



COMPETENCY INDEX

for public libraries' staff engaged in service of users

Thematic area 1: Information and Communication Technologies

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INTRODUCTION

The competency index for public library staff engaged in user service (referred to as the Index) is a basic document of the Training program of Glob@l Libraries – Bulgaria. The index defines the objectives that the training component should achieve on the professional training of Bulgarian public library staff in the framework of the Program.

The document outlines the competency profile of the librarian in the public library engaged in various user services. The Index addresses the 3 000 librarians that will be trained under the Program.

The index is structured in 4 areas, which correspond to the thematic training areas.

1. *Information and Communication Technologies.*
2. *Public Library Management*
3. *Modern Library Services*
4. *Sofi Skills*

Many similar documents and current sources outlining the vision of the modern Bulgarian public library have been used for the development of the competencies profile of the modern librarian in the Index.

The Index will be updated and expanded in the course of the Program “Glob@l Libraries – Bulgaria”.

Thematic area 1: Information and Communication Technologies

Module	Topics	Knowledge and skills
I. Hardware aspects of the PC workstation.		
	<p>How does the computer work? Hardware computer components. Variations of computer workstations in the public library</p>	<p>Basic knowledge:</p> <ul style="list-style-type: none"> ✓ Identifies the elements of the PC workstation (computer, periphery) ✓ Acquainted with the purpose and function of the most frequently used in the library activities periphery ✓ Understands basic technological terms <p>Additional knowledge:</p> <ul style="list-style-type: none"> ✓ Understands the role of computerized systems in the information cycle. ✓ Able to list the elements of a computer system. ✓ Able to specify the different types of computer systems and their use. <p>Skills:</p> <ul style="list-style-type: none"> ✓ Recognizes and executes basic operation on the computer hardware: <ul style="list-style-type: none"> ○ computer (turn on, start, turn off, restart) ○ monitor (turn on, turn off) ○ functional features of the keyboard ○ use of external storage devices (floppy disk, hard disk, CD, DVD, USB drive) ○ audio – visual peripherals (speakers, headphones, microphone, web camera, multimedia projector) ○ printer ○ scanner

II. Software aspects of the PC workstation		
	<p>Operating systems Software application Common software applications in the library activities (office applications, specialized library activities)</p>	<p>Basic knowledge:</p> <ul style="list-style-type: none"> ✓ Understands the function of the software in the computer system ✓ Distinguishes between operating system and software applications ✓ Aware of the existence of different types of operating systems and software applications ✓ Acquainted with the trends in software development. <p>Additional knowledge:</p> <ul style="list-style-type: none"> ✓ Understands the common features of the applications of the MS Office package (word processing, electronic spreadsheets, presentations, databases, publishing) ✓ Aware of the existence of different software systems for specialized library activities.
III. Working with the Windows operating system		
	<p>Introduction to the basic Windows functions and tasks Main concepts Operating applications Management and organization of files Basic file operations Operation of peripherals Management of language settings and fonts in Windows Introduction to Windows network components</p>	<ul style="list-style-type: none"> ✓ Understands the basic functions and tasks of the Windows operating system ✓ Understands and performs basic Windows user commands working with: files and folders, peripherals, application programs, network, multimedia ✓ Understands and performs basic user operations in Windows: save, copy, rename, move, open, delete and others.
IV. Working with MS Office		

	1. Working with Word	<ul style="list-style-type: none"> ✓ Understands the main functional features of the word processing application Word ✓ Understands and performs basic user commands for: text writing and editing; creating and editing graphic images; creating and editing tables; formatting, previewing and printing documents ✓ Understands and performs basic user operations in Word: save, copy, rename, move, open, delete documents; formatting text, graphic images, tables, lists, documents; merging documents; working with different document views (print view, web layout)
	2. Working with MS Excel	<ul style="list-style-type: none"> ✓ Understands the basic functional features of the electronic spreadsheets application Excel ✓ Understands and performs basic user commands: create and edit workbook; writing and editing cell contents; applying arithmetic functions, editing and formatting tables; creating and editing graphic images; previewing and printing tables ✓ Understands and performs basic user operations in Excel: save, copy, rename, move, open, delete a workbook; formatting cell contents (text, number), graphic images, lists, tables; merge tables, working with different document views (print view, web layout)
	3. Working with MS Publisher	<ul style="list-style-type: none"> ✓ Understands the basic functional features of the application for preparing publications Publisher. ✓ Understands and performs basic user commands: using templates (forms); writing and editing text, creating and editing graphic images, creating and editing tables, formatting, previewing and printing publications ✓ Understands and performs basic user operations in Publisher: save, copy, rename, move, open, delete publications; chose a form, user settings and formatting the publication design; formatting text and graphic images, tables, lists; working with different document views (print view, web layout)
	4. Working with MS Power Point	<ul style="list-style-type: none"> ✓ Understands the basic functional features of the presentations application Power Point ✓ Understands and performs basic user commands to: work with slides, writing and editing text; creating and editing graphic images, creating and editing tables, formatting, previewing and printing presentations;

