

# Public Relation Practices in Polytechnic Libraries for Effective Service Delivery in North-Central, Nigeria

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This study investigated public relations practices for effective service delivery in polytechnic libraries in North-Central, Nigeria. The study was guided by two research questions. The descriptive survey research design was adopted for this study. The population of the study was 107 library staff consisting of both federal and state polytechnic libraries in North-Central, Nigeria. There was no sampling as all the population of the study was used as sample. Two sets of instruments were used to collect data for the study: questionnaire for library staff and interview guide for the polytechnic librarians. The instruments were subjected to face validation by two experts. Quantitative data were analyzed using descriptive and inferential statistics while the qualitative data were transcribed, coded, and analyzed through document analysis as confirmatory to the quantitative data collected. The formulated hypotheses were tested using *t*-test. The findings revealed that public relations practices used by librarians were attending to users' enquiries on the public information desks and providing suggestion boxes to collect users' opinions, etc. ( $X = 3.20$ ,  $Sd = 0.77$ ;  $X = 3.10$ ,  $Sd = 0.73$ ); Projectors and bulletin boards were the facilities employed in public relations practices ( $X = 3.21$ ,  $Sd = 0.86$ ;  $X = 3.18$ ,  $Sd = 0.69$ ). Based on the findings, it was recommended that, the library management should create awareness on the public relations practices used for effective service delivery through such fora as workshop, orientation, and seminar to educate library users on the relevance of public relations; also librarians should use every possible avenue to be abreast with state-of-the-art facilities that can be employed in public relations practices in polytechnic libraries for effective service delivery, among others.

*Keywords:* public relation, polytechnic libraries, effective service delivery

## Introduction

Public relations play a vital role in any organization. It supports an organization's activities while reinforcing the image of good institutions. For most organizations, whether public or private, a positive public image is vital to their overall success. The need for publicity and good public image in the polytechnic libraries cannot be overemphasized. This is because public relations would enable polytechnic libraries to market themselves and their products—library services effectively. It will create awareness and stimulate the interest of the various stakeholders on the available resources and services, and their effective utilization.

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Public relations include improving, establishing, and maintaining direct relations with all public. Publicity can help improve public relations and so, they are often used together. So, publicity simply put, is placing in the public domain information related to the activity of an organization with little or no cost implication in order to stimulate public interest and awareness, while public relation on the other hand, concerns itself with winning the support of members of the public, establishing and promoting a good relationship with them in order to enhance positive image of the organization.

Public relations are a management function of continuing and planned character, through which public and private organizations, such as the library, seek to win and retain the understanding, sympathy, and support of funders, customers, or even the general public. Library public relations are a deliberate, planned, and sustained effort to establish and maintain mutual understanding between the library, parent institution, users, and other stakeholders. Nnadozie (2016) opined that public relations deal with the establishment and promotion of good rapport and beneficial collaboration between the library and the public that constitute its operational community.

Public relation activities help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's materials, programmes, and services (Odede, 2012). Where a library is not able to project its services to the public it serves, it is as good as having no service at all. Hence, there is the need for adequate publicity and public relations. Public relations activities and practices always aim at protecting the reputation of an organization. Public relations (PR) is about enhancing the image of the library. It is the practice of managing communication between the library and the stakeholders and audience it serves. Good PR exposes library's audiences to stories and news items that illustrate endorsement of the library by community members, business leaders, and elected officials.

Any library activity, directly or indirectly, is an act of public relations, in as much as it is done to promote the library image and use. Nnadozie and Okeke as cited in Ozioko and Usman (2019) observed that despite noticeable variations in the methods, strategies, and tools, the aim of public relations has always been anchored on the need to maintain good social standing, communicate activities effectively, and facilitate mutual understanding amongst members of the community. It is pertinent to note that a good number of libraries especially academic libraries offer so many commercial services unknown to users; it is the duty of the librarian to inform the public about these services (Atitufe as cited in Musa, 2016). The librarian may use handbills or other tools to pass on information to people and advertise library services.

### **Statement of Problem**

It has been observed from statistical evidences available in the libraries under study that most students do not visit or use the library resources and services during the duration of their program of study due to low public relations effort. It seems there is insufficient awareness created by the library service providers in relation to the technological resources (e.g., e-library, on-line databases, etc.) and the print materials to be explored by students in meeting their information needs.

