MIA Library: Outreach and increasing visitors to our library

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Presented at the MELA Conference, New Orleans

8 October 2013
Agenda

An introduction to Qatar and the Museum of Islamic Art
- Libraries in Qatar
- The Museum of Islamic Art
- The Museum collection and objects

The Library
- MIA Library Collection
- Electronic Resources
- The Team

Outreach Program
- Visitor Statistics
- Internal Marketing
- University and Education Presentations
- Social Media
- Website
- Events
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Libraries in Qatar

A little bit about libraries in Qatar

Qatar’s population is 2 million
- 47% live in Doha
- 85% are between the age of 15-64
- 96.3% literacy rate

Libraries in Qatar
- 10 Public Libraries
- 9 Special Libraries
- 17+ University and College Libraries

The Qatar National Library is still a virtual library due to open in 2015.

Source: Qatar Statistics Authority, Qatar National Library
The Museum of Islamic Art is the flagship project of Qatar Museums Authority (QMA), which under the leadership of its Chairperson, H.E. Sheikha Al Mayassa, is transforming the State of Qatar into a cultural capital of the Middle East.

QMA was created in December 2005 to combine the resources of all museums in the State of Qatar. The governmental organization is leading plans to develop museums and cultural institutions along with an effective system for collecting, protecting, preserving and interpreting historic sites, monuments and artefacts.
The Museum Collection

Representing the full scope of Islamic art, the (MIA) collection includes manuscripts, ceramics, metal, glass, ivory, textiles, wood and precious stones. Collected from three continents, including countries across the Middle East, and reaching as far as Spain and China, the museum’s artworks date from the 7th through to the 19th century. The pieces represent the diversity found in Islamic heritage and are of the highest quality.

The collection is exhibited on two floors of galleries that encircle the atrium of the museum. Visitors journey in time and across regions, through galleries dedicated to stylistic or historical themes.
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About the MIA Library

• First public library in the region to specialize in Islamic arts
• We have books, journals, auction catalogs, rare books/manuscripts and online databases
• Books are shelved using the Library of Congress subject classification so that subjects are grouped together
• We have books in English, Arabic and several other languages
• Our OPAC is available via our website (Symphony)
Overview of topics covered

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The Collections are divided into:

- Reference
- General reading
- Scholars collection
- Rare books and manuscripts
- Oversize books
- Children’s books

Current size of the collection:

- 12,000 printed titles cataloged (1940- present catalogued)
- 1300 journal volumes
- 1800 auction catalogs
- 2500 rare books and manuscripts
Electronic Resources

Available via the MIA Library Knowledge Portal

- Art & Architecture Complete
- Art Index Retrospective 1929-1984
- Benezit Dictionary of Artists Online
- Index Islamicus (EBSCO)
- JSTOR
- Oxford Art Online
- Oxford Islamic Studies
- Wilson Art Full Text

• Qatar National Library provides national access to almost hundred databases
<table>
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<tr>
<th>Name</th>
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<tr>
<td>Ahmed</td>
<td>Library Science degree from Qatar University. Outreach, Volunteers &amp; Children’s Collection and Ambassador for rebranding</td>
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<tr>
<td>Eihab</td>
<td>Library Science degree from Omdurman Islamic University, Sudan. Eihab is responsible for the Children’s Collection</td>
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<tr>
<td>Soumeya</td>
<td>Bachelor of Computer Science. Soumeya is responsible is taking the lead in book repair and conservation.</td>
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<tr>
<td>Susan</td>
<td>BFA, MLS from U of T. I am working with both public and technical service and with Thalia and the Education team.</td>
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<td>Technical Services Team – Responsible for cataloging</td>
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<td><img src="image1.png" alt="Image of Rare Books and Manuscripts" /></td>
<td><strong>Aisha</strong> – has a degree in English Literature from Qatar University. She is responsible for cataloging the Rare Books and Manuscripts</td>
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<td><img src="image2.png" alt="Image of Arabic Books" /></td>
<td><strong>Falwa</strong> – has a degree in Library Science from Qatar University. She is responsible for cataloging the Arabic Books</td>
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<td><img src="image3.png" alt="Image of Auction Catalogues and Arabic Books" /></td>
<td><strong>Sheema</strong> – has a degree in Library Science from Qatar University. She is responsible for cataloging the Auction Catalogues and Arabic Books</td>
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The challenge:

- In Dec 2012 when I joined the library was under utilized. There were 240 visitors made up mainly of staff and tourist who came into the library to admire the architecture and design
- The general public, university students and community groups did not realize that the library was open and that they were allowed to use the reference materials
- MIA staff were not really aware of the resources available in the library

