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ABSTRACT

This paper analyzes a total of 235 job advertisements for business librarians from 1983 through 1992 listed in "Library Journal," "American Libraries," "C & RL News," "Specialist," and the Eastern edition of "The Wall Street Journal." Each advertisement was examined for level of job; type of employing institution; geographic location; minimum salary; Master of Library Science (MLS) requirement; degrees other than MLS; years of experience; and types of experience or skills. Advertisements averaged 24 per year, most (74.9%) at the librarian level (versus supervisor or administrative level). Most openings were for academic libraries (73.2%), followed by special (15.7%) and public (11.1%). Geographic distribution was found to be almost even, at approximately 25% each for Northeast, Midwest, South, and West regions. A historical summary of minimum salaries is offered. Most institutions required an American Library Association accredited MLS (74.5%), while some accepted an unaccredited MLS (21.3%) and a few did not indicate degree requirement (4.3%). In addition to a degree, employers considered the following as important experience requirements: online/database searching; oral/written communication skills; subject background in business or related field; interpersonal skills; bibliographic instruction; and business reference skills. Although the job market for business librarians is relatively small, institutions require candidates who have specialized knowledge, experience and skills. Contains 22 tables and an appendix providing the advertisement content analysis coding form. (Contains 19 references.) (MAS)

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THE JOB MARKET FOR BUSINESS LIBRARIANS
1983-1992

A Master's Research Paper submitted to the
Kent State University School of Library and Information Science
in partial fulfillment of the requirements
for the degree Master of Library Science

by

Doris Rakevich

November, 1993

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ABSTRACT

This paper analyzes job advertisements for business librarians from 1983 through 1992. Each advertisement was studied for level of job; type of employing institution; geographic location, minimum salary; MLS requirement; degrees other than MLS; years of experience; and types of experience or skills. It was found that the business librarian job market is relatively small. Specialized qualifications for business librarian positions include subject Bachelor's and Master's Degrees; subject background; and experience or skills in business reference and business literature/sources. Online/database searching skills are very important qualifications for this position.

Master's Research Paper by
Doris Rakevich
B.S., Bowling Green State University, 1975
M.L.S., Kent State University, 1993

Approved by

Advisor _____ Date 11-9-93

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I

INTRODUCTION

In today's complex, global, and fast-paced business environment, the demand for business information services is large and growing. The need for up-to-date information is vital. To be competitive, businesses now depend upon an array of data, news, and published information to support strategic planning and day-to-day operations. A supermarket of information formats and products has developed over the last several years to facilitate access to the external economic environment. Increasingly, people are turning to libraries to supply the business information that they need.¹

Any library or library collection, whether it is public, academic, special, business, or general, is only as good as the librarians staffing it.² In the library triad of facilities, staff, and collection, the staff is the weakest link in service to business patrons. Library schools are not attracting students with business backgrounds and are not providing a firm base for dealing with the business community. As a result, libraries are forced to train their business reference staff on the job.³ Within the last decade, there has been a shortage of

librarian job candidates with business backgrounds.⁴ The 1991 Library Journal placements and salaries survey indicated that business was one of the undergraduate subjects that was most needed to be prepared for library positions that are in demand.⁵

Libraries play a vital role in providing knowledge and information to help businesses and citizens be more productive, competitive, and profitable. This role will not only continue, but will also be enhanced as the future demands cooperation among citizens, information professionals, businesses, and government to develop, deliver, and maintain information services needed for a more productive economy.⁶ In contrast, however, library schools are not producing MLS graduates who have the training and background to be business librarians.

Purpose

The purpose of this study is to determine the trends and current status of the job market for business librarians and to develop a profile of job qualifications for business librarians. The study will add to the body of research on the job market for librarians and provide useful information to those who want and need to know what qualifications are needed to be a proficient business librarian. The results will be of interest to library schools in planning curricula, employers who hire or plan to hire in this specialty, and students, librarians, and other individuals

interested in the librarian job market.

Limitations

The study is limited to job advertisements for business librarians that appear in the five periodicals chosen for study during the period from 1983 through 1992. Although the study does not determine number of vacancies for business librarians in the entire job market for this period of time, it provides information to determine trends in the job market and in job qualifications.

Definition of Terms

For the purpose of this study, the following definition will be used:

Business Librarian: A librarian who works in a business library or in the business collection segment of a library, whether it be an academic, public, or special library. The business librarian provides business-oriented information services which cover the many disciplines represented within the business field including Accounting, Finance, Economics, Management, and Marketing. The business librarian provides information services to a wide range of users that includes investors of all ages; business people from small- and medium-sized companies; individuals looking for job, company, and resume information; local, county, and state government employees; and students. Included in the definition is the information analyst, specialist, or manager who works in a special library and provides business information reference and research services to an organization's employees, customers, and clients. The definition excludes librarians who are responsible for business information services along with technical, scientific, and engineering information services.

II

LITERATURE REVIEW

A literature review revealed that a study of the job market for business librarians has not been conducted in the past. However, several studies of the overall librarian job market and a number of studies of various segments of the librarian job market have been conducted. All of these studies used the content analysis methodology in which job advertisements were analyzed. In some studies, content analysis was used in addition to another methodology.

Mary T. Kim⁹ analyzed job advertisements for professional librarian positions in Ohio from January 1, 1976 through October 31, 1980 using advertisements in Library Journal, American Libraries, College & Research Libraries News (C & RL News), and Ohio Library Opportunities. In examining trends in the job market and developing a profile of minimum job requirements, she found that, during this period, there was an estimated 100 to 110 annual job openings and that most of the open positions required experience in addition to an MLS.

Katherine H. Packer¹⁰ studied job opportunities for professional librarians in Canada and the United States by analyzing 1977 job advertisements from the following

sources: Canadian Library Journal, Focus, Feliciter, Ontario Library Review, University Affairs, American Libraries, C & RL News, Library Journal, and LJ/SLJ Hotline. Her findings indicated that most of the jobs advertised were in university libraries. A majority of the jobs required prior experience, and a high percentage specified the need for administrative skills and ability. The study also pointed out the importance of computer applications knowledge for librarians.

Roma M. Harris and K. Joanne Reid¹¹ analyzed job advertisements for information workers in Canada in 1980, 1981, 1985, and 1986 that appeared in thirteen published sources, two joblines, and job notices sent to the University of Western Ontario's School of Library and Information Science. They also analyzed enrollment figures for elective courses at the library school to determine if students' preferences for elective courses matched market trends revealed in the advertisements. The findings indicated some growth in the number of positions advertised in non-library settings, particularly social service and non-profit agencies. Also, the ads reflected a growing emphasis on computing skills which was met with increasing enrollment in computing and information science elective courses. However, it was found that proportionately more male than female students selected these courses.

