

## Public Libraries Provide a Range of Services to The Public, Including Access to Special Collections, Rare Books, and Other Unique Materials.

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### Abstract

A sizeable percentage of people who visit libraries continue to have the impression that the process of visiting libraries that include rare books, manuscripts, and special collections is challenging and time-consuming. The actions of gathering, arranging, and protecting have been replaced by what is often referred to as "promotion." This shift in focus has occurred as a function of the transition. By incorporating this value into the goal of special collections libraries, the purpose of this research is to determine the possible impact that special collections libraries could have on patronage and the public's view of them.

### Introduction

When compared to other parts of a library, rare book, manuscript, and special collections libraries are seen by a sizeable portion of people as being more difficult and intimidating. This holds true for both potential users and existing library patrons. The prolonged efforts to change this chronically bad condition of circumstances have resulted in only minimal improvements, despite the fact that these efforts have been ongoing. Anyone who is interested in exploring materials of interest but is unable to peruse shelves due to the closed or restricted access stacks and storage facilities that are intrinsic to rare book collections. Those interested in exploring materials of interest. The limitation in question causes an increasing amount of headaches to be dealt with as the size of the collection continues to grow. In spite of the many advantages that come with having access to the internet and conducting research online, librarians nevertheless face obstacles because of the restrictions placed on physical browsing. Despite all of our best efforts, the majority of our clients still demonstrate a significant lack of proficiency when it comes to their capacity to make effective use of book representation technologies in comparison to physical books. In addition, it would appear that rare book collections and the staff members working in them do not demonstrate a better level of user-friendliness than one would anticipate given the restricted access to the collections. This observation is correct in spite of the normally

authoritative tone that is associated with collections of this type. Pupils could experience a large increase in their level of annoyance as a result of these circumstances. In a chat I had not too long ago with a bright and witty college sophomore who consults mediaeval manuscripts on a regular basis at a number of rare book libraries in the United States, I was recently brought back to the realisation that this fact will persist for the foreseeable future. This person has opinions that are steadfast and appear to be grounded in logic on the matter at hand. Educators, on the other hand, might share a perspective, as this is certainly a possibility. Some of the people I know have a tendency to like going to prestigious national or research libraries, where they anticipate coming across stringent restrictions and guidelines, over employing the same or similar resources that are available at their own dwellings. Students will nevertheless announce their intent to participate in such excursions if they believe that the regulations limiting their access to other parts of the library within their educational institution are not appropriately reflected in the conditions at their place of living. A significant shift in the mentality of library personnel has led to an increase in the accessibility of rare book collections and a more user-friendly attitude on the part of librarians in the early twenty-first century, according to the opinions of a number of librarians who either firmly believe this to be the case or at the very least are optimistic about the prospect. It is vital that anyone interested in this specific field understand that staff personnel have historically been recognised as significant contributors to both the splendour and the degradation of numerous extensive and limited rare book assemblages. It is also imperative that anyone involved in this field acknowledge that staff personnel have historically been recognised as significant contributors to the magnificence of rare book assemblages. Despite this, contemporary professionals frequently have the misconception that their particular attitudes are welcoming, and that readers are aware of and supportive of this development. There is no question that certain people's mentalities have evolved over time. However, it may be difficult to acknowledge the considerable positive change that they have undergone, particularly if one genuinely pays attention to the debates that readers have regarding their earlier compilations. This can be a struggle because it may be difficult to acknowledge the significant positive change that they have undergone. It is depressing to note that my personal impressions tend towards a pessimistic attitude because they are based on anecdotal information obtained from a varied variety of sources including independent readers, scholars, antiquarian booksellers, professors, and sophomores.

Having said that, there is a discernible shift occurring in one of the essential perspectives. The aforementioned idea has the ability to go beyond merely being rhetoric and instead effectively accelerate real-world changes; yet, it may be too soon to draw any firm conclusions at this point in time. In the setting of university research libraries, which both serves as the background and subject matter of my paper, it was often believed that individuals had a responsibility to acquire, organise, and protect materials. My study focuses on these aspects of university research libraries. The approach described above has undergone certain refinements that are relatively insignificant yet critically important. It is now absolutely necessary for us to acquire it, compile it, and support it. In addition, it is highly recommended that it be preserved under specific conditions if it is at all possible to do so. However, the efforts to preserve the environment are being put in the background in favour of the marketing initiatives. A discernible shift towards a greater emphasis placed on the significance of marketing is one factor that is shaping the perspectives of rare book librarians. It is abundantly clear that there is the opportunity to emphasise supplemental components that lend support to a variety of different kinds of changes. The consistent demand for financial resources during a time that is typified by a perceived decline in available finances in comparison to earlier times, coupled with an increased demand for funding, unquestionably has a substantial impact on the perspectives of librarians. Nevertheless, the implementation of this provision will result in a deterioration of the state of a scenario that was previously in place. The practise of placing an emphasis on promotion, despite popular belief to the contrary, is not a recent development. The fundamental objective of this research is to shed light on the potential benefits that could result from putting more effort into promotional endeavour as a whole.

