



ALIA PD Scheme

ALIA Program Guidelines for Public Library Specialisation

Through the ALIA PD Scheme, ALIA promotes excellence in the LIS sector and enables skilled personnel with a commitment to ongoing learning to demonstrate their value to employers and the broader community as Certified Professionals.

Background - The Australian Library and Information Association (ALIA) in response to member requests has introduced an ALIA PD Scheme subject specialisation for public library staff. This specialisation encourages ALIA Associate and Library Technician Members to be recognised by formally demonstrating their commitment to specialised ongoing learning in the public library sector.

ALIA PD Scheme Specialisations are designed for members of the ALIA PD Scheme who choose to align their continuing professional development to a defined set of competencies.

Because of the diversity within public libraries we have developed the inclusion of seven sub specialisations to cater for the range of competencies required in current public library practice.

ALIA Support

- Development of competencies/proficiencies
- Creation of skills audit checklists
- Use of MyPD tracking tool
- PD advice service
- PD Postings
- Provision of ALIA training targeted courses



Public Library Specialisations

Eligibility - Open to ALIA Associate and Library Technician ALIA PD Scheme Members

Description - ALIA PD Scheme Specialisation Public Library is based on the existing Health Specialisation model supported by a set of agreed public library competencies with complementary specialties:

- General
- Aboriginal and Torres Strait Islander
- Accessibility Specialisation (Disability/Home & Mobile library/Older Australians)
- Child/Youth Services
- Community Engagement
- Cultural Diversity
- Digital Literacy
- Local studies/Genealogy

You can choose to undertake the general public library Specialisation or any one or more of the sub specialisations. The general competencies and specialties are supported by public library skills audit checklists. The skills audit checklists provide the framework for participants to identify gaps in their knowledge and skills and the creation of training courses and units.

Audit - Each year, ALIA will audit a random 10% of Public Library Specialisation participants, using the procedures for audit of general PD scheme members.

After completion of each ALIA PD Scheme triennium (three years), a member of the Public Library PD Specialisation is eligible to apply for a Certified Professional Certificate and to have her/his name displayed in the list of Current Certified Professionals on the ALIA website and in the ALIA Annual Report. The member is required to demonstrate compliance with reflective outcomes.

Procedure

1. Register for the Public Library Specialisation
2. Undertake PD activities to accrue points:
 - a minimum of 30 PD points annually from 1 July to 30 June.
 - a minimum of 120 PD points/3 years.Allocate points based on the [Summary of activity types table](#).
3. Record and reflect on your learning activities. You choose your preferred recording method. **Indicate in your learning outcome/reflection a link between the continuing professional development you have undertaken and the approved ALIA Public Library Specialisation streams.**

Certification - Listing on the ALIA website and in the ALIA Annual reports and additional post nominals, for example: AALIA (CP) Public Library or ALIATec (CP) Public Library



Public Library: Generalist Specialisation

COMPETENCIES

1. **Understand the environment in which public libraries operate and the policies, issues and trends that impact upon the local government sector.**

(eg developments in community values; local government policy; LIS profession trends; digital literacy; early childhood literacy; ethical and legal issues...)

2. **Understand the importance of digital literacy across the community, and assist in its development.**

(eg technological profile of your community and its implications; cybersafety; intergenerational programs, senior computing...)

3. **Understand the principles and practices related to providing information services to meet community needs.**

(eg reference services; reader's advisory; information access; document delivery...)

4. **Know and understand the importance of reading among all members of the community and actively promote and support programs for members of the community with identified literacy needs.**

(eg analysis of information about literacy levels in the community, community engagement and consultation on literacy, understanding the principles of preliteracy, engagement with other organisations such as schools, community language collections, book clubs, reading challenges...)

5. **Understand the management of public library resources in a broad range of formats.**

(eg collection development and management; electronic licensing; copyright; digital repositories; digitisation of collections; cataloguing; classification; metadata...)

6. **Know and understand the application of leadership, finance, communication, marketing and management theory and techniques.**

(eg strategic planning; organisational policy, planning and decision making; financial management; marketing and public relations; review and evaluation of library services; human resources; project management; event management; measurement of program outcomes...)



7. Understand and use technology and systems to manage all forms of information.

(eg library systems; web management, network management; mobile technologies, database creation and management; authentication and authorisations; content management; learning management systems...)