Ronald Rayman's¹² study of academic librarian job

openings advertised in Library Journal during 1970 through 1979 showed that, after a decade of fluctuation in the market, job openings for academic librarians were falling to critically low levels. He predicted that the 1980s would see little upward mobility for academic librarians and that nearly all position vacancies would be replacement positions.

Monique Mason¹³ analyzed job advertisements for academic librarians that appeared in American Libraries from January 1989 through March 1990. A decade after Rayman's study, she found an abundance of job opportunities for librarians seeking employment in academic libraries. The average number of openings was 88 per month, with the majority of positions requiring previous experience. However, 31% of the openings were for entry-level positions. Nearly half of the positions were in cataloging or reference.

Kathleen E. Aufderhaar¹⁴ analyzed job advertisements for academic librarians in American Libraries again in 1990. Her objective was to determine the educational qualifications required of successful job candidates and to compare them with the data from previous studies and from a questionnaire that she sent to libraries that advertised for positions requesting degrees in addition to the MLS. She found that the number of positions advertised asking for additional degrees increased and that 57.6% of librarians

filling the positions had the requested degrees at the time of hire. Most of these positions were subject-specialized or were in subject-specialized libraries.

Joyce C. Wright¹⁵ conducted a study that examined job advertisements for both academic and public librarians to determine basic patterns involving salaries advertised, library type, job level, and geographic location. She analyzed ads that appeared in American Libraries, C & RL News, and Library Journal from January 1980 through December 1984. Her study indicated that 67.2% of openings were in academic libraries and 77.1% of the openings asked for an accredited MLS. The largest number of advertisements came from the South and Midwest, and most of the salaries were at the mid-level range, with higher salaries offered in the West and lower salaries in the South.

Special library job openings were analyzed by Tobi A. Brimsek¹⁶ in her study of job advertisements in the Washington Post from 1983 to 1989. She found that a core group of job requirements were evident in the ads which included management skills, language skills, and subject expertise. Occurring at a higher level of frequency than these skills were online skills and the MLS or equivalent experience. The job requirements for special librarians grew and expanded throughout the seven-year period of study.

Catherine Howard¹⁷ examined job demand for children's librarians in relationship to the supply of qualified people



by first conducting a content analysis of job ads that appeared in 1984 in American Libraries, Library Journal, School Library Journal, and the American Library Association's Placement Service. She also conducted a content analysis of children's librarian job descriptions that she obtained from libraries that placed the ads. She then developed and implemented a questionnaire to determine whether those candidates accepting children's librarian positions were qualified and if the supply of professional children's librarians was limited. She found that there was a need for children's librarians, particularly at the entry-level. The personality trait "like children" had the highest importance on the job, and reference/reader's service for children, parents, and teachers was the most important responsibility on the job.

Michele Valerie Cloonan and Patricia C. Norcott¹⁸ examined the job content of preservation librarians to trace the development and growth of the specialty. Factors such as qualifications, duties, reporting line, and salary were analyzed by conducting a content analysis of job advertisements from 1975 through 1987 in Abbey Newsletter, American Libraries, Chronicle of Higher Education, C & RL News, and Conservation Administration News. They found that most preservation librarians function in a largely administrative role and possess an MLS. Most are paid below the average salary paid for functional and subject

specialists and department heads, and there is considerable variations in perceived functions of preservation librarians.

Cindy Lee Nordland¹⁹ sought to identify various qualifications required by health sciences librarians and compare and contrast them over a fourteen-year time span by replicating two earlier studies. She analyzed the content of job advertisements that appeared in MLA News in 1991. In comparison to studies conducted of ads in 1977-1978 and in 1986, the findings of her study showed that employers were more specific about job qualifications, subject background was more important, and Medical Library Association (MLA) certification was asked for less in advertisements during 1991.

Julia A. Martin²⁰ examined the position of library director by studying various factors such as type of employing institution, geographic location, salary, required degrees, amount of experience, and type of expertise. She conducted a content analysis of job advertisements in American Libraries from May 1991 through May 1992 and found that there were more openings in the Midwest, followed by the Northeast and Southeast. An accredited MLS was required in most of the positions, and university and college library directors were more likely to need an advanced degree beyond the MLS. The most requested types of experience were administrative, managerial, and supervisory. College,

university, and special library directors were more likely than public library directors to need information technology experience.

III

METHODOLOGY

A content analysis of advertisements for business librarian vacancies in the United States from 1983 through 1992 was conducted by analyzing job listings in Library Journal, American Libraries, C & RL News, Specialist, and the Eastern edition of The Wall Street Journal. The sample consisted of business librarian job advertisements that appeared in the population of these five periodicals during the period under study.

Library Journal, American Libraries, and C & RL News were selected because they are generally regarded as including most nationally advertised academic and public library job openings.²¹ Specialist is the monthly newsletter of the Special Libraries Association and lists special library job openings. Library Journal and American Libraries also include special library job listings. The Wall Street Journal was used as another source for special library job openings, but the sample from this source was very small.

Except for The Wall Street Journal, all issues of the periodicals were examined. The Wall Street Journal is a daily periodical, and the overwhelming number of jobs

advertised appear in the Tuesday edition. The Tuesday edition was examined for alternating weeks within the 10-year period of study. Only full-time positions were recorded in this study.

The procedure for data collection began with studying the job advertisements in the five periodicals for the period under study and photocopying all of the advertisements for business librarians. A copy of each advertisement was cut out and attached to a separate sheet of paper. They were identified by journal date, arranged by institution, and examined in order to eliminate multiple advertisements for the same job.

The individual advertisements were coded using a content analysis coding form (see appendix). Coding was in a letter-number format and indicated "required" or "desired/preferred" where appropriate. Codes for the following categories were written on the same paper to which the advertisement was attached: (1) level of job, (2) type of employing institution, (3) geographic location, (4) minimum salary, (5) MLS requirement, (6) degrees other than MLS, (7) years of experience, and (8) types of experience or skills.

The category for geographic location was based on the regional divisions used by the Bureau of Census.²² They are as follows:

Northeast: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey,

New York, Pennsylvania, Rhode Island, Vermont.

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.

South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia. West Virginia.

West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.

IV

ANALYSIS OF DATA

A total of 235 job advertisements were analyzed for the 10-year period from 1983 through 1992. The number of ads ranged from a low of 13 in 1991 to a high of 34 in 1987. The average number of jobs was 24 per year. There were some wide variances from year to year. For example, after reaching the 10-year low of 13 in 1991, the number jumped 76.9% to 23 jobs in 1992. At the end of the 10-year period, the number of job ads in 1992 (23) was comparable to the number of job ads found in the beginning years of the study (21 in 1983 and 24 in 1984). (See Table 1.)

