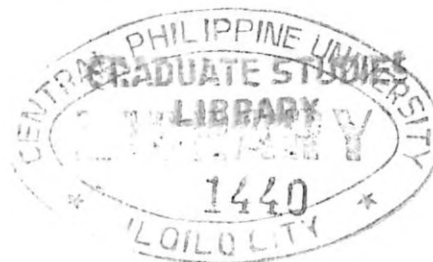


**ASSESSMENT OF MARKETING STRATEGIES OF THE NORTHERN ILOILO
POLYTECHNIC STATE COLLEGE LIBRARY SYSTEM TOWARD A
DEVELOPMENTAL STRATEGIC MARKETING PLAN**

A Thesis

**Presented to
the Faculty of the College of Education
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**In Partial Fulfillment
of the Requirements for the Degree
MASTER IN LIBRARY AND INFORMATION SCIENCE**



**JOSIRYL G. LIBO
May 2015**

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ABSTRACT

This study was conducted to assess the marketing strategies of the Northern Iloilo Polytechnic State College Library System toward a developmental strategic marketing plan during the second semester of S.Y. 2014-2015. The key informants/ respondents of the study were the seven librarians of the Northern Iloilo Polytechnic State College System. This is descriptive research which employed a one-shot survey. The instruments used in the study were interview guide and checklist. Data were analyzed using a SWOT analysis.

Of all the seven campuses of NIPSC, only one had a librarian who holds a master's degree. The ratio of the professional staff to student as well as the ratio of the professional librarian to support staff revealed that the NIPSC library system is understaffed.

NIPSC System College libraries have three main sources of income; the user fees, donor support and income generation activities. All campuses examined in this study reported to have collection development policies in one form or another. Only two

campuses out of seven had above 3,000 titles of book collections that meet the CHED standards on library collections for college libraries. The most common services offered by all campuses were orientation, loan services and reference and information services. Aside from library fees, libraries generate income through over dues/fines, printing, photocopying, and internet access. All Campuses had an “accessible” library. Two campuses had “strategically located” libraries. Three campuses however had libraries which are “not strategically located. All the campuses promote their libraries through bulletin board displays, library guides, library manuals, orientation, and through the word-of-mouth. Most of the libraries could not accommodate library clientele in one seating due to limited space.

If the strengths and opportunities are sustained and its weaknesses improved, and threats lessened, the libraries will have adequate personnel, budget, collection, services, and facilities. The formulation of marketing strategy plan is expected to improve the utilization of library resources and services.