		<p>presenting</p> <ul style="list-style-type: none"> ✓ Understands and performs basic user operations with Power Point: save, copy, rename, move, open, delete a presentation file; chose a template, user settings and presentation design formatting; formatting text, images, tables, lists; using audio and visual effects in presentations; working with different document views (print view, web layout)
V. Internet and network communication		
	1. Internet's technologic infrastructure	<ul style="list-style-type: none"> ✓ Acquainted with the basic building elements of the Internet's infrastructure, their state and trends for development
	2. Information structure of the World Wide Web	<ul style="list-style-type: none"> ✓ Acquainted with: <ul style="list-style-type: none"> ○ the purpose and functions of WWW, ○ main concepts on, linked to WWW, ○ basic technologies and specific services available via WWW, ○ trends in the development of new WWW platforms.
	3. Working with browsers	<ul style="list-style-type: none"> ✓ Informed on the existence of different browsers and able to identify them ✓ Uses the basic functional feature of browsers such as Internet Explorer and Mozilla
	4. WWW search	<p>Basic:</p> <ul style="list-style-type: none"> ✓ Acquainted with the terms of search engines ✓ Acquainted with the search engines mechanisms of work ✓ Informed of and able to distinguish different search engines <p>Additional:</p> <ul style="list-style-type: none"> ✓ Informed on: <ul style="list-style-type: none"> ○ Meta search engines, ○ Specialized search engines, ○ Popular web directories. ✓ Used the basic features of some of the most common general search engines (Google, Alta Vista, Excite, Infoseek, Yahoo, Fast Search etc.) ✓ Acquainted with the basic criteria for evaluating the informational content of open sources.
	5. Internet communication	<ul style="list-style-type: none"> ✓ Able to create a personal account ✓ Uses: web based e-mail, Skype, ICQ

		<ul style="list-style-type: none"> ✓ Sends SMS via the Web
	6. Online social networks	<ul style="list-style-type: none"> ✓ Distinguishes between Web 1.0 and Web 2.0. ✓ Acquainted with the nature and working environment of the most popular social networks. ✓ Understands the problems that libraries face concerning their inclusion in Web 2.0 ✓ Acquainted with the most popular Bulgarian social networks. ✓ Acquainted with the features of blogs ✓ Able to register a blog
	7. Security and security measures	<ul style="list-style-type: none"> ✓ Acquainted with the hardware and software problems that can lead to security breach. ✓ Acquainted with the prevailing motives for security attacks and the most common attacks ✓ Acquainted with the main security sources for: <ul style="list-style-type: none"> ○ Users ○ Information
	8. Create and support a website	<p><i>Additional skills and knowledge:</i></p> <ul style="list-style-type: none"> ✓ Uses Publisher to create a website ✓ Uses Google Sites to create a website.

