

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

FACTORS AFFECTING MEMBERSHIP OF THE ZIMBABWE LIBRARY ASSOCIATION
(ZimLA) IN GWERU

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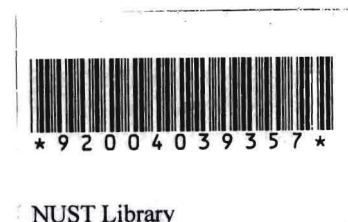
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ABSTRACT

Library Associations play an important role in the promotion of librarianship and this is vital to an informed and knowledgeable society. The aim of this research was to investigate the factors affecting membership of Zimbabwe Library Association in Gweru. The study used a mixed method approach which included both qualitative and quantitative. The study had a population of 100 participants. The study surveyed academic libraries and one public library in Gweru. The researcher used census where everyone was considered. A questionnaire and interviews were used to gather data. The study would help information professionals in Gweru to realize and understand the importance of being members of their professional association. The study also helped ZimLA to adopt strategies that would help it improve its membership base. The major findings were that ZimLA did not have adequate funding for its activities and membership was high and there was lack of promotion and publicity. The issue of benefits also contributed to low membership at ZimLA and conclusions of the research were that there was lack of interest due to poor attitude by librarians which resulted in low-membership at ZimLA. Inadequate resources, lack of communication and poor marketing strategies. The major recommendations of this study were that ZimLA must engage the corporate world for sponsorship and partnership and should adopt marketing strategies to market the association to all the librarians in Zimbabwe. ZimLA should also come up with educational programmes for Librarians that will educate the librarians about Library association with a view to change their attitude towards ZimLA.