

PROPOSED PROGRAM OF RECRUITMENT FOR LIBRARIANSHIP

A REPORT OF THE PROGRAM COMMITTEE*

The program for the recruitment of librarians in North Carolina outlined below is proposed by the Program Committee of the Council on Librarianship. The organization of the program will involve the concerted efforts of every member of the Council on Librarianship and the cooperation of every librarian in North Carolina. The success of the total program will depend on the constant direction of a staff that can devote time to the program. It is strongly recommended that a full-time director be employed to administer the work of the Council on Librarianship and to coordinate the efforts of all persons concerned in the work of the Council. The program consists of two phases:

1. *The Foundation Program*, which involves the development of materials and an organizational framework basic to all recruitment efforts. The three phases of the foundation program are: (1) Preparation and Acquisition of Materials and Displays; (2) Development of a Speakers Bureau; (3) Establishment of a Person-to-Person Recruiting Network.

2. *The Action Projects*, consisting of special efforts for recruitment through various groups. These projects will utilize materials, speakers, etc. developed by the foundation program. Three or more projects are recommended: (1) Recruitment of High School and College Students; (2) Recruitment from Adult Groups in the Community; (3) Community Education. Other conceivable projects might be Scholarship Solicitation and a Library Workshop for Prospective Librarians.

Steps in initiating the program for the recruitment of librarians in North Carolina include:

1. The appointment of a full-time Director with clerical assistance.
2. The appointment of a standing committee, and a chairman, for each phase of the foundation program. It is essential that all phases of the foundation be established and functioning well before any action projects are undertaken.
3. The appointment of a separate committee, and a chairman, for each of the action projects to be initiated. One or more such projects may be initiated simultaneously.

THE FOUNDATION PROGRAM

As stated above the foundation program furnishes resources for action projects. This program will consist of three phases:

- A. Committee on the Acquisition and Preparation of Materials and Displays. This standing committee will study available library recruitment materials and acquire or prepare materials needed in recruiting efforts. The main objective of this committee is to supply materials for the action projects. Some specific jobs of this committee are:

1. Make 25-36 traveling exhibits for display in colleges, high schools, public libraries, professional meetings, etc. These exhibits should be ready-made, mounted on folding boards, easy to transport and display. Wording of captions, printing and layout should be done by an expert. The exhibits should contain such items as interesting photographs of various types of libraries, pamphlets about librarianship, charts and graphs.
2. Acquire suitable pamphlets in quantity for distribution at meetings.
3. Prepare kits of materials for vocational counselors and for speakers on librarianship.
4. Prepare TV spots and radio announcements for use in the community education project.
5. Select and have available for lending suitable films for public showings at library open houses.
6. Make recommendations to the Council regarding production of short film strips as well as a sound film about library work.

- B. Committee for Speakers Bureau. This standing committee will organize a state-wide Speakers Bureau to furnish speakers for action projects. Suggested steps to be followed in organizing the Speakers Bureau are:

1. Select speakers.
 - a. Speakers may be librarians, library board members and educators or other lay people interested in librarianship, representing all geographic sections of the State. Speakers should be able to present librarianship dynamically.
 - b. Write to each speaker explaining the purpose of the Speakers Bureau and ask him to serve.
 - c. Prepare and keep up-to-date a roster of speakers with their addresses, fields of work and special interests.
2. Train speakers.
 - a. Distribute to each speaker an outline of topics to be covered in a talk on librarianship.
 - b. Supply each speaker with a kit of pamphlets and materials prepared by the Committee on the Acquisition and Preparation of Materials and Displays.

*The report was approved unanimously by the Council on Librarianship at a meeting in Charlotte on November 21, 1958.