The danger in the above is that it will result in ineffective service delivery and waste of fund used in acquiring the materials. However, to the best of knowledge of the researcher, few studies have been carried out in Nigeria to specifically address issues of public relations practices in polytechnic libraries for effective service delivery in North-Central, Nigeria.

This study aims to ascertain the public relation practices used in polytechnic libraries in North-Central, Nigeria for effective service delivery.

### **Purpose of the Study**

Specifically, the objectives of the study are to:

- (1) find out the public relations practices in public polytechnic libraries for effective service delivery in North-Central, Nigeria;
- (2) determine the facilities employed in public relations practices in public polytechnic libraries for effective service delivery in North-Central, Nigeria.

### **Research Questions**

The following research questions guided the study:

- (1) What are the public relations practices in public polytechnic libraries for effective service delivery in North-Central, Nigeria?
- (2) What are the facilities employed in public relations practices in public polytechnic libraries for effective service delivery in North-Central, Nigeria?

### **Hypotheses**

The following null hypotheses are postulated to be tested at 0.05 level of significance.

H<sub>01</sub>: There is no significant difference in the mean rating of federal and state library staff on public relations practices in polytechnic libraries for effective service delivery in North-Central, Nigeria.

H<sub>02</sub>: There is no significant difference in the mean ratings of federal and state library staff on facilities employed in public relations practices in polytechnic libraries for effective service delivery in North-Central, Nigeria.

## **Literature Review**

Public relation (PR) in the present era of information revolution is considered essential for libraries such that it helps them in creating goodwill and maintaining mutual relationship with the stakeholders as well as optimizing the use of their resources and services. Generally speaking, public relation is the focal point of the overall activity of the library since it is the source of feedback from clientele.

Public relation is defined as management functions which evaluate public attitudes, identify the policies and procedures of an individual or an organization with the intent of achieving an understanding or acceptance (Aitufe as cited in Odede, 2012). With knowledge of the experiences of other libraries and other types of organizations, public relations become perform a do-it-yourself program. Public relations are seen as the asset, the program, and most expressive of the individuality, the personality, of each separate library. It must be done according to the needs of the library on one hand, and must express as attractively (and as accurately) as possible your library to the public on the other hand.

Public relations are the totality of an organization or individuals' performance aimed at earning public favourability which results in continued growth mutually beneficial to the organization or individuals and society within which it operates (Adewusi, 2015). Thus, the employment of public relations by academic libraries becomes imperative if they wish to portray a more positive image for themselves through the services they render to their patrons. Public relations in libraries perform the important function of communicating necessary information to various publics. This includes informing faculty, staff, and students about new or existing library services, resources, and materials.

Polytechnic libraries contribute immensely to the development of their parent institutions. They are repositories of information and educational resources consciously acquired, preserved, processed, and made

available for the use of the members of polytechnic institutions. They play pivotal roles in the sustenance and advancement of the academic activities of their parent institutions.

The primary purpose of any library is to provide the information needs of its users. Also, all authorized users of academic and research libraries have a right to expect library services that commensurate with their needs, provided by competent librarians and founded on adequate collections which are easily available and accessible. The concept of service delivery in libraries entails the act of providing library users with the necessary professional assistance required to meet their information needs (Magnus, cited in Musa, 2016). Service delivery in the context of this study can be referred to as the ability of a library to provide the information need of users at the time of request in order to satisfy the expectation of users and improve their experience. Effectiveness of library service is often associated with judgment on how well a service is performed by the direct user of that service. Therefore, accessing effectiveness of service from users' perspective is important to the polytechnic library.

Besides, effective library service and resources should be timely in delivery, meet specific needs, be easy to understand/use, and be delivered by courteous and knowledgeable staff.

The effectiveness of library services and resources is important and vital to university libraries. In the opinion of Onuoha, Omokoje, and Bamidele (2013), the effectiveness of the library as a whole can be inferred from its service provision and measured in terms of the satisfaction expressed by library users. A service is said to be effective if it is adequate to accomplish a purpose and produce the intended or expected result.

Libraries engage in public relation through various practices. Ozioko and Usman (2019) posited that public relation practices are intended activities arranged by organizations to ensure that they remain relevant and create a positive image to their patrons. These programmes and practices are usually aimed at attracting people into the library on one hand and increasing the visibility of the library and its role in that society on the other hand.