Thematic area 2: Public Library Management

Module	Topics	Knowledge and skills
I. Vision of the modern Bulgarian public library		
	1. Mission and tasks of the public library	<ul style="list-style-type: none"> ✓ Defines and analyses the mission and goals of the modern public library ✓ Presents the tasks and activities of the public library. ✓ Prioritizes the activities in the public library and the principles for its effective functioning
	2. The public library – policies and regulations on its development	<ul style="list-style-type: none"> ✓ Understands libraries as part of the public sector. Acquainted with the main strategic, program documents and standards on public libraries. ✓ Interprets appropriately the stipulations of the Law on the public libraries. ✓ Understands the main national legislation pertaining to libraries. ✓ Able to apply in the practice of the public library the main legislative acts. ✓ Applies the current legislation and assists in areas such as: economic and social development, development of the civil society, education, culture and preservation of cultural heritage, healthcare promotion and disease prevention; activities for individuals with special needs; overcoming of social ailments and the information gap, social isolation and etc.
	3. Public libraries network	<ul style="list-style-type: none"> ✓ Acquainted with the national public libraries network. Understands the main participants in the network and their tasks. ✓ Knows the different types of functional library networks and their characteristics (Automated library information network, Digital network, User service network and others) ✓ Effectively applies and uses the network connections, to take advantage of cooperative participation and joint use of resources, to overcome and solve problems by participating in regional, national and international networks.
II. Public library management		

	<p>1. Planning and organization of the library activities</p>	<ul style="list-style-type: none"> ✓ Understands the standards for maintaining library documentation. ✓ Knows how to collect library statistics ✓ Uses strategic planning as a form the planning process (coordination between goals and resources). ✓ Implements operative planning (defining priorities, mobilization and concentration in the execution of the priorities) ✓ Identifies the problems of the modern library standardization. ✓ Able to: <ul style="list-style-type: none"> ○ Create a detailed annual work plan and report based on the Sample form for annual plan/Report of the public library; ○ Maintain a system of primary documents in the library; ○ Collects and analyses statistical information for the successful presentation of the library as well as the implementation and change in priorities
	<p>2. Organization of library resources. Library Collections.</p>	<ul style="list-style-type: none"> ✓ Understands the policies for management of library collections. ✓ Analyses the document flow, the library and information market, the user and user searches, the modes of access to collections. ✓ Assists in the effective renewal of collections and the creation of a system for information in the community on the newly acquired print and electronic resources. ✓ Creates and applies policies on the development of the library resources. ✓ Uses the standards for development and evaluation of resources. Applies the principles for sharing of resources. ✓ Uses a practical approach in building library collections. Able to understand the external environment, the information infrastructure and the information needs of the community. ✓ Ensures the storage and preservation of the documents in the collections.

	<p>3. Organization of library resources. Financial resources.</p>	<ul style="list-style-type: none"> ✓ Works to ensure the necessary amount of obligatory government financing. ✓ Works effectively to ensure obligatory minimum of resources for priority activities of the public library such as obtaining new books and periodicals, subscription to databases, computers and other resources from the budget of the institution part of which is the library (such as chitalishte). ✓ Invests in information technologies. ✓ Searches for opportunities for alternative financing of libraries (sponsors, projects, funds, contracts, library friends, private business etc. ✓ Skillful and competent in acquiring funds for the development of library activities. ✓ Manages to create a strategy that sets priorities. Knows when and where to invest the resources.
	<p>4. Organization of library resources. Library premises. Facilities.</p>	<ul style="list-style-type: none"> ✓ Understands the standard requirements of the library premises and their significance for providing qualitative library service (location of the library; the ability of the library building to effectuate different functions). ✓ Understands the main library facilities (the library furniture, technical equipment, safety systems). ✓ Able to organize the premises of the library in order to provide a pleasant environment for the users, supportive to qualitative traditional and new services.

	<p>5. Organization of library resources. Human resources.</p> <p><i>Note: applies only to libraries with more than 2 staff - members.</i></p>	<ul style="list-style-type: none"> ✓ Aware of the current legal documents and programs in the area of human resources. ✓ Aware of the staff categories in the library. ✓ Has a good knowledge on the selection, evaluation, training and development of staff. ✓ Engages volunteer work in the library ✓ Understands the principles of human resource management in times of change. ✓ Aware of the ethical norms of the library profession. ✓ Identifies the best professionals and helpers of the library.
III. Advocacy and project cycle management		
	1. Relations with the local community	<ul style="list-style-type: none"> ✓ Conducts analysis of the stakeholders – strengths and proximity ✓ Formulates a strategy to increase the public support – goals, objectives according to target groups, approaches, criteria for evaluation of results. ✓ Builds coalitions according to interests ✓ Plans and realizes an effective advocacy campaign – objectives, tasks, indicators of success, necessary resources, analysis and evaluation.
	2. Relations with the local authorities	<ul style="list-style-type: none"> ✓ Conducts analysis of the stakeholders – culture and values, interests and priorities, structure and way of functioning. ✓ Participates in the elaboration and realization of local plans for development, programs and projects. ✓ Using transparency to increase the support of the local authorities and local community. ✓ Creates and maintains effective partnerships with local authorities.
	3. Project cycle management and fundraising	<ul style="list-style-type: none"> ✓ Conducts analysis of potential supporters and partners. ✓ Proposes added value ✓ Conducts phone calls to gain support ✓ Conducts meetings to gain support ✓ Organizes public events to gain support.