Even though Qatar now has a high literacy rate in the past it had more of an oral tradition of story telling and libraries were small and usually inside the mosque. The first public library in Qatar was opened in 1962 (Dar Al Kutub Al Qatariyyya)
MIA Library Visitor Statistics

Total visitors 2012 (1198) vs. 2013 (7294)

- Began Internal Marketing of Library Services
- Began outreach, social media and children’s program
- Booked library workshops as part of Hajj Exhibition
- Completed cataloging Arabic books
- Complete cataloging of Auction catalogs

Graph showing visitor statistics with months from January to December.
Internal Marketing

The Museum Staff are our VIP visitors

– It is essential that the museum staff are all fully trained in library literacy and are aware of all the library services and resources on offer
– It is also important that they are able to promote the library services to museum visitors

The biggest breakthrough in our visitor numbers came when the museum guides began including the library in their museum tours
We promoted the library to staff in the following ways:

• Gave a presentation at our monthly “All Staff Breakfast Meeting”
• Offered a series of training courses to the museum guides
• Offered on-going training for all staff on electronic resources and library services
We have begun presenting the library to University faculty and students. Plus attending orientation week events/fairs.
We encourage the Volunteer Program

- Many schools and universities like their students to be volunteers at the library so that they can get work experience in research, storytelling, giving tours, and so on.
Social Media

Staff recommendations on Facebook
34% of Qatar’s population use Facebook*

Source: *Facebook Ad Stats Sept 2012
Promoting Library Events on Twitter and Instagram

3% of Qatar’s population use Twitter*

Source: *Morris Hargraves McIntyre Analysis
MIA Website

On-going process of refreshing our website

Museum of Islamic Art Library
Come and browse the collection of books and find out more about Islamic Art and the museum collections

Search the Catalogue
Search for books by author, title and/or keyword
Search the Library Catalogue

Library open
Sunday 10am to 5pm
Monday 10am to 5pm
Wednesday 10am to 5pm
Thursday 12am to 5pm
At other times by appointment only.

Make an appointment
For reference, research or any other queries

Contact the library
e-mail educationm.a@oma.org.qa
tel +974 4422 4420

Research
Research assistance and private study rooms are available for visiting scholars interested in the arts of the Islamic world.

Rare Books on display
Visit the Library Rare Book Room where you can see three special books on Swords as well as a display of books relating to Islamic arms and armour.
Download our list Rare Books in the MIA Library with links to digital copies

Free Wi-Fi in the Library
Use the MIA Library to research your design

Think – Design – Create – Inspire – Build – Innovate

The design issue?
Clemence's family have a tradition of giving each other gold necklaces with the person’s French name translated into Arabic. Clemence loved this family tradition but wanted to improve it by incorporating traditional Arabic calligraphy into the design of a new bracelet.

Using the MIA Library and Collection to find inspiration
Books on calligraphy which were used for inspiration were:
Arabic Graffiti - for modern ideas, The Calligrapher’s Garden for ideas about text, The Complete Guide to Calligraphy” for basic information, Kufic Script”, “Islamic Calligraphy”, “The Harmony of Letters” (for examples). Workshops on Calligraphy: Clemence had a meeting with the head of the Calligraphy workshop and he worked with to better understand the pens of calligraphy and to her to create the design for her bracelet

Create the design
The head of Calligraphy presented Clemence with her final design based on the ideas she had explored using the books in the MIA Library. The hand drawn design was then photocopied in different sizes to create the final template for the jeweler to create the finished piece.

The Finished product
Once the template was complete the final step was to meet with the jewelers in the Souk and commission them to create her bracelet.
Clemence was very happy with the final version of her bracelet.
Hajj: The Journey Through Art
9 October 2013 - 5 January 2014
At the Museum of Islamic Art, Doha, Qatar

The exhibition examines the history of this pilgrimage through the centuries, focusing on the rituals of Hajj as depicted through art, the routes taken and the experiences of pilgrims upon their return.

Opening times
Sunday, Monday 10:30am - 5:30pm,
Tuesday closed, Wednesday 10:30am - 5:30 pm
Thursday 12pm - 8pm, Friday 2pm - 8pm, Saturday 12pm - 8pm,
Last admission ½ hour before closing.

Admission Free
How can we help?

How to access MIA Library material

- Visit our website at:

- View our online catalogue at:
  http://ecatalogue.qma.com.qa

- Come and visit the library in-person
Thank You