

## THE SWOT ANALYSIS AND UP-GRADATION OF COLLEGE LIBRARIES : THE STRATEGIES

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### **Abstract:**

*In order to improve the efficiency of college library in majors, more over all college libraries should be overviewed. College library administrators should become initiators in shaping the future of their institutions. The information technology has change in all fields of knowledge. Library is no more an example of that. The development of library automation and e-resources have made greater impact on libraries.*

*Strategies must be developed to ensure that college libraries will be responsible to the need of the users. **Broadhead** said in 1991 to do so requires among other things an examination of not only the individual college library environment but also the external environment. SWOT which stand for Strengths, Weakness, Opportunities & Threats is referred to provides a frame work for educational administrators to focus better on serving the needs of their users.*

**Keywords:** SWOT Analysis, Up gradation, Automation, Strategies.

## 1) Introduction :

A library is an organized collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing. It provides physical or digital access to material, and may be a physical building or room, or a virtual space, or both.

A library's collection can include books, periodicals, newspapers, manuscripts, films, maps, prints, documents, microform, CDs, cassettes, videotapes, DVDs, Blu-ray Discs, e-books, audiobooks, databases, and other formats. Libraries range in size from a few shelves of books to several million items. In Latin and Greek, the idea of bookcase is represented by

### ***Bibliotheca and Bibliothēkē***

Many years ago, libraries used card catalogs, typewriters, and manually assigned due dates. Library automation, an up-to-date method to help libraries and library patrons to effectively use library resources, is now streamlined because of computers and software. Automation refers to the process of automation in house functions such as circulation, cataloguing Acquisition, serial controls. Automation is a technique to make a system automated means self-active. Library automation is the general term for information and communication technology (ICT) that are used to replaced manual system in the library.

In addition to providing materials, libraries also provide the services of *librarians* who are experts at finding and organizing information and at interpreting information needs.

Libraries often provide quiet areas for studying, and they also often offer common areas to facilitate group study and collaboration. Libraries often provide public facilities for access to their electronic resources and the *Internet*. Modern libraries are increasingly being redefined as places to get unrestricted access to *information* in many formats and from many sources. They are extending services beyond the physical walls of a building, by providing material accessible by electronic means, and by providing the assistance of librarians in navigating and analyzing very large amounts of information with a variety of digital tools.

## 2) **SWOT Analysis :**

The SWOT (**Strengths, Weaknesses, Opportunities and Threats**) analysis has been useful tools for decision making aid as a management tools for College Libraries are planned. The process of utilizing the SWOT approach requires an internal survey of strengths and weaknesses of the program and an external survey of threats and opportunities. Structured **internal and external examinations** are unique in the world of curriculum planning and development.

SWOT analysis was created in the 1960's by business gurus Edmund P. Learned, c. Roland Christensen, Kenneth Andrews and William D. Book in their book :Business Policy, “*Text and Cases*” (R.D.Irwin, 1969). While the tool was originally intended for management & business use, it has since been adopted to aid personal development.

SWOT Analysis was first proposed by Kenneth R. Andrews in his book *The Concept of Corporate Strategy* in 1971. It was developed by the middle of the 1960's for large organizations to determine the strategic fit between an organization's internal, distinctive capabilities and external possibilities and to prioritize actions. SWOT analysis (alternatively SWOT Matrix) is a structured planning method used to evaluate the Strength, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

[http://en.wikipedia.org/wiki/SWOT\\_analysis](http://en.wikipedia.org/wiki/SWOT_analysis))

Dwanin Schenck, author of *“Reset: How to Beat the Job Loss Blues and Get Ready for your Next Act”* (De Capo Lifelong Books, 2013), and Kim Giangrande, principal at Intuitive HR, say SWOT analysis gives businesses a unique way of reevaluating their positions. *“The ideal outcome of a SWOT is accurate data that can be utilized to create a solid action plan for addressing a weakness and threats, and highlighting or positively exploiting your strengths and opportunities,”* Schenck and Giangrande told Business News Daily.

SWOT analysis, which inquires into strength, weaknesses, opportunities, and threats (SWOTs), is the traditional means of searching for insights into ways of realizing the desired

alignment (e.g., Ansoff 1965; Andrews 1987; Porter 1991; Mintzberg, Ahlstrand, and Lampel 1998).

Niki Pfeiffer, founder of Niki Pfeiffer Designs, noted that many small business owners don't know how to properly use a SWOT analysis to guide their businesses.

### **3) Purpose of SWOT analysis :**

The SWOT analysis to identify both internal and external environment of the college libraries. It found much use guidance of Institutional head.

#### **3.1 Internal environment of the College Library :**

1. Various sources of information
2. Facilities & Services
3. Infrastructure of libraries
4. Eligibility of Staff pattern
5. Current Students
6. Operating Budget
7. Various Committees
8. Research Programs

#### **3.2 External environment of the College Libraries :**

1. Prospective employers of graduates
2. Parents and families of students
3. Competing various college libraries
4. Population demographics
5. Funding agencies

#### **4) The Internal Survey of Weaknesses and Strengths :**

College libraries administrators seek to attract students or users to their college programs by increased promotional and advertisement efforts without paying any heed to their institution's strengths and weaknesses. The potential internal strength is dependent on institution could provide the some basic requirements like various source of Information i.e. Computers, Software, Automation, E-Resources, Internet facilities, Remote Access, Networking. Staff should be qualified or they may go under training programs. The potential and possibilities for new services and programs may also emerge.