8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Public Library: Aboriginal and Torres Strait Islander Specialisation

1. Understand the public library sector and the policies, issues and trends that impact on local Aboriginal and Torres Strait Islander communities.

(eg local demographic profile; developments in community values; local government policy; LIS profession; ethical and legal issues; awareness of cultural practices...)

2. Understand the principles and practices related to providing information services to meet local Aboriginal and Torres Strait Islander communities' needs.

(eg provision of bilingual resources; reference services; information access; document delivery, appropriate content and perspectives in traditional cultural property; establish mechanisms to allow participation of indigenous community representatives in the library's programs; promote cultural awareness for staff...)

3. Know and understand the importance of reading among all members of the Aboriginal and Torres Strait Islander community. Promote and support targeted programs for members of those communities with identified literacy needs.

(eg identify the need for particular language collections based on published standards and guidelines; participate in networks providing services for local communities; engagement with other organisations and Indigenous community representatives...)

4. Understand the management of resources in a broad range of formats, with a focus on other languages and cultural diversity.

(eg collection development and management; digitisation of collections; cataloguing and signage in first languages; inclusion of materials by and about Indigenous Australians in the collection...)

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

(eg strategic planning; organisational policy, planning and decision making; financial management; marketing and public relations; review and evaluation of library services; promotion of diversity in staffing...)



6. Understand and use current technology and systems to manage all forms of information.

(eg library systems; web management, network management; mobile technologies, database creation and management; authentication and authorisations; content management; learning management systems...)

7. Understand the importance of digital literacy among Aboriginal and Torres Strait Islanders and assist in its development.

(eg technological profile of your community and its implications; cybersafety; intergenerational programs, introductory computing; lending of devices...)

8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Public Library: Accessibility Specialisation (Disability/Home & Mobile library/Older Australians)

1. Understand the policies, issues and trends that impact on community members who face accessibility challenges.

(eg pressure of ageing population; local, state and federal government policy; LIS profession; digital literacy; diversity of senior and disabled population; ethical and legal issues...)

2. Understand the principles and practices related to providing information services to meet the needs of community members who experience barriers to access.

(eg responsive reader advisory programs; bulk loan programs for aged care residences; reference services; information access; concession services; observation of universal design principles; document delivery; focus on goal of independence for patrons...)

3. Know and understand the importance of reading among all members of the community and actively promote and support programs for members of the community with identified literacy needs who also experience barriers to access.

(eg analysis of information about literacy levels in the community, community engagement and consultation on literacy, engagement with other organisations, community language collections, programs for carers and convalescents, reading challenges...)

4. Understand the management of public library resources in a broad range of access-focused formats.

(eg adaptive technology for users with a disability; electronic licensing; copyright; digital repositories; digitisation of collections; cataloguing; classification; metadata...)

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

(eg strategic planning; organisational policy, planning and decision making; financial management; marketing and public relations; review and evaluation of library services; human resources planning and management...)

6. Understand and use current technology and systems to manage all forms of information, with a focus on accessibility.

(eg library systems; web management, network management; mobile technologies, database creation and management; authentication and authorisations; content management; learning management systems...)



7. Understand the importance of digital literacy as a means of fostering accessibility, and assist in its development.

(eg technological profile of the community and future implications; cybersafety; intergenerational programs, senior computing; introduction of e-book training; tech support for mobile devices...)

8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Public Library: Child/Youth Services Specialisation

1. Understand the public library sector and the policies, issues and trends that impact on the child services/youth services area.

(eg child safety; family demographics; local, state and federal government policies; relationship with schools, age-appropriate spaces; consideration of children/youth in planning; ethical and legal issues...)

2. Understand the principles and practices related to providing information services to meet the needs of children/youth.

(eg principles of preliteracy; reader's advisory; identifies underserved individuals/groups such as non-English speaking, homeschooled, remote; seeks the opinion of children/youth when evaluating programs; creates and sustains a welcoming environment for children and youth; promote the importance of libraries for children/youth to carers; facilitate learning programs...)

3. Know and understand the vital importance of reading among children/youth and actively promote and support programs, especially for children/youth with identified literacy needs.

(eg engagement with schools; promotion of digital collections; provide self-directed and experiential learning opportunities; provide resources that fuel a love of learning; engage family members and carers; maintain ongoing knowledge of new authors and emerging genres; participation in child-focused literacy events...)