		<ul style="list-style-type: none">✓ Develops a project proposal – analysis of the situation, definition of the problem, objectives and tasks, description of activities and creation of a budget.✓ Employs knowledge and skills in project management – coordination, control and reporting
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Thematic area 3: Modern Library Services

Module	Topics	Knowledge and skills
I. Customer Service		
	1. General rules for customer service in the public library	<ul style="list-style-type: none"> ✓ Understands the significance of information for problem solving and building a civil and information society. ✓ Uses information in a lawful and ethical manner. ✓ Familiar with the requirements for free access to information as a fundamental right of the individuality. Ensures equal access rights and does not allow discrimination or censorship in any form. ✓ Understands and applies copyright and intellectual freedom laws; protects the rights of the owners of information when mediating between them and users. ✓ Understands and applies the rules for online child safety
II. Reference and information services		
	1. Effective dialogue with the user	<ul style="list-style-type: none"> ✓ Knows how to ascertain an information need and how to formulate an information question. ✓ Identifies local community user needs. ✓ Practices effective communication and reference interviewing skills; skilled in creating a user profile. ✓ Offers appropriate search strategies ✓ Offers the necessary consultation for independent search ✓ Acknowledges user's knowledge and involves user in the selection of available information. ✓ Requires feedback from users to assess the effectiveness of services provided. ✓ Evaluates user's attitude towards the results.
	2. Information resources	<ul style="list-style-type: none"> ✓ Evaluates information resources in terms of accuracy, reliability, currency, thoroughness, etc.

		<ul style="list-style-type: none"> ✓ Acquainted with local information resources and able to direct the user to other libraries or institutes if necessary ✓ Understands the nature of information resources and uses them according to user needs: <i>Main resources:</i> ✓ Print reference resources / electronic reference resources ✓ Electronic books ✓ Open source documents <i>Additional:</i> ✓ Electronic collection of Bulgarian and foreign libraries
	3. Online community information	<ul style="list-style-type: none"> ✓ Acquainted with and uses appropriately online community information on <ul style="list-style-type: none"> ▪ National and local legislation ▪ Public and local administration; e-government ▪ Media ▪ Healthcare ▪ Education and learning ▪ Economics, business and finance ▪ Agriculture ▪ Social work ▪ Culture ▪ EU
	4. Search strategies and techniques	<ul style="list-style-type: none"> ✓ Familiar with free and subscription based online resources and how to access them ✓ Familiar with the features of main search tools: <ul style="list-style-type: none"> ○ Search engines ○ Subject directories of Internet resources ○ Library electronic catalogs – individual and union ○ Publisher’s catalogues and online bookstores ○ Sources for current information and news in the professional area ✓ Uses them to perform effective information searches. ✓ Understands and uses the features of the “Invisible web” and Web 2.0

		when providing services to the users.
	5. Information services	<ul style="list-style-type: none"> ✓ Understands the methods for: <ul style="list-style-type: none"> <i>Basic information services:</i> <ul style="list-style-type: none"> ○ Bibliographic and factual references ○ Thematic references of full text documents from external network resources and databases. ○ Electronic delivery of library documents from the country and other countries. <i>User consultations on:</i> <ul style="list-style-type: none"> ○ Basic online research skills and Internet navigation. ○ Using the resources of other libraries: Interlibrary loan and delivery. ○ Advanced searching techniques. ✓ Plans, organizes and conducts group trainings on search strategies.
III. Local content electronic resources and services.		
	1. Creates and manages electronic resources.	<ul style="list-style-type: none"> ✓ Creates and maintains electronic information resources on regional studies: <ul style="list-style-type: none"> <i>Basic:</i> <ul style="list-style-type: none"> ○ Bibliographic databases ○ Information on the local culture, history, education, tourism, healthcare and others, published on the library's website. <i>Additional</i> <ul style="list-style-type: none"> ○ Publications on regional studies ✓ Encourages users to create local content and organizes the publishing of local content on the library's website and other institutions. ✓ Selects content which can be preserved by digitalization.