Making a list of internal weaknesses could reveal areas that can be changed to improve the college, also some things that are beyond control. Examples of inherent weaknesses are quite numerous. A few are listed as follows: Various sources of information; Facilities and Services; poor building infrastructure; less staff and faculty morale; sub-

standard Reading Room and Sections facilities; scarce instructional resources; and even the location of the institution within the community.

Weaknesses occur in isolation; strengths are present and need to be enlisted as well. Examples of potential strengths could be: (a) New technological facilities should be provided with various source of information to users; (b) strong and dedicated staff with a high morale; (c) articulation with book bank facilities which would enable students to transfer others credits; and (d) diversity among the student population.

The assessment of strengths and weaknesses are also facilitated through surveys, observation, questionnaires, focus groups, interviews with current and past students, and other knowledgeable sources. Once weaknesses and strengths are delineated, it would be appropriate to reconfirm these items. It should be recognized that different perceptions may exist depending on the representative group consulted. An example using a SWOT analysis.

| <b>Potential Internal Strengths</b>  | <b>Potential Internal Weaknesses</b>  |
|--|---|
| 1) Management could provide some basic requirements for libraries various source of Information i.e. Automation, | 1) Mostly, College libraries has insufficient equipments, various source of information, facilities and services. |

|   |   |
|---|---|
| Computers, Software, Networking & Internet with global trends.  |   |
| 2) Well qualified Staff members who are having adequate knowledge of Automation, Software, Internet as well as Remote Access Information. | 2) Current staff members are not well versed in computer software and networking.   |
| 3) Sufficient funds to invest in Library Infrastructure, Automation & Networking.   | 3) Due to insufficient budget poor building infrastructure, less staff, sub-standard sections facilities, equipments, and collection. |
| 4) Planning is necessary.   | 4) Lack of consistent short and long range planning.  |

**5) EXTERNAL SURVEY OF OPPORTUNITIES AND THREATS :**

Opportunities are those positive event occurring externally to college libraries that might be pursued with new strategies. College libraries could influence most of these events and circumstances in some way as it makes choices and applies its creativity.

Gilley et al. (1986) identified some fundamentals of institutions that are *"on-the-move"*, one of which is the ability of institutions & college libraries to maintain a close watch on their communities. Not only must administrators keep an eye on the community, but they

must also play a leadership role by addressing relevant issues. (prospective employers of graduates)

Opportunities were also identified competing a) various college libraries education; b) planning and their technology areas. These may hold that new users or students markets can be identified through these avenues as well as their potential to create new cost efficiencies. c) Information about the current knowledge of information; d) demographic changes, and users or students rates should be considered in this phase of the study.

A multitude of sources include  $\frac{3}{4}$  but are not limited to  $\frac{3}{4}$  parents and community leaders, local e-newspapers, national news e-magazines, e-journals, conferences, the local advisory council, and local knowledge of information contacts. Each of these is a potential source of highly valuable information.

Threats need to be ascertained. They come in various forms a) Increasingly; b) restrictive budgets for college libraries are a rule rather than an exception;. c) An awareness of demographic changes in the local population can reveal potential opportunities to address new issues and the way for a more meaningful education. d) All college libraries should take challenge of staying incurrent rapidly and difficulty of technical support with some resources.

External threats mentioned in the SWOT data collection include competition from various colleges. Students or users concerned for the global environment is relatively new and this may represent an area of opportunity.

| <b>Potential External Opportunities</b>      | <b>Potential External Threats</b>  |
|--|--|
| 1) Prospective employers of graduates.       | 1) Staff needs motivation, the library should be upgraded to the status of a college.  |
| 2) Parents and families of students or users | 2) Challenge of staying in current with rapidly changing technology and difficulty of supporting that technology with limited resources. |
| 3) Competing various college libraries       | 3) Due to time delays potential loss of further positions.   |
| 4) Changing population demographics          | 4) An awareness of demographic population.   |

SWOT analysis used to consider the feasibility of initiating Library Automation & Software technology program

#### **6) DRAWBACK OF SWOT :**

SWOTs usually reflect a person's existing position and viewpoint, which can be misused to justify a previously decided course of action rather than used as a means to open up new possibilities. It is important to note that sometimes threats can also be viewed as opportunities, depending on the Students or Users involved. There is a saying, "*A pessimist is a person who sees a calamity in an opportunity, and an optimist is one who sees an opportunity in a calamity*".

SWOTs can allow institution & college libraries to take a library automation and look for '*fit*' rather than to '*stretch*' <sup>¾</sup> they look for strengths that match opportunities yet ignore the opportunities they do not feel they can use to their advantage. A more active approach would be to involve identifying the most attractive opportunities and then plan to stretch the college to meet these opportunities. This would make strategy a challenge to the institution rather than a fit between its existing strengths and the opportunities it chooses to develop (Glass, 1991).

## **7) Conclusion :**

A SWOT analysis can be an excellent, fast tool for exploring the possibilities for initiating new programs in the college libraries. It can also be used for decision making within sister institutions and committees or even by individuals. A SWOT analysis looks at future possibilities for the institution & college library through a systematic approach of introspection into both positive and negative concerns. It is a relatively simple way of communicating ideas, policies, and concerns to others. It can help administrators to quickly expand their vision. Probably the strongest message from a SWOT analysis is that, whatever automation of action is decided, decision making should contain each of the following elements: building on Strengths, minimizing Weaknesses, seizing Opportunities, and counteracting Threats.

In order to be most effectively used, a SWOT analysis needs to be flexible. Situations change with the passage of time and an updated analysis should be made frequently. SWOT is neither cumbersome nor time-consuming and is effective because of its simplicity. Used creatively, SWOT can form a foundation upon which to construct numerous strategic plans for the College Libraries.

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