Table 1. Number of Job Advertisements

	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	Tot.
#	21	24	21	23	34	27	19	30	13	23	235
# change from previous yr.	--	+3	-3	+2	+11	-7	-8	+11	-17	+10	--
% change from previous yr.	--	+14.3	-12.5	+9.5	+47.8	-20.6	-29.6	+57.9	-56.7	+76.9	--
% of total	8.9	10.2	8.9	9.8	14.5	11.5	8.1	12.8	5.5	9.8	100.0

Most of the jobs advertised were at the Librarian level (74.9%). The number of ads at the Supervisor level and Manager/Administrator levels were comparable to each other

(12.8% and 12.3%). The number of jobs at the Librarian level were relatively high in 1985 (85.7%) and 1991 (84.6%). There was a relatively large number of ads at the Supervisor level in 1983 (19.0%) and 1989 (26.3%). There was a relatively large number of ads at the Manager/Administrator level in 1984 (20.8%), 1986 (21.7%), and 1987 (20.6%). (See Table 2.)

Table 2. Job Advertisements by Level of Position

Level	1983 # (%)	1984 # (%)	1985 # (%)	1986 # (%)	1987 # (%)	1988 # (%)	1989 # (%)	1990 # (%)	1991 # (%)	1992 # (%)	Tot. # (%)
Librarian	15 (71.4)	17 (70.8)	18 (85.7)	15 (65.2)	26 (76.5)	20 (74.1)	13 (68.4)	23 (76.7)	11 (84.6)	18 (78.3)	176 (74.9)
Supervisor	4 (19.0)	2 (8.3)	3 (14.3)	3 (13.0)	1 (2.9)	4 (14.8)	5 (26.3)	4 (13.3)	1 (7.7)	3 (13.0)	30 (12.8)
Mgr./Admin.	2 (9.5)	5 (20.8)	0 (0)	5 (21.7)	7 (20.6)	3 (11.1)	1 (5.3)	3 (10.0)	1 (7.7)	2 (8.7)	29 (12.3)
Total	21 (99.9)	24 (99.9)	21 (100.0)	23 (99.9)	34 (100.0)	27 (100.0)	19 (100.0)	30 (100.0)	13 (100.0)	23 (100.0)	235 (100.0)

Percentages may not add to 100% due to rounding.

Academic libraries advertised for 73.2% of the jobs. There were more openings for jobs in special libraries (15.7%) than in public libraries (11.1%). (See Table 3.)

Table 3. Job Advertisements by Type of Institution

Type of Institution	1983 # (%)	1984 # (%)	1985 # (%)	1986 # (%)	1987 # (%)	1988 # (%)	1989 # (%)	1990 # (%)	1991 # (%)	1992 # (%)	Tot. # (%)
Academic	20 (95.3)	18 (75.0)	19 (90.5)	13 (56.5)	22 (64.7)	21 (77.8)	12 (63.2)	24 (80.0)	8 (61.5)	15 (65.2)	172 (73.2)
Public	0 (0)	0 (0)	2 (9.5)	5 (21.7)	4 (11.8)	4 (14.8)	5 (26.3)	4 (13.3)	0 (0)	2 (8.7)	26 (11.1)
Special	1 (4.8)	6 (25.0)	0 (0)	5 (21.7)	8 (23.5)	2 (7.4)	2 (10.5)	2 (6.7)	5 (38.5)	6 (26.1)	37 (15.7)
Total	21 (100.1)	24 (100.0)	21 (100.0)	23 (99.9)	34 (100.0)	27 (100.0)	19 (100.0)	30 (100.0)	13 (100.0)	23 (100.0)	235 (100.0)

The distribution of job advertisements by geographic location was relatively close, with the Northeast region having the most ads (27.7%). The proportion of ads for the South, West, and Midwest was 25.1%, 23.8%, and 23.4%, respectively. (See Table 4.)

Table 4. Job Advertisements by Geographic Location

Region	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	Tot.
	#	#	#	#	#	#	#	#	#	#	#
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Northeast	4 (19.0)	8 (33.3)	6 (28.6)	5 (21.7)	9 (26.5)	9 (33.3)	6 (31.6)	7 (23.3)	2 (15.4)	9 (39.1)	65 (27.7)
Midwest	6 (28.6)	4 (16.7)	4 (19.0)	8 (34.8)	9 (26.5)	3 (11.1)	7 (36.8)	4 (13.3)	7 (53.8)	3 (13.0)	55 (23.4)
South	5 (23.8)	10 (41.7)	8 (38.1)	3 (13.0)	4 (11.8)	7 (25.9)	2 (10.5)	9 (30.0)	3 (23.1)	8 (34.8)	59 (25.1)
West	6 (28.6)	2 (8.3)	3 (14.3)	7 (30.4)	12 (35.3)	8 (29.6)	4 (21.1)	10 (33.3)	1 (7.7)	3 (13.0)	56 (23.8)
Total	21 (100.0)	24 (100.0)	21 (100.0)	23 (99.9)	34 (100.1)	27 (99.9)	19 (100.0)	30 (99.9)	13 (100.0)	23 (99.9)	235 (100.0)

Percentages may not add to 100% due to rounding.

When coding salary information found in the job ads, minimum salaries were used since many ads indicated that a minimum salary was negotiable based on experience. The minimum salary was coded when a range of salaries was given.

In 1983, 38.1% of minimum salary offers were below \$15,001 and 52.4% were in the \$15,001-\$20,000 range. Salary information was not indicated in 9.5% of the ads for that year. By 1992, the lowest range for minimum salary offers was \$20,001-\$25,000 (26.1%). There were 30.4% of ads in the \$25,001-\$30,000 range, 8.7% of ads in the \$30,001-\$35,000 range, and 8.7% of ads in the \$35,001-\$40,000 range. Salary

information was not indicated for 26.1% of the ads that year. The highest minimum salary offer in the study was in the \$40,001-\$45,000 range in 1991. (See Table 5.)

