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*Level of awareness of high school students in the province of Laguna on the library science profession : basis for promotional strategy\**

The shortage in the supply of library science professionals can be attributed to the few graduates of Library and Information Science (LIS) course. In this regard, it is but logical to presume that the course lacks rigorous promotion. In business, a new product or slow selling product needs intensive promotional efforts to make the customers aware of its existence before an eventual purchase would occur. First and foremost, awareness of the target market must be established before any promotion takes place. Thus, acquiring information on the awareness of the prospective college students regarding library science profession is one way of establishing valuable information for devising promotional strategies. These would provide insights to the high school graduating students in order to sway them to enrol in LIS program. It is in this premise that a study to determine the level of awareness of fourth year high school students in the province of Laguna on the library science profession is conducted. This is to generate baseline data required in formulating promotional strategies that are hoped will persuade and attract students to pursue a course in library science. A descriptive research design was used and a self-made survey questionnaire was employed as data-gathering tool. Respondents of the study were fourth year high school students from private and public schools in the province of Laguna. Only high schools with fourth year enrolment of 200 and above were studied. The sample size equal to 679 was determined using Slovin formula. This was proportionately distributed the schools studied. The data gathered on the profile of the respondents were

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summarized using frequency count and percentage. The level of awareness was determined using weighted mean, and significant differences on the responses were identified using t and F tests. The findings reveal a moderate level of awareness on the library science profession by the students. It can therefore be inferred that Library and Information Science course is not very popular among the students, with the lowest awareness on the economic rewards. Findings further divulge that female students were more aware about the profession and, in general, students from private and public high schools regardless of family income had the same level of awareness. The students agreed on the need to promote the LIS course through advertisement such as those of media, brochures, newsletter; public relations through book celebration, career orientation, personal contact with librarians, community outreach and career talks in seminars/trainings. Promotional strategies advanced include the forms of advertising, personal selling, sales promotion and public relations.