



# ALIA CPD

Continuing Professional Development Scheme

## Community Engagement Specialisation Skills Audit

Welcome to the ALIA PD Scheme Community Engagement Specialisation Skills Audit. The skills audit is designed to help you identify gaps in your knowledge and provide guidance for choosing your most appropriate continuing professional development activities.

When marking the tables, consider how well you think you can apply the skill:

**Really well** means that you are very proficient and have an advanced level of knowledge or skills.

**Well** means that you are more than just proficient, but you could still learn more about the skill.

**I can do this** means you are proficient and have a basic level of knowledge or skills.

**More practice** means that you are not quite proficient, and need to learn more about this skill or knowledge.

**Learn this** means that you need to learn this skill or knowledge.

**No interest** means that this skill or knowledge has no interest to you or the career path you are pursuing. It could also be something you may wish to learn later in your career.



1. Understand the public library sector and the policies, issues and trends that impact on the community the organisation serves.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I am able to find information on the public library sector within Australia and develop an awareness of recent developments.						
b) I am able to monitor the use of facilities and address facilities issues in planning for the future.						
c) I understand the major ethical and legal issues underpinning community engagement, including the importance of transparency.						
d) I am aware of the demographic profile of my community, and ongoing trends and changes within the community, especially those that are likely to impact my organisation.						
e) I am able to communicate the value of library services to community groups.						
f) I am able to employ strategies to identify sectors of the community which may be currently overlooked or underserved by my organization.						



## 2. Understand the principles and practices related to providing information services to meet the needs of the community.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I am aware of the different information needs of community groups and use data to analyse changes and new approaches.						
b) I understand the information policies of my library service, and their implications for community groups.						
c) I have a good knowledge of relevant methods of information delivery and access including consideration of the need for community-focused spaces within the building and community-focused programs.						
d) I know why, how and when to add value to the community engagement services I offer.						
e) I can measure the effectiveness, quality and value of the community engagement program, and have implemented a variety of feedback mechanisms.						
f) Community feedback generates a response and is shared openly with interested parties.						
g) I address barriers to community use of the library space, and its services.						
h) I offer support for activities which engage the broader community.						



3. Know and understand the importance of reading among community groups and actively promote and support programs, especially for sectors of the community with identified literacy needs.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I am able to locate information on my community's literacy levels and identified needs.						
b) I undertake strategic partnerships with other organizations in order to facilitate and promote reading throughout the community.						
c) I am committed to engaging with users beyond the library building.						
d) I am able to contribute to community engagement on literacy, with a specific focus on underserved segments of the population.						



#### 4. Understand the management of community resources in a broad range of formats.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I understand the basic principles of automated systems, data standards, and system analysis techniques.						
b) I am able to acquire, use and evaluate information technologies and materials in all genres and formats.						
c) I am aware of the increasing integration of systems and technologies.						
d) I am able to establish creative mechanisms for community feedback and suggestions for purchase.						
e) I am aware of emerging issues such as digitisation of collections, metadata standards, and digital repositories.						
f) I am committed to pursuing diversity in the collection with a focus on under-represented segments of the community.						
g) I understand the wider implications of issues such as copyright and electronic licensing.						



5. Know and understand the application of leadership, finance, communication and management theory and techniques.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I understand the mission of my library and its place in the broader institution.						
b) I have the ability to forge and maintain alliances with community-based organizations especially with the aim of encouraging participation in library programs.						
c) I have a good understanding of human resources management including recruitment, retention, staff development, and mentoring.						
d) I am able to manage facilities planning and space allocation, and establish an environment where community groups are encouraged to participate in library programs.						
e) I have a good understanding of budgeting, cost analyses, and fund-raising.						
f) I am aware of basic principles of public relations, marketing, and advertising.						
g) I have a good knowledge of library programs and services administration.						
h) I am able to devise strategic collaborations with existing organizations to benefit both the community and the library.						
i) I demonstrate creativity and openness to new ideas.						



## 6. Understand and use current technology and systems to manage local studies collections.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I have a good practical knowledge of the selection, acquisitions, and control of resources including the licensing of resources, also including eBooks and multimedia.						
b) I am aware of the opportunities for use of mobile technologies in community programs.						
c) I am aware of cataloguing, classification, abstracting, and thesaurus construction.						
d) I understand that there are national standards and conventions for cataloguing print and online resources.						
e) I can find information on the changing trends in the formatting, production, and dissemination of information resources.						



## 7. Understand the importance of digital literacy in the wider community, and assist in its development.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I am aware of best practice in online safety and security.						
b) I am aware of the information-seeking behavior of different community sectors and design programs based around that knowledge.						
c) I provide workshops for individuals and groups to build their technology skills.						
d) I am able to design skill-appropriate technology services and programs for different segments of the community.						
e) I work with local groups to identify new and emerging digital needs and raise these issues with my organization.						



## 8. Maintain currency of professional knowledge and practice.

	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I participate in lifelong education and professional development opportunities from a variety of sources.						
b) I am able to design and implement a plan for continuing professional development.						
c) I actively participate in professional organisations relevant to public librarianship including attendance at conferences and workshops.						
d) I contribute to publishing and research (for example editing or writing articles for professional newsletters or journals, researching and writing reports or conference papers or conducting a research project).						
e) I participate in informal and formal learning activities within the workplace.						
f) I reflect on and record my professional development						



## Management and leadership.

BUDGETING AND PLANNING	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
a) I have a good understanding of accounting practices and procedures.						
b) I am able to prepare effective, easily read financial reports						
c) I am able to fiscally plan for the short, medium and long term.						
d) I am aware of a range of sources for grants to fund my library.						
e) I am able to write effective grant applications.						
f) I can measure the effectiveness, quality and value of library services.						

HUMAN RESOURCES	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
g) I understand how to apply the recruitment and selection process.						
h) I am able to roster staff according the needs of the library, staff and training commitments.						
i) I am able to implement the performance management process.						
j) I am aware of the key principles of workplace relations.						
k) I am able to work with volunteers, and to effectively manage them.						



LAWS, POLICIES AND PROCEDURES	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
l) I understand and know how to find the local, state and federal laws pertaining to the library and information field.						
m) I am able to write clear, and concise policies and procedures.						
n) I am able to regularly review and update policies and procedures as necessary.						
o) I am aware of and can assist in disaster preparedness policies and procedures.						

STAFF TRAINING AND DEVELOPMENT	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
p) I understand the importance of professional development.						
q) I have a Certificate IV in Training and Assessment.						
r) I am able to train staff members in various facets of library work.						
s) I understand how to measure the effectiveness of the training I provide.						

COMMUNITY RELATIONS AND MARKETING	REALLY WELL	WELL	I CAN DO THIS	MORE PRACTICE	LEARN THIS	NO INTEREST
t) I am aware of the basic principles of marketing and consumer behaviour.						
u) I am able to design and deliver a range of public programs to promote the library and its services.						