

## SOME PATTERNS OF EXISTING PROGRAMS IN LIBRARY RECRUITMENT

The techniques for library recruitment outlined below represent a summary of methods which have been employed by various groups at different times and places. No attempt has been made to rate the effectiveness of any technique, nor to determine the frequency or extent to which it has been used. The present critical shortage of librarians indicates the need to increase and to intensify all programs of library recruitment.

### RECRUITING ORGANIZATIONS

At the local level, a few communities have committees or councils for library recruitment, with representation from all community library agencies. Some library science fraternities have taken a role in recruitment activities through participation in speakers' bureaus, publications, and career days. Alumni associations of several library schools have been encouraged to participate in library recruitment.

Most professional library organizations, state, regional, and national, have established standing or special committees for the promotion of library recruitment. The North Carolina Library Association has a standing Recruitment Committee.

On the national level, means for coordination of recruitment activities are provided by the A.L.A. Library Administration Division Recruiting Committee and the Joint Committee on Librarianship as a Career.

### PUBLICATIONS

Printed materials have been featured in most recruiting efforts. Most recruiting publications are brief pamphlets and leaflets prepared for distribution to prospects. Some publications have been designed for distribution to guidance personnel for use in vocational counseling. The Joint Committee on Librarianship as a Career recently developed an *Action Manual for Library Recruiters*, designed to promote and to coordinate recruitment efforts.

Recruiting literature has been sponsored by such groups as professional library organizations, state and local education and library agencies, chambers of commerce and civic groups, industries and foundations, and colleges and universities.

### ADVERTISING THROUGH MASS MEDIA

Advertisements in newspapers and magazines, as well as feature articles presenting career information, have been used. Reprints have been made available in some instances, including the articles on librarianship which appeared in *Glamour* and in *Mademoiselle*, and the New York Life advertisements for its series of free career pamphlets.

Advertising via radio and television, ranging from spot announcements and special programs in the public interest to sponsored programs, has been utilized to a very limited extent. WUNC-TV included librarianship in its series of career programs.

Films and filmstrips presenting careers in librarianship have been used occasionally for program purposes.

### STUDENT LIBRARY ASSISTANTS

Experience as student library assistants in school libraries has interested a number of young people in library careers. Students who serve in their school libraries gain training in library organization and operation, together with firsthand experience in the field of school librarianship. Many schools have organized library clubs for their student assistants, and a number of states have organized district and/or state associations for student library assistants.

North Carolina has two active statewide organizations for senior high school library assistants: the North Carolina High School Library Association and the Association of North Carolina High School Library Clubs. Recruiting techniques which have been used with these organizations include: providing programs on careers in librarianship for local, district, and state meetings; distributing recruiting materials to members; preparing articles on librarianship for publication in the new *NCHSLA* magazine.

## WORK EXPERIENCES

Part-time work in college and university libraries has led other young people into library careers.

A few public libraries had developed programs, employing young people for sub-professional positions to give them experience with varied types of library careers. Promising employees are encouraged to enter library school. Work opportunities include part-time and summer jobs for high school and college students, and full-time work for high school or college graduates.

## SCHOLARSHIPS

Scholarships serve a recruiting function when they provide financial assistance to persons otherwise unable to meet the costs of training for librarianship. Existing scholarships vary widely in amounts and requirements. They may be awarded on a gift, work, or loan basis.

In the field of librarianship the chief scholarship sources have included: (1) scholarships (mostly limited to tuition fees) granted by individual library schools; (2) general scholarships granted by individual colleges and universities; (3) scholarships sponsored by professional organizations such as state and national library associations. The North Carolina Library Association offers a small scholarship loan fund. Several state organizations of high school library assistants offer scholarships to former members. Some scholarships are provided by commercial firms, such as the H. W. Wilson Company and the Grolier Society. In North Carolina the Prospective Teacher Scholarship Loan Fund, which permits the user to cancel his indebtedness by public school teaching, is available to prospective school librarians.

## CAREER DAYS

Career days have become traditional in a number of high schools. Career day programs typically include talks by representatives from various vocations and from colleges and universities, with time for conferences between representatives and interested students. Displays and exhibits of career information, plus free recruiting literature, feature largely in most career day plans. Librarianship has been included in many career day programs. One North Carolina school system held a one-day conference on careers in librarianship for all high school student library assistants.

Career days have been held by various library agencies, such as public libraries and library associations, which invite interested students for a day's program of talks and observation.

## SPEECHES

Talks by representatives from various fields of librarianship and from library education agencies provide another means of presenting career information to students. Such talks have been featured at high school assembly programs, at student club meetings, at career days, etc.

Speakers' bureaus have been organized by some groups, on local, district, or state levels. These bureaus are designed to seek out opportunities for career talks and to provide qualified speakers to fill all requests. In 1955, an attempt by North Carolina Library Association Recruitment Committee to organize a speakers' bureau in each of the state's six educational districts received little assistance from librarians.

### DISPLAYS AND EXHIBITS

At least three state library associations have set up exhibits on librarianship, routing them over the state upon request. On local levels, posters, displays, and exhibits in college, public, and school libraries have been used to call attention to librarianship as a profession.

### WORK WITH GUIDANCE PERSONNEL

Increasingly recruiting programs are recognizing the necessity for working in close cooperation with guidance personnel in schools and colleges. A first step has been to provide guidance officers with information concerning job opportunities and requirements, as well as free materials for distribution to prospects.

Efforts toward cooperative action have been few and widely scattered. In some instances library and guidance agencies have worked together on the preparation and publication of recruiting literature. On the national level, the Joint Committee on Librarianship as a Career sponsors an exhibit booth at the annual convention of the American Personnel and Guidance Association.

### PERSON-TO-PERSON RECRUITING

The ALA person-to-person recruiting program, now being implemented, under the direction of the Recruiting Committee of the ALA Library Administration Division provides a different approach to library recruitment. The committee, with representatives at the regional, state, and local levels and from various fields of library activity, forms a nationwide network of several hundred recruiters easily accessible geographically to prospects. The representative interviews and evaluates the prospect, follows up the prospect with good potentialities for librarianship as a career by providing guidance to him until he becomes an actual recruit and eventually becomes a librarian. The representative also works with guidance counselors in his area to promote their interest in the career possibilities of librarianship and in bringing qualified young people to his attention — and also with librarians in the vicinity to encourage their active participation in the program. The Recruiting Committee proper consisting of 10 members, prepares materials and provides guidance to the representatives and as well has overall responsibility for planning, organizing, and implementing the Association's recruitment program of which the person-to-person recruiting approach is one part.