One major practice of public relations in library is user education. Academic libraries provide user education in order to equip user with enough knowledge on the use of the library. This of course, is one of the public relations practices in polytechnic libraries. User education simply put, has to do with the ability of librarians to educate patrons on how to effectively locate library and information resources and to use these resources to enhance their research and meet other information needs. This kind of education will enable the user to utilize the library resources effectively and efficiently (Odede, 2012).

Provision of information literacy programme: This is one of the PR practices in our libraries today. As observed by Appleton and Wallin as cited in Odede (2012), information literacy is the ability to locate, manage, critically evaluate, and use information for problem solving, research, decision making, and continued professional development. As a practice, libraries especially academic libraries should provide information literacy programme which is geared towards attaining a competence in the use of library and computer networks/technologies.

Use of library: Aesthetic and conducive library setting is another public relations practice libraries use today. This is actually a major determinant in the level of patronage a library receives on its resources and services. For example, Nse and Okorafor (2011) reported that there are three major reasons for low patronage in academic libraries in Nigeria and these include lack of current information content, unconducive library setting, and poor reading accommodation. Several scholars have made attempt to look at the impact infrastructural facilities have on the use of library and its resources and services.

Having skilled and polite library staff is a good public relations practice in any library. A good and genuine public relation is possible in the library when the librarian possesses the ability of assessing the situation, analyzing the public that should be served bringing out long-term program of action to achieve a realistic relationship with the past, present, and potential library users. This is in line with the words of Rice as cited in Okeke, Ogenetega, and Ugulu (2014) who stated that good manner, patience, sympathetic attitude towards unreasonableness of human beings are the qualities needed in a librarian for good public relation program in the library.

Librarians have over the years employed several public relations facilities in maintaining good relationship with their clientele. Notable amongst these facilities as recommended by Kotler, as cited in Musa (2016) are as follows:

(1) Library websites: These are also key strategies to advertise library activities. This principle should be employed to market electronic resources from the library's homepage. For this to be achieved, Carvalho, Maya, and Mandrekar (2020) observed that academic librarian can help cater for the needs of different groups in the academic community such as students, teachers, and researchers. Social media like Facebook, Twitter, and YouTube can also be used as strategies to keep staff and patrons updated on daily activities, frequent update about collections, information service delivery to their users, and so on.

(2) Flickr service: Another important facility that can equally be used by librarians according to Thornton as cited in Musa (2016) is Flickr service. Flickr is "a photo-sharing platform and social network where users upload photos for others to see". This can be used to share and distribute new images of library collections, cover page of new arrivals of both books and journals on one hand, and on the other hand be used to enlighten users on topical issues such as the different pictures of leaders of associations like Nigerian Library Association (NLA), Librarian Registration Council of Nigeria (LRCN). This is good for academic (polytechnic) libraries.

(3) Display units and exhibitions: These are other public relations facility polytechnic libraries employed in marketing library and information services to their clientele, as it is done in other academic libraries. They include acrylic sign holders, TV slideshows, display tables, bulletin boards, display stand, book rack for display of new arrivals, etc. Davidson as cited in Abdulsalami and Salami (2013) stressed the importance of marketing library and information services through displays and exhibitions. It should be noted that if Current Awareness Services (CAS) is fully integrated with library, displays and exhibitions will draw library customers to patronize library services.

## **Methodology**

The descriptive survey design was used for this study. The basic premise of this methodology is that it permits the integration of both quantitative and qualitative data collection within a single investigation. The target population for the study was 107 consisting of all librarians in the six (6) federal and state polytechnic libraries in North-Central States of Nigeria. The libraries are: Federal Polytechnic Library, Idah, Kogi State (17), Federal Polytechnic Library, Nasarawa, Nassarawa State (21), Federal Polytechnic Library, Offa, Kwara State (16), Federal Polytechnic Library, Bida, Niger State (17), Benue State Polytechnic, Ugbokolo, Benue State (16) and Plateau State Polytechnic Barkin Ladi, Plateau State (20).

There was no sampling as all the population of the study was used as sample. This is because, the population was small and manageable. The research instruments that were used for data collection in this study were questionnaire and interview guide.

The researcher administered the copies of the questionnaire personally with the help of three research assistants who were mainly library staff of the respective libraries under study.

The data collected for this research through questionnaire were analyzed using descriptive and inferential statistics. The research questions were answered using mean and standard deviation while *t*-test was used to test all the formulated hypotheses of the study. Statistical Programme for Social Sciences (SPSS) was used for computation of the results. Decision rule was used to reject the null hypotheses when  $p < 0.05$  and to accept the alternative hypothesis where necessary.