4. Understand the management of child/youth resources in a broad range of formats.

(eg pursue diversity, currency and relevancy in the children's/youth collection; seek input from child/youth; establish criteria for evaluation of materials in all genres and formats...)

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

(eg demonstrate creativity and openness to new ideas; establish an environment where children and youth are encouraged to participate in library programs; establish measures to manage child/youth access to electronic resources and the internet; measurement of program outcomes...)

6. Understand and use current technology and systems to manage child/youth collections.

(eg library systems implications for original cataloguing; mobile technologies for application in local collections, database creation and management; authentication and authorisations; content management; learning management systems; uses social networking to engage with young adult customers...)



7. Understand the importance of digital literacy in children and youth, and assist in its development.

(eg best practices in online safety programs; age-appropriate technology services; establish guidelines for carers and children in the use of social networking and online tools; address information-seeking behavior and needs of children; provide workshops for children/youth to build their technology skills...)

8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Public Library: Community Engagement Specialisation

1. Understand the public library sector and the policies, issues and trends that contribute to or impact on the community.

(eg local area demographics; local, state and federal government policies; ethical and legal issues; communicate the value of library services; monitor use of facilities and address issues in planning for the future; understand importance of transparency; placemaking and spacemaking principles; strategies to identify sectors of community being overlooked...)

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

(eg use needs assessments to gather data; leverage community to build support for services and one-off campaigns; address need for community-focused spaces in the building; implement feedback mechanisms, respond to feedback and share openly with interested parties; address barriers to community use of the library and its services; support for Massive Open Online Courses MOOCs...)

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

(eg engagement with other organisations and underserved segments of the population; strategic partnerships to address literacy issues in the community; commitment to engage with the community beyond the library building...)

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

(eg pursue diversity in the collection; focus on under-represented segments of the community; management of gallery and display spaces; establish criteria for evaluation of materials in all genres and formats; establish creative mechanisms for community feedback and suggestions for purchase...)

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

(eg devise strategic collaborations with existing organisations to benefit both the community and the library service; demonstrate creativity and openness to new ideas; establish an environment where community groups are encouraged to participate in library programs; establish measures to manage community spaces and access; measurement of program outcomes; event management, marketing; project management...)



6. Understand and use current technology and systems to manage community collections and programs.

(eg library systems implications for original cataloguing; opportunities for use of mobile technologies in community programs, database creation and management...)

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

(eg best practices in online safety programs; skill-appropriate technology services; identify information-seeking behavior of different community sectors; provide workshops for individuals and groups to build their technology skills...)

8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Public Library: Cultural Diversity Specialisation

1. Understand the public library sector and the policies, issues and trends that impact on culturally diverse communities.

(eg local demographic profile; developments in community values; local government policy; LIS profession; ethical and legal issues; awareness of cultural practices...)

2. Understand the principles and practices related to providing information services to meet the needs of users from linguistically diverse cultures.

(eg provision of bilingual resources; reference services; information access; document delivery; establish mechanisms to allow participation of diverse community representatives in the library's programs; promote cross-cultural awareness for staff...)

3. Know and understand the importance of reading among all members of linguistically diverse cultures. Promote and support targeted programs for members of those communities with identified literacy needs.

(eg identify the need for particular language collections based on published standards and guidelines; participate in networks providing services for culturally diverse communities; engagement with other organisations and with community representatives; combined family events in languages other than English...)

4. Understand the management of resources in a broad range of formats, with a focus on other languages and cultural diversity.

(eg collection development and management; digitisation of collections; cataloguing and signage in languages other than English; cooperative agreements with neighbouring library services as a means of extending customer choices in other languages...)

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

(eg strategic planning; organisational policy, planning and decision making; financial management; marketing and public relations; review and evaluation of library services; promotion of multicultural skill sets and diversity in staffing...)



6. Understand and use current technology and systems to manage all forms of information.

(eg library systems; web management, network management; mobile technologies, database creation and management; authentication and authorisations; content management; learning management systems...)

7. Understand the importance of digital literacy among culturally diverse communities, and assist in its development.

(eg technological profile of your community and its implications; cybersafety; intergenerational programs, introductory computing; lending of devices...)