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- c. Conduct workshops and conferences to train speakers. It is recommended that vocational counselors be asked to participate in these meetings.
 3. Schedule speakers as requested for action projects.
- C. Committee for Person-to-Person Recruiting Network. This standing committee will set up an organization for giving personal attention to prospective recruits throughout the state. Suggested steps to be followed in setting up this organization are:
1. Establish a roster of librarians in each library or county in the state to serve as members of the person-to-person network.
 2. Send vocational information about librarianship to person-to-person recruiters.
 3. Prepare and distribute to all North Carolian librarians materials explaining person-to-person recruitment, and publicize this network through library periodicals, local and state newspapers and local civic clubs.
 4. Ask local librarians and others who discover prospects to send the names of the potential recruits to the committee (designate office or person). Action projects should be recognized as important sources for discovering prospects.
 5. Send literature to each prospect and send his name to the person-to-person recruiter in his locality.
 6. Ask recruiters to contact prospects personally. The recruiters should advise prospects on educational requirements, qualifications, scholarship opportunities and sources of training. The recruiter might arrange visits to libraries and short library work experiences. The recruiter should show personal interest in the recruit, helping and advising him throughout his college and library training.

ACTION PROJECTS

The objective of action projects is to present information about librarianship to specific audiences through various media. The committee responsible for these projects will utilize displays and materials prepared or collected through the foundation program and they may call upon the Speakers Bureau for speakers. The action projects will identify prospective librarians for person-to-person recruiting. The projects will attempt to reach high school students, college and university students, adults who are college graduates, and public school and college teachers. Efforts will be made, also, to provide general information about libraries and librarianship to the community. Projects may be undertaken independently but simultaneously. Separate committees should have specific responsibility, under the guidance of the Director of the Council on Librarianship, for carrying out each project.

- A. Committee for Recruitment of High School and College Students. This committee will arrange for all recruitment efforts at the high school and college levels, utilizing the materials and resources developed by the foundation program. It will work closely with librarians, deans, and vocational guidance counselors in arranging and publicizing programs in schools and colleges. The work of the committee will include such activities as:
1. Providing programs on librarianship for individual schools and colleges.
 - a. Contact schools and colleges to offer programs.
 - b. Work with school personnel on arrangements and publicity (newspaper, radio, television).
 - c. Schedule traveling exhibit for display.
 - d. Arrange meeting, with speakers, as climax to the exhibit and provide materials for distribution to prospects at this meeting.
 - e. Report names of prospects to Person-to-Person Recruiting Committee.
 2. Working with vocational counselors.
 - a. Maintain an up-to-date list of counselors in North Carolina schools and colleges.
 - b. Furnish materials and information regularly to all counselors.
 - (1) Kits of materials for use by counselors in advising students.
 - (2) Materials in quantity for distribution to prospective librarians.

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- c. Ask counselors to report prospects to the Person-to-Person Recruiting Committee.
 - d. Work with professional guidance organizations through program participation, publications, exhibits, etc.
- B. Committee on Recruitment from Community Groups. This committee will be responsible for recruitment efforts directed to college graduates, and to youth in the community. As mentioned above, it will work closely with the foundation program. The work of the committee will include such activities as:
1. Providing programs as librarianship for community groups.
 - a. Sponsor meetings and/or teas in community to promote librarianship as a career, making use of displays, the speakers bureau and the person-to-person recruiting network.
 - b. Use newspaper, radio and television publicity extensively.
 2. Seeking the cooperation of civic organizations.
 - a. To obtain guests for the recruiting meetings.
 - b. To ask civic club members to suggest names of prospective recruits to the Person-to-Person Recruiting Committee.
 - c. To secure funds for scholarships.
- C. Community Education. The objective of this program is to provide the community with general information about libraries and their values to society, and to inform the community about the opportunities in librarianship. The following activities are suggested for the committee:
1. Publicizing the Council on Librarianship and its work through newspapers, state magazines, television, radio, etc.
 2. Educating the community about libraries through the following activities:
 - a. Newspaper publicity.
 - (1) Feature stories about libraries and librarians.
 - (2) News stories.
 - b. Showing of suitable film(s) to civic groups.
 - c. Library open houses.
 - d. TV spots and short kinescopes.
 3. Promoting such state-wide projects for civic clubs as:
 - a. Publicizing librarianship, the need for librarians, and the work of the Council on Librarianship.
 - b. Raising money for library materials and library facilities.
 - c. Presenting club programs about local libraries or libraries in general.
 - d. Donating state-wide or individual club scholarships for library training.

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