Table 5. Job Advertisements by Minimum Salary

	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	Tot.
	#	#	#	#	#	#	#	#	#	#	#
Min. Salary	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Below \$15,001	8 (38.1)	1 (4.2)	2 (9.5)	1 (4.4)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	12 (5.1)
\$15,000-\$20,000	11 (52.4)	10 (41.7)	13 (61.9)	8 (34.8)	15 (44.1)	10 (37.0)	0 (0)	3 (10.0)	0 (0)	0 (0)	70 (29.4)
\$20,001-\$25,000	0 (0)	6 (25.0)	4 (19.0)	7 (30.4)	12 (35.3)	5 (18.5)	10 (52.6)	15 (50.0)	3 (38.5)	6 (26.1)	70 (29.8)
\$25,001-\$30,000	0 (0)	0 (0)	0 (0)	2 (8.7)	3 (8.8)	5 (18.5)	6 (31.6)	4 (13.3)	3 (23.1)	7 (30.4)	30 (12.8)
\$30,001-\$35,000	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (7.4)	1 (5.3)	4 (13.3)	1 (7.7)	2 (8.7)	10 (4.3)
\$35,001-\$40,000	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (7.7)	2 (8.7)	3 (1.3)
\$40,001-\$45,000	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (7.7)	0 (0)	1 (0.4)
Not Indicated	2 (9.5)	7 (29.2)	2 (9.5)	5 (21.7)	4 (11.8)	5 (18.5)	2 (10.5)	4 (13.3)	2 (15.4)	6 (26.1)	39 (16.6)
Total	21 (100.0)	24 (100.1)	21 (99.9)	23 (100.0)	34 (100.0)	27 (99.9)	19 (100.0)	30 (99.9)	13 (100.1)	23 (100.0)	235 (100.1)

Percentages may not add to 100% due to rounding.

Throughout the period of study, most of the advertised jobs required a Master's Degree in Library Science (MLS) from an American Library Association (ALA) accredited institution (74.5% overall). The proportion of ads requesting a MLS degree without specifying accreditation was 21.3%, and the proportion of ads that did not indicate a MLS requirement was 4.3%. (See Table 6.)

Table 6. Job Advertisements by MLS Requirement

	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	Tot.
	#	#	#	#	#	#	#	#	#	#	#
MLS Requirement (%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
MLS/ALA	19	15	20	13	22	22	13	25	10	16	175
Accredited	(90.5)	(62.5)	(95.2)	(56.5)	(64.7)	(81.5)	(68.4)	(83.3)	(76.9)	(69.6)	(74.5)
MLS	1	8	1	9	9	5	6	5	2	4	50
	(4.8)	(33.3)	(4.8)	(39.1)	(26.5)	(18.5)	(31.6)	(16.7)	(15.4)	(17.4)	(21.3)
Not Indicated	1	1	0	1	3	0	0	0	1	3	10
	(4.8)	(4.2)	(0)	(4.3)	(8.8)	(0)	(0)	(0)	(7.7)	(13.0)	(4.3)
Total	21	24	21	23	34	27	19	30	13	23	235
	(100.1)	(100.0)	(100.0)	(99.9)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.1)	(100.1)

Percentages may not add to 100% due to rounding.

Degree requirements other than a MLS are represented in Tables 7 through 10. Many ads (52.8%) did not indicate a degree requirement beyond a MLS (see Table 10), but a number of ads indicated that more than one additional degree was required or desired/preferred beyond a MLS.

A subject Bachelor's Degree in business or a business-related field was required or desired/preferred in 28.5% of the job ads. It was required in 13.6% of the ads and desired/preferred in 14.9% of the ads. (See Table 7.)

A subject Master's Degree in business or business-related field was required or desired/preferred in 31.5% of the job ads. Although it was required in only 4.3% of the ads, it was desired or preferred in 27.2% of the ads. (See Table 8.)

A very small proportion of ads (1.3%) required or desired/preferred a Ph.D. (See Table 9). There were no other types of degree requirements indicated in the job advertisements.

Table 7. Job Advertisements by Degree Requirement (Other than MLS) - Subject Bachelor's

Year	Total # of Ads	----- Subject Bachelor's -----			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	2 (9.5)	3 (14.3)	5 (23.8)	
1984	24	2 (8.3)	4 (16.7)	6 (25.0)	
1985	21	2 (9.5)	6 (28.6)	8 (38.1)	
1986	23	3 (13.0)	2 (8.7)	5 (21.7)	
1987	34	4 (11.8)	8 (23.5)	12 (35.3)	
1988	27	3 (11.1)	3 (11.1)	6 (22.2)	
1989	19	4 (21.1)	3 (15.8)	7 (36.8)	
1990	30	7 (23.3)	1 (3.3)	8 (26.7)	
1991	13	1 (7.7)	3 (23.1)	4 (30.8)	
1992	23	4 (17.4)	2 (8.7)	6 (26.1)	
Total	235	32 (13.6)	35 (14.9)	67 (28.5)	

Percentages shown represent a % of total job ads found in column 2.

Table 8. Job Advertisements by Degree Requirement (Other than MLS) - Subject Master's

Year	Total # of Ads	----- Subject Master's -----			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	2 (9.5)	3 (14.3)	5 (23.8)	
1984	24	0 (0)	7 (29.2)	7 (29.2)	
1985	21	1 (4.8)	7 (33.3)	8 (38.1)	
1986	23	3 (13.0)	5 (21.7)	8 (34.8)	
1987	34	0 (0)	8 (23.5)	8 (23.5)	
1988	27	0 (0)	9 (33.3)	9 (33.3)	
1989	19	0 (0)	7 (36.8)	7 (36.8)	
1990	30	3 (10.0)	6 (20.0)	9 (30.0)	
1991	13	0 (0)	3 (23.1)	3 (23.1)	
1992	23	1 (4.3)	9 (39.1)	10 (43.5)	
Total	235	10 (4.3)	64 (27.2)	74 (31.5)	

Percentages shown represent a % of total job ads found in column 2.

Table 9. Job Advertisements by Degree Requirement (Other than MLS) - Ph.D.

Year	Total # of Ads	----- Ph.D. -----			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	0 (0)	0 (0)	0 (0)	
1984	24	0 (0)	1 (4.2)	1 (4.2)	
1985	21	0 (0)	0 (0)	0 (0)	
1986	23	0 (0)	0 (0)	0 (0)	
1987	34	0 (0)	0 (0)	0 (0)	
1988	27	0 (0)	0 (0)	0 (0)	
1989	19	0 (0)	0 (0)	0 (0)	
1990	30	1 (3.3)	0 (0)	1 (3.3)	
1991	13	0 (0)	0 (0)	0 (0)	
1992	23	0 (0)	1 (4.3)	1 (4.3)	
Total	235	1 (0.4)	2 (0.9)	3 (1.3)	

Percentages shown represent a % of total job ads found in column 2.

Table 10. Job Advertisements by Degree Requirement (Other than MLS) - Not Indicated

Year	Total # of Ads	Degree Not Indicated	
		#	(%)
1983	21	11	(52.4)
1984	24	13	(54.2)
1985	21	9	(42.9)
1986	23	14	(60.9)
1987	34	20	(58.8)
1988	27	15	(55.6)
1989	19	8	(42.1)
1990	30	15	(50.0)
1991	13	7	(53.8)
1992	23	12	(52.2)
Total	235	124	(52.8)

Percentages shown represent a % of total job ads found in column 2.