	2. Information services with local content	<ul style="list-style-type: none"> ✓ Presents the library as a mediator of local information ✓ Able to prepare bibliographic and factual references ✓ Knowledgeable and skilled in finding current information.
IV. Services to target groups		
	1. Services to students	<ul style="list-style-type: none"> ✓ Stays in current with the information needs of students and teachers. ✓ Understand the elements of information competency and aims to build them in students by: <ul style="list-style-type: none"> ○ Offering and recommending only trusted and reliable information from competent sources. ○ Trains students to use content portals such as Znam.bg distinguishing it with Wikipedia ○ Consulting students on website evaluation. ✓ Introduces children to Internet safety rules and observes that they are duly applied in the library.
	2. Vulnerable groups	<ul style="list-style-type: none"> ✓ Understands and applies in his/ her work specific skills and approaches for vulnerable groups and disabled persons. ✓ Understands and applies in his work specific skills and approaches to help persons from vulnerable groups overcome social exclusion via the library: seriously ill, deprived from social contact; children deprived of parental care and other vulnerable groups.

Thematic area 4: Soft Skills

Modules	Topics	Knowledge and skills
I. Communication skills		
	1. Effective communication styles and instruments	<ul style="list-style-type: none"> ✓ Understands and applies the rules and techniques of effective communication. ✓ Creates favorable first impression. ✓ Uses different communication styles appropriate to the users of library services. ✓ Demonstrates a helpful and welcoming attitude towards all users, listens actively and interprets correctly users', partners' and community's requests. ✓ Communicates effectively on the phone, in business letters and electronic mail.
	2. Communication in difficult situations	<ul style="list-style-type: none"> ✓ Able to persuade and communicate effectively with "difficult users". ✓ Applies an effective communication style in conflict situations and while managing conflicts
II. Presentation skills		
	1. Basic presentation skills	<ul style="list-style-type: none"> ✓ Understands the main principles of effective presentation. ✓ Uses different presentation techniques and visuals choosing the most appropriate to the audience. ✓ Skillful at using the features of Microsoft PowerPoint and Microsoft Publisher to present library services and to create advertising materials for the library.
	2. Basic skills in interaction with users	<ul style="list-style-type: none"> ✓ Able to present certain topics in front of a general and various public. ✓ Presents library services in an appropriate and effective manner – active advertisement (approaches the user instead of waiting)

III. Motivation skills		
	1. Motivation and motivation approaches	<ul style="list-style-type: none"> ✓ Understands and acknowledges the significance of motivation in achieving better results ✓ Understands different motivation techniques and applies them according to the characteristics of the person concerned.
	2. Motivation approaches for different target groups. Self-motivation.	<ul style="list-style-type: none"> ✓ Understands the approaches and methods for motivation and activation of the local community and its engagement in the activities of the library. ✓ Understands approaches to attract and motivate vulnerable groups. ✓ Manages to motivate library staff to increase the quality of work. ✓ Masters self-motivation.
IV. Team and group work		
	1. Team and group. Interactions in the team and team development.	<ul style="list-style-type: none"> ✓ Acquainted with the different stages in building a team and team work. ✓ Acquainted with the characteristics of good-working and effective teams. ✓ Able to create different types of teams according to the tasks at hand.
	2. Work with communities	<ul style="list-style-type: none"> ✓ Identifies the different priority user groups in the community. ✓ Applies a differentiated approach towards the various user groups. ✓ Demonstrates tolerance to the differences in the community. ✓ Understands and applies approaches to include the community in the discussions about community development.
V. Life- long learning		
	1. Library's role in life-long learning.	<ul style="list-style-type: none"> ✓ Acquainted with the European policy on life-long learning, and the basic documents on this policy. ✓ Understands the 8 fundamental competencies and knows how to develop them (basic – reading, writing, calculus and new –using information technologies, foreign language competencies, social skills, entrepreneurship, learning skills). ✓ Manages knowledge in the library and supports the management of knowledge in the community.