8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Public Library: Digital Literacy Specialisation

1. **Understand the public library sector and the policies, issues and trends that impact on digital literacy.**

(eg developments in community values; local government policy; LIS profession; digital literacy; early childhood literacy; ethical and legal issues...)

2. **Understand the principles and practices related to providing information services to meet the community's needs.**

(eg reference services; information access; document delivery...)

3. **Know and understand the importance of reading among all members of the community and actively promote and support programs for members of the community with identified literacy needs.**

(eg analysis of information about literacy levels in the community, community engagement and consultation on literacy, engagement with other organisations such as schools, community language collections, book clubs, reading challenges,

4. **Understand the management of public library resources in a broad range of formats.**

(eg collection development and management; electronic licensing; copyright; digital repositories; digitisation of collections; cataloguing; classification; metadata...)

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

(eg strategic planning; organisational policy, planning and decision making; financial management; marketing and public relations; review and evaluation of library services; human resources planning and management...)

6. **Know, understand and use current technology and systems to manage all forms of information.**

(eg library systems; web management, network management; mobile technologies, database creation and management; authentication and authorisations; content management; learning management systems...)

7. **Understand the importance of digital literacy across the community, and assist in its development.**

(eg technological profile of your community and its implications; cybersafety; intergenerational programs, senior computing; social media and gamification training...)



8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Public Library: Local Studies/Genealogy Specialisation

1. Understand the public library sector and the policies, issues and trends that impact on the local studies area.

(eg developments in community values; local government archiving policy; working with organisations with similar interests (family history, genealogy and, historical societies, the National Trust, digitization and preservation; ethical and legal issues...)

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

(eg reference services; access to rare or valuable items; document delivery, sustainable digitization projects including scope, costs, delivery and promotion; preservation and conservation principles and practices...)

3. Know and understand the importance of reading among all members of the community and actively promote and support programs for members of the community with identified literacy needs within a local studies context.

(eg community engagement and consultation on literacy, engagement with other organisations such as museums and archives; promotion of digital collections...)

4. Understand the management of local studies resources in a broad range of formats.

(eg collection development and management; co-operative relationships with museums, galleries, etc; donation policy; copyright; digital repositories; digitisation of collections; cataloguing; classification; metadata...)

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

(eg project planning; organisational policy, planning and decision making; financial management; marketing and public relations; review and evaluation of services; creation and publishing of original and interpretive works in various formats; measurement of program outcomes...)

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

(eg library systems implications for original cataloguing; mobile technologies for application in local collections, database creation and management; authentication and authorisations; content management; learning management systems...)



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

(eg potential users of local studies collections - general community, researchers, community groups; articulate the value of digitization of local collections, metadata and finding aids; best practices of digital resource acquisition, creation, management storage and preservation...)

8. Maintain currency of professional knowledge and practice.

(eg participation in professional organisations; attending formal conferences and workshops; participating in informal workplace learning activities; research and publishing in LIS...)



Works Consulted

Australian Library and Information Association. (2007). ALIA core values statement. Retrieved April 3, 2014, from <https://www.alia.org.au/about-alia/policies-standards-and-guidelines/alia-core-values-statement>

Australian Library and Information Association. (2008). Statement on library and information services staff appointments. Retrieved April 3, 2014, from <https://www.alia.org.au/about-alia/policies-standards-and-guidelines/statement-library-and-information-services-staff-appointments>

Australian Library and Information Association. (2013). Health Specialisation Core Competencies. Retrieved April 15, 2014, from <https://www.alia.org.au/member/professional-development/professional-development-scheme/alia-pd-scheme-specialisation>

Canadian Association of Research Libraries. (2010). Core Competencies for 21st Century CARL Librarians. Retrieved from http://www.carl-abrc.ca/uploads/pdfs/core_comp_profile-e.pdf

Gutsche, Betha, & Hough, Brenda. (2014). Competency Index for the Library Field. Dublin, Ohio: OCLC Online Computer Library Center. Retrieved from <https://webjunction.org/explore-topics/competencies.html>

Library Council of New South Wales. (2014). Living Learning Libraries, Standards and Guidelines for New South Wales Public Libraries. State Library of New South Wales. Retrieved from http://www.sl.nsw.gov.au/services/public_libraries/docs/living_learning_libraries2013.pdf