Many of the job advertisements stated that experience was required or desired without indicating a number of years (22.6% required some experience and 24.3% desired some experience). When a range of years was specified, the average year was coded. If the average was not a whole number, it was rounded up to the next highest number. In the ads that did indicate years of experience, a requirement of 2 years was most prevalent (21.7%). Following this were entry level or no years of experience indicated (8.5%), 3 years (7.7%), 4 years (6.4%), 1 year (4.3%), 5 years (2.6%), and 6 years or more (2.1%). (See Table 11.)

Table 11. Job Advertisements by Years of Experience Requirement

Years of Experience	1983 # (%)	1984 # (%)	1985 # (%)	1986 # (%)	1987 # (%)	1988 # (%)	1989 # (%)	1990 # (%)	1991 # (%)	1992 # (%)	Tot. # (%)
Entry Level; None or None Indicated	3 (14.3)	2 (8.3)	3 (14.3)	2 (8.7)	3 (8.8)	2 (7.4)	0 (0)	1 (3.3)	2 (15.4)	2 (8.7)	20 (8.5)
1 Year	0 (0)	1 (4.2)	2 (9.5)	2 (8.7)	1 (2.9)	1 (3.7)	0 (0)	1 (3.3)	1 (7.7)	1 (4.3)	10 (4.3)
2 Years	4 (19.0)	5 (20.8)	5 (23.8)	3 (13.0)	7 (20.6)	4 (14.8)	6 (31.6)	9 (30.0)	2 (15.4)	6 (26.1)	51 (21.7)
3 Years	1 (4.8)	0 (0)	0 (0)	4 (17.4)	1 (2.9)	3 (11.1)	2 (10.5)	3 (10.0)	1 (7.7)	3 (13.0)	18 (7.7)
4 Years	1 (4.8)	1 (4.2)	1 (4.7)	3 (13.0)	2 (5.9)	2 (7.4)	1 (5.3)	2 (6.7)	0 (0)	2 (8.7)	15 (6.4)
5 Years	0 (0)	1 (4.2)	0 (0)	2 (8.7)	0 (0)	1 (3.7)	1 (5.3)	1 (3.3)	0 (0)	0 (0)	6 (2.6)
6 or More Years	1 (4.8)	1 (4.2)	0 (0)	0 (0)	1 (2.9)	0 (0)	0 (0)	1 (3.3)	1 (7.7)	0 (0)	5 (2.1)
Desired (Yrs. Unknown)	5 (23.8)	6 (25.0)	6 (28.6)	5 (21.7)	5 (14.7)	12 (44.4)	4 (21.1)	5 (16.7)	4 (30.8)	5 (21.7)	57 (24.3)
Required (Yrs. Unknown)	6 (28.6)	7 (29.2)	4 (19.0)	2 (8.7)	14 (41.2)	2 (7.4)	5 (26.3)	7 (23.3)	2 (15.4)	4 (17.4)	53 (22.6)
Total	21 (100.1)	24 (100.1)	21 (99.9)	23 (99.9)	34 (99.9)	27 (99.9)	19 (100.1)	30 (99.9)	13 (100.1)	23 (99.9)	235 (100.2)

Percentages may not add to 100% due to rounding.

The types of experience or skills required or desired/preferred are represented in Tables 12 through 22. By far, experience or skills in online/database searching was required or desired/preferred in the most job ads (68.1%). This requirement started out strong in 1983 (57.1%) and continued in its strength through 1992 (69.6%). In 1992, 47.8% of ads required experience or skills in online/database searching, and 21.7% desired or preferred it. Overall, 34.9% of ads required it, and 33.2% desired or preferred it. (See Table 12.)

The next highest type of experience or skill

requirement was for oral/written communications skills (38.7%). This requirement was required in 34.9% of ads and desired or preferred in 3.8% of ads. In 1990 and 1991, 50% or more of the ads required oral/written communications skills. (See Table 16.)

A subject background in business or a business-related field was required or desired/preferred in 36.2% of the job ads. It was required in 18.3% of the ads and desired or preferred in 17.9% of the ads. (See Table 13.)

Interpersonal skills was the next ranked type of experience or skills sought within the job ads (30.2%). It was required in 28.1% of the ads and desired or preferred in 2.1% of the ads. (See Table 17.)

The proportion of job ads that stated a requirement for bibliographic instruction was 23.4%. It was indicated more as being desired or preferred (16.6%) rather than being required (6.8%). (See Table 18.)

The next two types of experience or skills, business reference and business literature/sources, are closely related and were sought after in the same overall proportion of job ads (22.1%). Business reference was required in 11.1% of job ads and desired/preferred in 11.1% of job ads. Experience or skills in business literature/sources were required in 15.7% of job ads and desired/preferred in 6.4% of job ads. (See Tables 14 and 21.)

The remaining types of experience or skills that were

noted in the study were found to be more desired or preferred than required. (See Tables 15, 19, 20, and 22.) Experience or skills in reference (not specified as business reference) were indicated in 18.7% of job ads (6.8% required it and 11.9% desired or preferred it). Experience or skills in collection development were indicated in 14.5% of job ads (3.4% required it and 11.1% desired or preferred it). Experience or skills in microcomputers were indicated in 13.6% of job ads (5.1% required it and 8.5% desired or preferred it). Experience or skills in government documents were indicated in 7.2% of job ads (1.7% required it and 5.5% desired or preferred it).

Table 12. Job Advertisements by Types of Experience or Skills - Online/Database Searching

Year	Total # of Ads	----- Online/Database Searching -----					
		Required		Desired/Preferred		Total	
		#	(%)	#	(%)	#	(%)
1983	21	6	(28.6)	6	(28.6)	12	(57.1)
1984	24	9	(37.5)	7	(29.2)	16	(66.7)
1985	21	4	(19.0)	8	(38.1)	12	(57.1)
1986	23	9	(39.1)	6	(26.1)	15	(65.2)
1987	34	15	(44.1)	10	(29.4)	25	(73.5)
1988	27	8	(29.6)	10	(37.3)	18	(66.7)
1989	19	7	(36.8)	8	(42.1)	15	(78.9)
1990	30	8	(26.7)	11	(36.7)	19	(63.3)
1991	13	5	(38.5)	7	(53.8)	12	(92.3)
1992	23	11	(47.8)	5	(21.7)	16	(69.6)
Total	235	82	(34.9)	78	(33.2)	160	(68.1)

Percentages shown represent a % of total job ads found in column 2.