### **Why promotion is good for business**

If my assessment is accurate, rare book libraries and the people who work in them are not often accustomed with the type of promotion that is inherent in the current world. It is common knowledge that the concept of promoting libraries is neither novel nor ground-breaking in any way. The practise of conducting trials in various marketing methods has a long and illustrious history within the realm of public libraries. In addition, it is important to note that many rare book collections have a strong historical past that is marked by a great amount of self-promotion. This is something that should be taken into consideration. However, the existing imperatives of the topic have not been appropriately responded to as of this moment in time. Six as a numerical

value. The promotional goals that are driven by employees and administrators, such as showcasing resources that are highly usable, positioning their institution as a desirable repository for collections, or attracting donors who do not appear to require additional funding, are less prevalent in contemporary times, according to my argument. It should come as no surprise that these time-honored goals have not been abandoned. On the other hand, the contemporary emphasis on promotion frequently originates from a variety of different sources and initially manifests as a direction of administrative nature at the highest echelons of the organisation. In conclusion, it is unmistakable that the necessity results from a situation in which there are insufficient financial resources. The only basis for justifying the continued existence of library departments and services is the data provided by users, which is used by the institutional administrators to whom library managers are accountable. These administrators are more concerned with cost factors. Directors have expressed worry, for which there are valid reasons, that institutional management may regard a resource as being actually superfluous if its utilisation is low or nonexistent in relation to the expenses that are made for its maintenance. Within the context of this particular framework, the idea of advertising involves a broader scope that goes beyond simply publicising recent acquisitions, requesting fresh donations, and occasionally presenting historical artefacts in interesting displays. Rather, it goes beyond these things to include a variety of other activities as well. The section of the store that is devoted to rare books is responsible for doing everything in its power to make the reading experience pleasant and inviting. Does the presence of this criterion imply that top library administrators are more aware than rare book staff members themselves of the lack of substantial improvements in the rare book industry in this particular domain? The involvement of readers calls for an active pursuit; invitations, on the other hand, should take a proactive approach rather than a passive one in order to be effective. Additionally, it is essential for individuals to recognise that the resources at their disposal are theirs to own and that they have the ability to put those resources to work for their own benefit. When viewed in this light, the importance of offering a sincere and friendly greeting becomes clear. It is necessary that no materials be withheld from persons, regardless of negligent or delayed cataloguing practises or purposeful acts of omitting information. It is also imperative that no individuals intentionally omit information. These kinds of deeds might involve the purpose to protect a rare acquisition from any potential harm that might be caused by use or to reserve a collection of letters for Professor Big's

personal use only in the event that he wants to read them. In a similar vein, it is absolutely necessary for readers to have access to a reading room setup that is appropriate to their needs upon their arrival and the organising of their resources. In the past, librarians who specialised in rare books considered certain conveniences to be quite desirable and pictured them as magnificent assets that will be realised in the far future. The firm is now obligated to design a strategic plan and determine the means to get money for their planned expansion and procurement activities in order to fulfil their current obligations. The aforementioned components have graduated from the status of mere conveniences to that of vital criteria for successfully operating a business in an environment that is centred on the needs of the customer. The improvements that are being considered for reading rooms include the installation of wireless outlets or workstations, the provision of functional workstations and reading facilities, the incorporation of scanning and reprographic facilities, ensuring efficient turnaround times for all copying needs, the availability of meeting and classroom spaces on-site, and the provision of materials and technology for instructional and student use in areas outside of reading rooms, including rare books. In addition to this, the goal is to provide consumers with an atmosphere that is relaxing and pleasurable. In addition, it is necessary for rare book librarians to provide services such as assisting the procurement of materials, notably rare books and manuscripts, at reasonable costs, in order to adapt to the needs of particular academic courses as well as individual readers. This exemplifies the manifestation of personalised reader aid that has been implemented within a particular section of the library, which is an area where such services are only seldom encountered. These customised services raise additional concerns due to the possibility for them to ignore or go around the dichotomy between broad circulation and restricted circulation. This is especially the case when the services are provided on behalf of entire classes rather than specific individuals. Despite the initial intention of establishing a separate, supervised department for rare materials in order to reduce the strains caused by excessive use, staff members can expect to see indications of the strains commonly linked with excessive use in the materials when rare materials are obtained and made available for use as reserve reading in the classroom. This is the case even though the initial intention was to establish a separate department for rare materials. It may be beneficial to construct an administrative boundary that differentiates between restricted circulation and general circulation in order to fulfil the requirements of both the library contents and the librarians. It is crucial to keep in

mind, however, that the content may not always coincide with the demands that are perceived to be placed on it by readers. This is because certain demands may come up and appear to be more urgent or vital than others. Many other extra reader needs have been identified across a variety of library formats, and those needs have been successfully met. In spite of the fact that it has become a cliché, the maxim "use it or lose it" encapsulates a notion that is widely acknowledged within the institutional frameworks that govern rare book collections. Although it is a wonderful notion to develop a better mousetrap, it is absolutely necessary to ensure that successful marketing methods are used and that the expectations that were stated are met. There is a plethora of choice when it comes to competitively effective mousetraps that can be found on the market. In the event that there is insufficient interest from a sufficient number of people, neither your organisation nor the one that you are a part of will have a requirement for it.

