may be borrowed. A variety of magazines, newspapers, records, art prints, CDs, DVDs, management information, fiction and non-fiction of both a popular and specialised nature are available. Books not available in the stock of the Social Library can be requested through the special request service and interlibrary loans. The Social Library is open to staff members between 12:00 and 13:00 daily to simply browse or to borrow library material. Many staff members find it comforting just to visit the library and read the daily newspapers.

► Nothing passes the eagle eyes of senior library assistant Pendy Joening (far left) and Sandra Kingswell (senior library assistant) who are in charge of the Social Library. Despite their tight reign on the stock users can depend on always having a good chuckle when visiting the Social Library



Services provided by SN

Ready reference service

The aim of the ready reference service is to create an extensive information data bank and to render a fast and effective service to users. The ready reference and other information collections

at public libraries often cannot satisfy the user's need for essential information. This sub-section serves to satisfy urgent 'question-and-answer' requests speedily and effectively. The traditional special request service involves extensive and time-consuming subject searches done by dedicated chief library assistant, Gerda Theron. The ready reference service entails telephonic answers, photocopies or answer by facsimile.



◀ *Cool and calm Gerda Theron (chief library assistant) has become a household name in SN and there is very little she will not be able to provide information on*

SABINET information service

A SABINET information service is available to affiliated public libraries only when library material is not available from our own stock. Library material is requested and supplied online. The costs involved for this information service is paid by the library user:

▶ *Ever friendly general worker Neil Jacobus (far right) assists with the despatching of books. One of the stalwarts in the section is library assistant Adri Bester who sweetly but firmly controls the issuing and extensions of library material*



ADMINISTRATION SECTION

One of the functions of this section is the provision of human resource information to staff.

Human Resource Management

This section provides management and staff with daily information regarding staff policy. They inform and educate staff regarding service benefits and labour relations matters. They also provide and assist staff with the completion of various applications, for example, housing/tenant allowance, leave of absence, strike actions, medical aids, service terminations, severance packages, pension beneficiary applications, et cetera. There is an Employee Assistance Programme (EAP) service available to staff and immediate family members to give professional support via a firm called Careways on life issues such as emotional and personal difficulties, family and relationship concerns, alcohol, drug and gambling abuse, financial matters,

bereavement and loss, et cetera.

▶ *Najwa Mohamed-Luddy (chief administration clerk) is always ready with a smile to assist with the many staff-related queries*



General support

An open-door policy exists in HR. They also liaise between Head Office and library staff and all matters are handled with strict confidentiality. Staff files are kept under lock and key with only appointed staff members, having access to these files. Staff members are welcome to request copies of CVs, marriage certificates, identity documents, beneficiary forms, housing applications, appointment letters, IRP 5s, medical aid forms, et cetera. No documents may be delivered directly from individual staff members to Head Office as everything has to be channelled via the HR office. On receipt of a request or documentation, the relevant documentation will be distributed to the appropriate section at Head Office, with a copy on the staff personnel (SP) file.

Recruitment and selection (vacancies)

This service provides management with up-to-date and relevant lists of vacancies, with an indication of staff movements. It also assists with formulation of a shortlisted grid for applicants.

▶ *Seen on the right is a recruitment and selection process in action. Second from left (ltr): Chantal Johannes (senior administration clerk); Neville Adonis (assistant director, general services); Gerda Theron (chief library assistant); Vusi Tafu (systems librarian) and Najwa Mohamed-Luddy (chief administration clerk). On the far left is a candidate being interviewed*



Training and skills development

This section keeps staff informed of training courses available. It handles training applications, liaises with the Provincial Training Academy at Kromme Rhee regarding special training requests and informs supervisors and managers accordingly. It also keeps a record of all training information.

SPMS (Staff Performance Management System)

▼ Chantal Johannes (standing below), senior administration clerk of this section, is also responsible for keeping management and staff informed regarding the Staff Performance and Management System (SPMS) information as received from Human Resource Development and Training (HRDT)



Management and staff are kept up to date regarding any amendments and deadlines. They are responsible for arranging the second level moderating members and to finalise the selection of com-

mittee members. After the completion of second level moderating meetings, it is this section's responsibility to co-ordinate and finalise changes that have been made on the reports. They are responsible for the hand-delivery of completed documentation and for record-keeping relating to permanent and contract staff members.

Staff leave

Another responsibility of this section is the keeping of proper leave records. On average this section processes approximately 80 leave forms weekly.

Advice and guidance

The section is also involved in the orientation of all new staff members. The HR office can be visited at any time and no appointments are necessary. Staff situated in the regions can be assisted telephonically or via e-mail regarding any queries or concerns. Staff in this section also annually visit the outside regions, to ensure better communication. These annual visits allow staff to educate themselves with essential information and afford them the opportunity to ask important questions without fear or favour.

PERSAL

Staff in this section also ensure that the personal salary system (PERSAL) is updated. They check information regarding deductions from salaries, leave credits, garnishee orders, unpaid leave, et cetera, on PERSAL. Other aspects that are checked on PERSAL are leave applications, new staff PERSAL numbers, back pay, acting allowances, salary increases, et cetera, and all queries directed at Head Office are handled by the staff in this section.

◀ Najwa Mohamed-Luddy (chief administration clerk) during a training session



Pay slips

Chantal Johannes (administration clerk) is assigned as the Paymaster of the Western Cape Provincial Library Service and is responsible for the disbursement of all pay slips. Approximately 155 pay sheets are processed monthly. All monies paid out will have a paper trail (pay sheets).

Filing

Filing plays a pivotal role in this section as it is essential that all staff will have access to certain documentation on their individual files. Approximately 60 documents per week are filed on the SP files for record-keeping and archive purposes.

Organogram

This section also provides management with monthly demographic statistics as well as monthly employment equity statistics. The organogram board (for any staff member to peruse and question) is also managed by HR.

Telecommunications

All telephone-related queries are reported to this section who in turn reports the problem to telecommunications. This includes applications for new telephones and extensions, damaged telephones, and cell phones that need to be blocked. Faulty telephone lines and telephones, voicemail queries and name changes must be reported via the user to the Telephone Faults Helpdesk. All telecommunication applications are reported immediately. The telephone list that includes all new employees' details are regularly updated. All staff at Head Office receive the updated lists. Telephone statistics are provided on a monthly basis to the Telecommunications Section at Head Office (Protea House).

REGISTRY

Records Management

This section is responsible for the management of all files of the Library Service. Staff are kept informed of any changes taking place in Registry.

▶ (Ltr): Neil Lombaard (senior messenger) and Marietha Nortjé (senior registry clerk) - the two staff members who make all communication and correspondence happen



Research Section

The Research Section is not active yet.