Table 13. Job Advertisements by Types of Experience or Skills - Subject Background

Year	Total # of Ads	Subject Background			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	7 (33.3)	4 (19.0)	11 (52.4)	
1984	24	3 (12.5)	2 (8.3)	5 (20.8)	
1985	21	2 (9.5)	7 (33.3)	9 (42.9)	
1986	23	1 (4.3)	2 (8.7)	3 (13.0)	
1987	34	8 (23.5)	7 (20.6)	15 (44.1)	
1988	27	5 (18.5)	5 (18.5)	10 (37.0)	
1989	19	5 (26.3)	4 (21.1)	9 (47.4)	
1990	30	4 (13.3)	4 (13.3)	8 (26.7)	
1991	13	3 (23.1)	2 (15.4)	5 (38.5)	
1992	23	5 (21.7)	5 (21.7)	10 (43.5)	
Total	235	43 (18.3)	42 (17.9)	85 (36.2)	

Percentages shown represent a % of total job ads found in column 2.

Table 14. Job Advertisements by Types of Experience or Skills - Business Reference

Year	Total # of Ads	Business Reference			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	0 (0)	5 (23.8)	5 (23.8)	
1984	24	6 (25.0)	5 (20.8)	11 (45.8)	
1985	21	1 (4.8)	1 (4.8)	2 (9.5)	
1986	23	2 (8.7)	2 (8.7)	4 (17.4)	
1987	34	6 (17.6)	5 (14.7)	11 (32.4)	
1988	27	0 (0)	2 (7.4)	2 (7.4)	
1989	19	4 (21.1)	1 (5.3)	5 (26.3)	
1990	30	3 (10.0)	3 (10.0)	6 (20.0)	
1991	13	0 (0)	1 (7.7)	1 (7.7)	
1992	23	4 (17.4)	1 (4.3)	5 (21.7)	
Total	235	26 (11.1)	26 (11.1)	52 (22.1)	

Percentages shown represent a % of total job ads found in column 2.

Table 15. Job Advertisements by Types of Experience or Skills - Reference

Year	Total # of Ads	Reference			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	1 (4.8)	3 (14.3)	4 (19.0)	
1984	24	3 (12.5)	2 (8.3)	5 (20.0)	
1985	21	2 (9.5)	1 (4.8)	3 (14.3)	
1986	23	3 (13.0)	3 (13.0)	6 (26.1)	
1987	34	2 (5.9)	6 (17.6)	8 (23.3)	
1988	27	1 (3.7)	5 (18.5)	6 (22.2)	
1989	19	2 (10.5)	1 (5.3)	3 (15.8)	
1990	30	1 (3.3)	4 (13.3)	5 (16.7)	
1991	13	1 (7.7)	2 (15.4)	3 (23.1)	
1992	23	0 (0)	1 (4.3)	1 (4.3)	
Total	235	16 (6.8)	28 (11.9)	44 (18.7)	

Percentages shown represent a % of total job ads found in column 2.

Table 16. Job Advertisements by Types of Experience or Skills - Oral/Written Communications Skills

Year	Total # of Ads	----- Oral/Written Communications Skills -----			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	3 (14.3)	2 (9.5)	5 (23.8)	
1984	24	9 (37.5)	0 (0)	9 (37.5)	
1985	21	3 (14.3)	1 (4.8)	4 (19.0)	
1986	23	7 (30.4)	0 (0)	7 (30.4)	
1987	34	16 (47.1)	1 (2.9)	17 (50.0)	
1988	27	8 (29.6)	2 (7.4)	10 (37.0)	
1989	19	7 (36.8)	0 (0)	7 (36.8)	
1990	30	15 (50.0)	1 (3.3)	16 (53.3)	
1991	13	7 (53.8)	1 (7.7)	8 (61.5)	
1992	23	7 (30.4)	1 (4.3)	8 (34.8)	
Total	235	82 (34.9)	9 (3.8)	91 (38.7)	

Percentages shown represent a % of total job ads found in column 2.

Table 17. Job Advertisements by Types of Experience or Skills - Interpersonal Skills

Year	Total # of Ads	----- Interpersonal Skills -----			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	2 (9.5)	0 (0)	2 (9.5)	
1984	24	7 (29.2)	0 (0)	7 (29.2)	
1985	21	4 (19.0)	0 (0)	4 (19.0)	
1986	23	5 (21.7)	0 (0)	5 (21.7)	
1987	34	11 (32.3)	3 (8.8)	14 (41.2)	
1988	27	8 (29.6)	0 (0)	8 (29.6)	
1989	19	7 (36.8)	0 (0)	7 (36.8)	
1990	30	10 (33.3)	1 (3.3)	11 (36.7)	
1991	13	6 (46.2)	1 (7.7)	7 (53.8)	
1992	23	6 (26.1)	0 (0)	6 (26.1)	
Total	235	66 (28.1)	5 (2.1)	71 (30.2)	

Percentages shown represent a % of total job ads found in column 2.

Table 18. Job Advertisements by Types of Experience or Skills - Bibliographic Instruction

Year	Total # of Ads	----- Bibliographic Instruction -----			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	1 (4.8)	3 (14.3)	4 (19.0)	
1984	24	3 (12.5)	3 (12.5)	6 (25.0)	
1985	21	1 (4.8)	2 (9.5)	3 (14.3)	
1986	23	2 (8.7)	5 (21.7)	7 (30.4)	
1987	34	3 (8.8)	5 (14.7)	8 (23.5)	
1988	27	2 (7.4)	2 (7.4)	4 (14.8)	
1989	19	2 (10.5)	3 (15.8)	5 (26.3)	
1990	30	0 (0)	8 (26.7)	8 (26.7)	
1991	13	1 (7.7)	6 (46.2)	7 (53.8)	
1992	23	1 (4.3)	2 (8.7)	3 (13.0)	
Total	235	16 (6.8)	39 (16.6)	55 (23.4)	

Percentages shown represent a % of total job ads found in column 2.

Table 19. Job Advertisements by Types of Experience or Skills - Collection Development

Year	Total # of Ads	Collection Development				Total	
		Required # (%)	Desired/Preferred # (%)	Required # (%)	Desired/Preferred # (%)	# (%)	# (%)
1983	21	1 (4.8)	1 (4.8)	1 (4.8)	2 (9.5)		
1984	24	1 (4.2)	1 (4.2)	1 (4.2)	2 (8.3)		
1985	21	0 (0)	0 (0)	0 (0)	0 (0)		
1986	23	0 (0)	4 (17.1)	4 (17.1)	4 (17.1)		
1987	34	0 (0)	3 (8.8)	3 (8.8)	3 (8.8)		
1988	27	1 (3.7)	5 (18.5)	5 (18.5)	6 (22.2)		
1989	19	2 (10.5)	2 (10.5)	2 (10.5)	4 (21.1)		
1990	30	2 (6.7)	5 (16.7)	5 (16.7)	7 (23.3)		
1991	13	1 (7.7)	4 (30.8)	4 (30.8)	5 (38.5)		
1992	23	0 (0)	1 (4.3)	1 (4.3)	1 (4.3)		
Total	235	8 (3.4)	26 (11.1)	26 (11.1)	34 (14.5)		

Percentages shown represent a % of total job ads found in column 2.