The real limits of numbers were used in taking decisions on the research questions to determine the extent of agreement and disagreement by a respondent and establish decision rule such that where the response mode was HU/HE/, the real limit of number would be 3.50-4.00. Also, where the response mode was U/E/, the real limit of number would be 2.50-3.49. Where the response mode was LU/LE/, the real limit number would also be 1.50-2.49. Finally, where the response mode was NU/NE/, the real limit of number would be 0.50-1.49.

## Results

This chapter presents the data analysis result in tables in line with the specific objectives, research questions, and hypotheses that guided the study.

Research Question 1: What are the public relations practices used for effective service delivery in polytechnic libraries in North-Central, Nigeria?

Table 1

*Mean and Standard Deviation on Public Relations Practices for Effective Service Delivery*

	Federal Polytechnic		State Polytechnic		Total		Rank	Dec
	Mean	SD	Mean	SD	Mean	SD		
(1) Attending to users' enquiry on the public information desks	3.65	0.48	3.26	0.66	3.45	0.58	1st	HU
(2) Providing suggestion boxes to collect users' opinion	3.70	0.46	3.14	0.60	3.42	0.58	2nd	HU
(3) Exhibition of new arrivals in the libraries	3.59	0.71	3.23	0.43	3.41	0.65	3rd	U
(4) Projecting library services and programmes at the library entrance	3.46	0.74	3.29	0.67	3.38	0.71	4th	U
(5) Providing integrated readers' services	3.52	0.62	3.00	0.87	3.26	0.76	5th	U
(6) Providing directional or signage services	3.41	0.61	3.11	0.58	3.26	0.62	5th	U
(7) Use of bulletin boards for public announcements	3.24	0.93	3.23	0.43	3.24	0.78	6th	U
(8) Making posters for library services and programmes	3.10	0.80	3.26	0.66	3.18	0.75	7th	U
(9) Offering voluntary services	3.13	0.83	3.00	0.73	3.09	0.80	8th	U
(10) Organizing information literacy talks	3.02	0.87	3.11	0.80	3.09	0.84	8th	U
(11) Organizing of library week event	3.03	0.90	2.89	0.80	2.96	0.86	10th	U
(12) Creating slide shows for library programmes	2.98	0.79	2.94	1.06	2.96	0.89	10th	U
(13) Making flyers for library services and programmes	2.83	0.93	3.14	0.60	2.98	0.84	9th	U
(14) Making flexes for library services and programmes	2.73	0.99	2.94	1.06	2.84	1.01	11th	U
(15) Live stream of library programmes	2.67	0.92	2.94	1.06	2.81	0.97	12th	U
Cluster Mean	3.20	0.77	3.10	0.73	3.15	0.78		

Notes. SD = Standard Deviation, Dec = Decision, HU = Highly Used, U = Used.

Table 1 shows the result of the public relations practices in polytechnic libraries for effective utilization of library service in polytechnic libraries in North-Central, Nigeria. The mean scores range from 3.51-2.77 and the cluster mean score is  $3.15 \pm 0.78$ , showing that all the identified library public relations practices were rated,

while attending to users' enquiries on the public information desks and providing suggestion boxes to collect users' opinion are rated highly used, other items such as projecting library services and programmes at the library entrance, making posters for library services and programmes, creating slide shows for library programmes among others, are rated used. The standard deviation scores range from 1.01-0.58, suggesting a high dispersion rate in the responses by library staff in the polytechnics.

H<sub>01</sub>: There is no significant difference in the mean rating of federal and state library staff on public relations practices in polytechnic libraries for effective service delivery in North-Central, Nigeria.

Table 2

*Test on Significant Difference in the Mean Ratings on Public Relations Practices in Polytechnic Libraries for Effective Service Delivery*

Polytechnic categories	N	Mean	Std. dev.	Df	T	Sig	Dec
Federal Polytechnic	71	3.2027	0.34918	96	1.158	0.250	Accepted
State Polytechnic	36	3.0994	0.53164	50.654	1.032		

Notes. Std. dev. = Standard Deviation, Df = Degree of Freedom, T = test score, Sig = Significant Level, Dec = Decision.