### Conclusion

Diverse opinions have been voiced in response to the new standards that have been imposed on rare book collections as part of an initiative to challenge established norms and beliefs. Because of their enormous number, diversity, and uniqueness, it is now difficult to conduct a systematic investigation that is both comprehensive and useful. Despite their differences, it is clear that all of these libraries and universities share a common goal: to transform their collections into useful, accessible, and heavily utilised resources for the larger library and academic communities they serve. Given that these units have historically required more resources than have been made available for their usage, this seems like a legitimate request to make. A great number of libraries, including those that do not have rare book collections, are currently working actively towards achieving these goals by adopting a variety of tactics. The current environment is observing significant alterations in the way in which individuals adapt their material choice as a result of increased user expectations for content, accessibility, and other environmental elements. These changes are occurring as a result of rising user expectations for content, accessibility, and other environmental factors. The preservation criterion that has historically dictated culinary practises in libraries has given way to students' nearly unachievable demands. This was once a vital component of all libraries, even those that did not have rare book collections. At the University of Virginia's Alderman Library, there is a cafeteria that may be found to the left of the building's primary entrance. Both the library I work at and the library you work at are

likely already using or planning to use these kinds of technological advancements. From the point of view of conservation, they appear as a rapidly spreading, self-inflicted disease. Despite the continued importance of preservation, it is tempting to put the demands of a large number of hungry college students ahead of that of the greater good. I used the library frequently as an undergraduate student even before it was deemed necessary by administration to move the cafeteria elsewhere. Because of the presence of insects and rodents, most of which are unwelcome, I now have a much greater appreciation for the costs involved in keeping a facility within the building. This new information is relevant to the potential effects on the library's collection. However, it cannot be denied that the library saw a dramatic increase in its customer base after the café opened. Including a gathering space for the community was crucial when the library was first conceived, and it remains so now. Cafeterias have never replaced libraries, and they never will because of the intellectual activity that libraries are meant to nurture. I can't conceive a scenario in which the costs of a library cafeteria would be larger than the benefits it delivers. However, the presence of the cafeteria suggests that the parent institution is more willing to incur these costs for the benefit of the administration, outreach activities, and visitor/public services. For example, rare book collections aren't likely to be a source of amusement for the general public, and they also might not welcome further funding despite the fact that it seems to encourage increased use. Modern library directors place a premium on a number of different things in order to provide their customers with a better service. Among these are emphasizing the accessibility of rare book collections, creating a warm and welcoming environment with helpful librarians, providing excellent reference materials, and easing the way for faculty to engage with the library in meaningful ways, especially in the context of purchases. The claim "We have consistently engaged in the accumulation of X" loses its weight once instruction or dissemination of X is halted. At this time, we are primarily interested in collecting attendance information for currently present instructors and currently convened classes as opposed to those that are merely planned to meet. Acquiring assets or firms should be done with a purposeful strategy that serves the program's larger goals. Other library-related activities and events, such as publications, conferences, exhibitions, colloquia, and so on, help build and strengthen the library's reputation. When thinking about people who visit the collection from locations other than the main site, implementing greater cooperation with nearby institutions can be considered as a strategy to expand the visibility and

readership of the rare book collection. Collections are envisioned by upper management as thriving research hubs that encourage interaction among patrons, scholars, students, and librarians. All necessary steps will be taken by those engaged to improve the use. They would be crazy not to do this. The aforementioned goals were not imposed by superiors who have a bias against or misunderstanding of rare books. Educators, students, and the general public, as well as institutional administrators, are increasingly favouring alternative methods, such as web-based platforms, over traditional and dated approaches, which gives rise to valid concerns that "elite" collections may lose relevance. Users' experiences at the rare book library may prove that some of their worst suspicions were unwarranted. It is true that certain theoretical frameworks in the discipline of historical humanities encourage a greater recognition and appreciation of material artefacts. However, librarians who are uncomfortable with "theory" may miss opportunities to use theorists' interest in the subject matter to boost usage. A simple statement that materials are available on the library's website is no longer sufficient for marketing purposes. Critical materialists may also avoid a rare book library since they don't feel welcome or like they can easily utilise the library's resources.

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