

# **A Proposal on the Community Outreach Division in University Library: special reference to the Rajarata University of Sri Lanka**

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## **Abstract**

Information specialists have always emphasized helping and serving people and organizing and disseminating Knowledge to the community for its advancement. A community can be defined as all the people who live in a particular area or a group of people considered a unit because of their shared interests or background. An academic community can be defined as the university, its faculty, staff, student, visitors, and the surrounding area. The primary purpose of this research is to introduce a community outreach division in the library of the Rajarata University of Sri Lanka as a novel service. The methodology for this research comprised a literature review of international best practices. The main objectives of this section are reaching out to the community, increasing general awareness of the library, and to help increasing patron usage of the numerous libraries. This division's focal point should be in Main Library. It is needed to appoint an In-Charge of that division. (e.g., Librarian, Deputy Librarian, Senior Assistant Librarian, or Assistant Librarian). Then, this division should be established as a separate division in the library. There is a space on the 1st floor in Main Library. After initiating this division, the library can display the progress of the Programme. (Photos/ Statistics, Ideas of partnership, Best Practices sample). This novel service is adequate for library marketing and library service quality. It was decided to look at some specific activities in which libraries add value to our communities and serve as our outside community. The library can conduct under-mentioned activities such as programs for School / Pirivena / public libraries, lecturers for Reading Month, Library re-organizing and Re-shaping programs, Home Library Development activities, etc. A library can support the establishment of pre-school book corners, Programme for elders' homes, knowledge sharing with the regional community, etc. Also, organize library visits, various programs for diverse communities, training programs, supporting other universities as resource persons, and book donation programs can be organized and set up. As librarians, it is necessary to consider our community services and libraries as the outside community. Libraries need to do their services effectively to serve society proactively. A university library can play a huge role in doing various activities for their region as a community service.

**Keywords:** *Community outreach Division, Community outreach services, Academic Library, Rajarata University of Sri Lanka, Libraries and Community,*