Table 2 shows that the significant level is 0.250. Since the obtained 0.250 is greater than the 0.05 level of significance set for the study, the null hypothesis is accepted. Therefore, it can be inferred that there is no significant difference in the mean ratings of federal and state polytechnic staff on the public relations practices in polytechnic libraries for effective utilization of library services in North-Central, Nigeria. This entails that the public relations practices in federal polytechnic libraries are also obtainable in state polytechnic libraries.

Research Questions 2: What are the facilities employed in public relations practices use in polytechnic libraries for effective service delivery in North-Central, Nigeria?

Table 3

*Mean and Standard Deviation on Facilities Employed in Public Relations Practices in Polytechnic Libraries for Effective Service Delivery*

	Federal Polytechnic		State Polytechnic		Total		Rank	Dec
	Mean	SD	Mean	SD	Mean	SD		
(16) Projectors	3.59	0.73	3.40	0.70	3.50	0.72	1st	H
(17) Bulletin boards	3.48	0.62	3.40	0.98	3.44	0.76	2nd	E
(18) Manual library notice board	3.56	0.71	3.17	0.79	3.36	0.76	4th	E
(19) Television	3.40	0.96	3.37	0.88	3.38	0.93	3rd	E
(20) Public address systems	3.37	0.81	3.29	0.83	3.33	0.81	5th	E
(21) Polytechnic website	3.32	0.71	3.34	0.73	3.33	0.72	5th	E
(22) Computer systems	3.41	0.82	3.14	0.81	3.27	0.82	7th	E
(23) Social media	3.21	0.51	3.37	0.49	3.29	0.51	6th	E
(24) Suggestion boxes	3.16	0.87	3.37	0.49	3.26	0.76	8th	E
(25) Events e.g. seminar, conference, competition	3.11	0.85	3.40	0.50	3.25	0.75	9th	E
(26) TV programmes slots	3.06	0.93	3.49	0.51	3.29	0.83	6th	E
(27) Library social media accounts	3.10	0.91	3.34	0.48	3.22	0.79	10th	E
(28) Digital reference desk	3.06	1.06	3.37	0.49	3.21	0.91	11th	E
(29) Library website	3.32	0.71	2.89	0.80	3.10	0.77	13th	E
(30) Mass media	3.17	0.98	3.11	0.58	3.14	0.85	12th	E

Table 3 to be continued

(31) Exhibition & display	3.27	0.77	2.91	0.61	3.09	0.73	14th	E
(32) Signage materials	3.35	0.48	2.69	0.72	3.02	0.66	16th	E
(33) Radio programme slots	3.02	1.10	3.26	0.66	3.14	0.97	12th	E
(34) Adaptive technologies	3.06	1.00	3.06	0.87	3.06	0.95	15th	E
(35) Email	3.00	1.18	2.91	0.92	2.95	1.09	19th	E
(36) Digital library notice board	2.92	0.99	3.03	0.71	2.97	0.90	17th	E
(37) Print media	2.81	1.05	3.11	0.58	2.96	0.92	18th	E
(38) Library logo	2.98	0.96	2.66	0.68	2.82	0.88	20th	E
Cluster Mean	3.21	0.86	3.18	0.69	3.19	0.82		

Notes. SD = Standard Deviation, Dec = Decision, HE = Highly Employed, E = Employed.

Table 3 shows the result of the facilities employed in the public relations practices for effective utilization of library services in polytechnic libraries in North-Central, Nigeria. It shows that only projector was highly employed facility while other public relations facilities with mean scores that range from 3.45-2.87 are rated employed such as flyers, bulletin boards, banners, print media, television, public address systems, polytechnic website, and computer systems, among others. The cluster mean score of  $3.19 \pm 0.82$  shows that the identified public relations facilities were employed in the library. The standard deviation scores range from 1.09-0.51, suggesting a high dispersion rate in the polytechnics' library staff responses.

H<sub>02</sub>: There is no significant difference in the mean ratings of federal and state library staff on facilities employed in public relations practices in polytechnic libraries for effective service delivery in North-Central, Nigeria based on years of experience.

Table 4

*t-Test on Significant Difference in the Mean Ratings of Facilities on Public Relations Practices in Polytechnic Libraries for Effective Service Delivery*

Polytechnic categories	N	Mean	Std. dev.	Df	T	Sig	Dec
Federal polytechnic	71	3.2044	0.60478	96	0.009	0.993	Accepted
State polytechnic	36	3.2034	0.32825	95.975	0.011		

Notes. Std. dev. = Standard Deviation, Df = Degree of Freedom, T = test score, Sig = Significant Level, Dec = Decision.