Table 20. Job Advertisements by Types of Experience or Skills - Microcomputer

Year	Total # of Ads	Microcomputer				Total	
		Required # (%)	Desired/Preferred # (%)	Required # (%)	Desired/Preferred # (%)	# (%)	# (%)
1983	21	2 (9.5)	1 (4.8)	1 (4.8)	3 (14.3)		
1984	24	1 (4.2)	2 (8.3)	2 (8.3)	3 (12.5)		
1985	21	1 (4.8)	2 (9.5)	2 (9.5)	3 (14.3)		
1986	23	1 (4.3)	0 (0)	0 (0)	1 (4.3)		
1987	34	3 (8.8)	5 (14.7)	5 (14.7)	8 (23.5)		
1988	27	0 (0)	3 (11.1)	3 (11.1)	3 (11.1)		
1989	19	2 (10.5)	2 (10.5)	2 (10.5)	4 (21.1)		
1990	30	0 (0)	1 (3.3)	1 (3.3)	1 (3.3)		
1991	13	0 (0)	3 (23.1)	3 (23.1)	3 (23.1)		
1992	23	2 (8.7)	1 (4.3)	1 (4.3)	3 (13.0)		
Total	235	12 (5.1)	20 (8.5)	20 (8.5)	32 (13.6)		

Percentages shown represent a % of total job ads found in column 2.

Table 21. Job Advertisements by Types of Experience or Skills - Business Literature/Sources

Year	Total # of Ads	Business Literature/Sources				Total	
		Required # (%)	Desired/Preferred # (%)	Required # (%)	Desired/Preferred # (%)	# (%)	# (%)
1983	21	2 (9.5)	1 (4.8)	1 (4.8)	3 (14.3)		
1984	24	2 (8.3)	1 (4.2)	1 (4.2)	3 (12.5)		
1985	21	1 (4.8)	1 (4.8)	1 (4.8)	2 (9.5)		
1986	23	4 (17.4)	1 (4.3)	1 (4.3)	5 (21.7)		
1987	34	3 (8.8)	2 (5.9)	2 (5.9)	5 (14.7)		
1988	27	7 (25.9)	2 (7.4)	2 (7.4)	9 (33.3)		
1989	19	3 (15.8)	1 (5.3)	1 (5.3)	4 (21.1)		
1990	30	8 (26.7)	3 (10.0)	3 (10.0)	11 (36.7)		
1991	13	3 (23.1)	3 (23.1)	3 (23.1)	6 (46.2)		
1992	23	4 (17.4)	0 (0)	0 (0)	4 (17.4)		
Total	235	37 (15.7)	15 (6.4)	15 (6.4)	52 (22.1)		

Percentages shown represent a % of total job ads found in column 2.

Table 22. Job Advertisements by Types of Experience or Skills - Government Documents

Year	Total # of Ads	----- Government Documents -----			
		Required # (%)	Desired/Preferred # (%)	Total # (%)	
1983	21	1 (4.8)	2 (9.5)	3 (14.3)	
1984	24	1 (4.2)	0 (0)	1 (4.2)	
1985	21	0 (0)	2 (9.5)	2 (9.5)	
1986	23	0 (0)	0 (0)	0 (0)	
1987	34	0 (0)	1 (2.9)	1 (2.9)	
1988	27	0 (0)	1 (3.7)	1 (3.7)	
1989	19	1 (5.3)	2 (10.5)	3 (15.8)	
1990	30	1 (3.3)	3 (10.0)	4 (13.3)	
1991	13	0 (0)	1 (7.7)	1 (7.7)	
1992	23	0 (0)	1 (4.3)	1 (4.3)	
Total	235	4 (1.7)	13 (5.5)	17 (7.2)	

Percentages shown represent a % of total job ads found in column 2.

CONCLUSIONS

Although the position of business librarian is an essential one, this study has shown that the job market for business librarians is relatively small. From 1983 through 1992, the average annual number of job advertisements for business librarians was 24. There have been some wide variances from year to year. The number of job ads reached a low of 13 in 1991, and it never surpassed the 34 jobs in 1987. The number of jobs in 1992 was 23 which was very close to the 21 jobs in 1983 and the 24 jobs in 1984.

Nevertheless, when academic, public, or special libraries need to fill the position of business librarian, they need candidates who have specialized knowledge, experience, and skills. In addition to a MLS from an accredited program, a Bachelor's Degree in business or a business-related field was required or desired/preferred in 28.5% of job ads. A Master's Degree in business or a business-related field was required or desired/preferred in 31.5% of job ads.

Experience or skills in online/database searching is very important and was sought after in 68.1% of job ads. Other specialized qualifications needed in job candidates

are a subject background in business or a business-related field (36.2% of job ads); experience or skills in business reference (22.1% of job ads); and experience or skills in business literature/sources (22.1% of job ads).

There are several possible reasons for the small job market for business librarians from 1983 through 1992, not the least being the state of the economy. The highest job ad numbers in 1987 (34 ads) and 1988 (27 ads) may have been indications of the beginning of growing strength, recognition, and demand in this job market, only to be checked as a recession took hold in the following years. Although the economy has been characterized by high unemployment and slow growth within the last several years, an underlying need for business librarians most likely still exists, and libraries attempt to make what efforts they can to fulfill the need (e.g., 30 job ads in 1990). However, until economic growth and employment pick up, the job market for business librarians will probably not get back on the possible growth track that was suggested in 1987 and 1988.

Another possible reason for the small job market may lie within findings that show that 73.2% of the job ads were for academic libraries and 15.7% were for special libraries while only 11.1% of the job ads were for public libraries. These findings raise questions, beyond the scope of this study, concerned with how public libraries are staffing to provide business information services and whether public

libraries are effectively meeting the need for business information services.

If people are not adequately served by the public library for their business information needs, then where are they going for this information? Many probably use academic libraries which, according to this study, have, by far, the largest proportion of openings for business librarians. However, the primary focus of academic libraries is on service to faculty and students, and, in most cases, service to the public is a much lower priority.

People may be paying private, for-profit information brokers to provide business information services. However, according to the sample of job ads analyzed, there is not much hiring activity by information brokers for business librarians as defined in this study. Only a few job ads were for openings within this type of information provider, and those were classified under the special library classification. It is likely that many of the people who work in this segment of the information industry are, themselves, capable library users who make frequent use of the business information resources at public libraries.

