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*Marketing the library services of World Bank Knowledge for Development Center (KDC): making the library a destination for researchers**

This study looks into the World Bank Knowledge for Development Center (KDC) and its programs and practices for promotion. It investigates the effectiveness of the programs in fulfilling the library's goals and objectives as well as the problems it encountered in implementing the programs and promotional techniques. Eventually, the study will help the library in developing a marketing program to further increase the number of users and public awareness. The findings of the study showed that: 1) majority of the library respondents are regular visitors of the World Bank KDC; 2) the purpose of the respondents' library visit was personal, work, school, or business related; 3) among the most popular library materials respondents used in the library were the Internet, VCDs, books, and newspapers; 4) only one respondent contacted the library via email to inquire some information; 5) popular activities in the World Bank KDC included browsing of shelves, using the online card catalog, using the photocopier to copy library materials, looking at the bulletin boards, checking out World Bank KDC flyers and brochures, and the most popular activity: browsing the Internet; 6) the top 3 World Bank KDC services which appealed most to the respondents were as follows (in order): World Bank KDC Librarians, reference materials, and Internet services. It was concluded that: 1) KDC is currently implementing programs and practices for promoting itself to the public and is finding its techniques and programs effective in promoting the library; 2) the programs and techniques are different in each KDC network; 3)

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library posters, slogans and billboards prove to be the most effective technique in promoting the library; 4) time and budget are the main challenges the library encounters in carrying out its programs and practices for promotion; and 5) overall, the users are satisfied with the outcome of their visit to the library. Promoting the library must be among the top priorities of World Bank KDC and should be sincerely attended to because World Bank KDC contains a wealth of information waiting to be used. It will certainly be a waste if all these resources remain unutilized and untouched. Therefore, the public should know the existence of these free services. In addition, the public should also know how to use these materials. Towards this end, implementing an aggressive promotional program entailing good public relations is necessary.