Table 4 shows that the significant level is 0.993. Since 0.993 is greater than 0.05 set for the study, the null hypothesis was accepted. Therefore, it can be inferred that there is no significant difference in the mean rating of federal and state polytechnic staff on facilities employed in public relations practices in polytechnic libraries for effective utilization of library services. This entails that over the years, facilities used in public relations practice in both federal and state polytechnic libraries are similar.

### Discussion of Findings

The findings of this study are discussed based on the research questions and their corresponding hypotheses which were stated and investigated under the following subheadings.

Based on the findings from the analysis done, it was discovered from Table 1 that attending to users' enquiries on the public information desks and providing suggestion boxes to collect users' opinions are the highly used public relations practices in the library, while projecting library services and programmes at the



library entrance, making posters for library services and programmes, creating slide shows for library programmes, exhibition of new arrivals in the library and provision of directional service are also used.

This finding is in agreement with the findings of Ozioko and Usman (2019) who viewed public relations practices as those planned activities, tools, methods, and programmes put in place by organizations (libraries) to ensure that they remain relevant and communicate a positive image of the library itself and the services it provides to the public. Although there exists variation in the practices used among libraries of different kind, there is evidence of increased interest on all fronts about relations in academic libraries; public relations practices may vary from one library to the other.

It is interesting to note that the responses of respondents of both federal and state polytechnic librarians from the interview session on the findings of the study under discussion indicated that there is no significant difference in public relations practices in federal polytechnic libraries and state polytechnic libraries. This is also pointed out in the discussion of HO result. Responses from the interview with the librarians confirmed the responses from the questionnaire that use of notice board and social media platforms is some of the public relations practices in polytechnic libraries in North-Central, as shown in Table 1. However, the responses corroborated the findings of the research question discussed above.

The findings in Table 3 revealed that projector is a highly employed facility, while other public relations facilities such as bulletin boards, manual library notice board, exhibition and display, and print media, among others are rated employed. The use of these facilities enables librarians to create favourable news about the library or its products.

This conforms to the postulation of Abdulsalami and Salami (2013) who investigated marketing of information services in polytechnic libraries in Nigeria and found out that for the public confidence to be fully won, librarians should be able to carry along the public through the use of relevant facilities like organizing library week events, information literacy, and organizing displays and exhibitions.

The findings of this study also agree with that of Haruna, Madu, and Awurdi (2018) which established that libraries employed signage, exhibition, and bulletin as major public relation facilities. Responses obtained from the interview with polytechnic librarians are consistent with the findings from the survey instrument which identified notice board, library guide to users, library week as facilities employed in polytechnic libraries for effective public relations practices. Also, the result showed no significant difference in the facilities used in public relations practices in federal and state polytechnic libraries.

### **Conclusions**

The aim of this study was to investigate public relations practices in polytechnic libraries for effective service delivery in North-Central, Nigeria. The study has two specific objectives. The design of the study is descriptive survey research design. Questionnaire and interview were used for data gathering. The population of the study was one hundred and seven (107) librarians comprising. The entire population was used as sample size because the population was small and manageable.

The results of the study have shown that there are several public relation practices used in polytechnic libraries which must be sustained and strengthened to achieve effective service delivery and encourage high patronage from users of the library; several facilities are employed by polytechnic libraries in carrying out public relations activities for effective service delivery.

This study has no doubt met the purpose for which it was embarked upon such that the findings made, if properly applied, can improve the unsatisfactory situation that gave rise to the problem. The study concludes that there are several public relations practices used in polytechnics in North-Central, Nigeria.

### Recommendations

Based on the findings of this study, the following recommendations are made:

(1) The library management should create more awareness on the public relations practices used in the library and also adopt more active ones for effective service delivery such as developing good relationship management with the user community where trust, openness, involvement, and commitment are exhibited by the librarians, having a web page for the polytechnic libraries aside the one for the polytechnics which will contain other basic information to complex presentation of electronic newsletters, special collection, and friends of the library pages.

(2) Librarians should use every avenue possible to be abreast with state-of-the-art facilities that can be employed in public relations practices in polytechnic libraries for effective service delivery. Polytechnic libraries should as a matter of responsibility publish newsletters and bulletins as well as distribution of library handbook which will draw the attention of library patrons to the benefits of library displays and exhibitions and the resources collected.

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