Special libraries within businesses, organizations, or agencies are another source of business information for some of the people who may not be using public libraries. Special libraries accounted for 15.7% of the job ads in this study. One of the reasons that this is a relatively small

proportion of job ads may be because many special libraries are very small operations. Also, the state of the economy has prevented many businesses from establishing their own special libraries or enhancing the ones that currently exist.

Many employees of businesses, organizations, or agencies, with or without special libraries, rely on their own individual or department resources for business information. These resources include directories, journals, periodicals, and information from product manuals, sales representatives, trade associations, and professional networks.

Large and prosperous companies and organizations are in the best position to afford their own special libraries, the services of information brokers, or good collections of business information sources for departments or individual employees. Obtaining business information in these ways is very difficult or impossible to do in small or start-up businesses or entrepreneurships. Nevertheless, as companies continue to reorganize and down-size as part of their quest to improve productivity and cost-effectiveness, small businesses and entrepreneurships are becoming a larger segment of the economy with increasing importance within it. The possession and use of information can have a significant impact on whether these businesses succeed or fail. It is critical that the small businessperson or entrepreneur

understands the value of information and knows what information he or she needs, where it is available, and how to get it. All of this leads back to the public library and its provision of business information services.

Outside of a return to stronger economic growth and a lower unemployment rate, the major factors in bringing about an expansion of the job market for business librarians are the creation of demand for business information services in public libraries and public libraries' commitment to meet the demand. Some libraries may not want to promote or advertise business information services because of staff or funding deficiencies. They do not know if they can adequately provide the services. However, they must start somewhere, and that begins with recognizing that their role as an effective information provider can have a significant and positive impact on the economy.

A capable librarian, knowledgeable in the field of business, can make patrons aware of the vast amount and types of business information that is available, how it relates to their own situation or business, and how they can access the information. He or she can understand patrons' requests and needs for business information. The patrons may be seeking information as employees of small, medium or large companies, business owners, entrepreneurs, government employees, students, or individuals seeking information for personal purposes.

Any and all of these patrons, if satisfied and impressed by effective business information services, can be powerful sources of support for and promotion of the public library's business information services. As the public library becomes increasingly recognized as a major provider of effective business information services, staffing for this service with librarians who have business knowledge and backgrounds becomes more of a priority.

The demand for the public library's business information services is contingent on the awareness of existing and potential patrons that the information exists and is accessible through the public library. In addition to providing effective business information service which sells itself, public libraries can do a number of other things to promote and advertise this service. To get the word out, libraries can design and implement an ongoing series of talks, workshops, tours, and orientations aimed at local businesses, chambers of commerce, and professional and trade associations. Descriptions and lists of the library's business information sources and services can be compiled and distributed to this same target group. In possible conjunction with library schools, workshops can be designed and offered at library conferences to increase librarians' knowledge and awareness of business information services and to gain support within public libraries for the expansion of these services. As libraries are made aware of the

importance of this information service, they should encourage librarians to take college business courses, and they should recognize the need for business backgrounds in the new librarians that they recruit.

What remains is the question of how to attract people with business knowledge and backgrounds into the field of librarianship. The answer to this is tied in with developing the demand for and recognition of business information services. As increasing numbers of patrons become satisfied and impressed users of business information services, especially in public libraries, the specialized profession of business librarianship becomes more and more visible.

It has been said that librarianship is a field that consists largely of people who are on their second careers. This is advantageous for the profession. For any number of reasons, people become impressed with the field of librarianship, pursue a Master's Degree in Library Science, and bring with them and utilize their knowledge and experience from their former careers as they function as professional librarians. This, of course, is the objective of efforts to attract businesspeople into the profession.

The issue of attractive salary levels for business librarians is largely controlled by the realities of economics. Image, however, is impacted significantly by the quantity, quality, and effectiveness of the business

information services delivered by information providers. As libraries, with knowledgeable and capable librarians, become increasingly successful at meeting the growing demand for business information, the profession of business librarian gains exposure as a positive and attractive career possibility. Given the right mix of characteristics that includes enthusiasm for information, problem-solving, and customer service, there are many people with business backgrounds who are potential satisfied library users and who are likely to view business librarianship as a viable career choice.

At the same time, library schools must capitalize on the positive image of business librarianship developed within libraries. This specialty should be recognized and promoted within the schools' marketing and promotion strategies. All library schools should develop and offer at least one business reference course within their MLS programs. These courses can be promoted to potential and current MLS students in the schools' programs, discussions, and literature dealing with career planning. As business librarianship gains importance and recognition in the marketplace, it should be written about in the overall body of literature on career planning, and it should be highlighted as a recognized librarian specialty and a potential career choice.

APPENDIX

CONTENT ANALYSIS CODING FORM

A. Survey Number

B. Level

- 1 Librarian
- 2 Supervisor
- 3 Manager/Administrator

C. Type of Institution

- 1 Academic
- 2 Public
- 3 Special

D. Geographic Location

- 1 Northeast
- 2 Midwest
- 3 South
- 4 West

E. Minimum Salary

- 1 Below \$15,001
- 2 \$15,001 to \$20,000
- 3 \$20,001 to \$25,000
- 4 \$25,001 to \$30,000
- 5 \$30,001 to \$35,000
- 6 \$35,001 to \$40,000
- 7 \$40,001 to \$45,000
- 8 Not Indicated

F. MLS

- 1 MLS/ALA Accredited
- 2 MLS
- 3 Not Indicated

G. Degree (Other than MLS)

- 1 Subject Bachelor's
- 2 Subject Master's
- 3 Ph.D.
- 4 Other
- 5 Not Indicated

H. Years of Experience

- 0 Entry level; None or none indicated
- 1-5 Year specified
- 6 Six or more years specified
- 20 Number not specified but experience desired
- 30 Number not specified but experience required

- I. Types of Experience or Skills
- 1 Online/database searching
 - 2 Subject background
 - 3 Business reference
 - 4 Reference
 - 5 Oral/written communications skills
 - 6 Interpersonal skills
 - 7 Bibliographic instruction
 - 8 Collection development
 - 9 Microcomputer
 - 10 Business literature/sources
 - 11 Government documents

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18. Michele Valerie Cloonan and Patricia C. Norcott, "Evolution of Preservation Librarianship as Reflected in Job Descriptions from 1975 through 1987," College & Research Libraries 50 (November 1989): 646-56.

19. Cindy Lee Nordland, "Qualifications Sought by Employers of Health Sciences Librarians, 1991," (MLS research paper, Kent State University, 1992).

20. Julia A. Martin, "Job Qualifications for Library Directors," (MLS research paper, Kent State University, 1992).

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