10 Years’ Experience of Stang Mongkolsuk Donation Center

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ABSTRACT

Stang Mongkolsuk Donation Center was established in 2004 as a part of Stang Mongkolsuk Library at Faculty of Science, Mahidol University. The reasons of establishment were 1) the overwhelming amount of books and journals donated to the library 2) the requests for donated books and journals from alumni who became faculty members in schools or colleges in rural areas throughout the country.

There were 4 regular tasks of Stang Mongkolsuk Donation Center, i.e. 1) Receiving Process: to receive used/new print materials from individuals or organizations, select the appropriate materials, and record the donation statistics 2) Giving Process: to accept the requests from individuals or organizations via letters or e-mails, select the appropriate materials, record the title lists, reply to the correspondence letters, and give materials to the requesters. The requesters came and pick up the materials by oneself, or otherwise, asked for transportation system 3) Routine and Special Activities: to cooperate with other donation groups / organizations for non-book materials such as CDs, toys, sports apparatus, and new calendars 4) Customer Communications: to communicate with the donors or the requesters via phone, letters, E-mail, and Facebook. All news and events of the donation center were shown on the website at http://stang.sc.mahidol.ac.th/stangdonation.

The overall statistics of the donation center during 2004-2013 were as follows: a total of 128,662 items received (96,234 books and 32,428 journals) from 403 individual donors, 37 organizational donors. The value of new print materials donated by book publishers were approximately 862,536 Thai baht. A total of 88,384 items given away (67,042 books and 21,342 journals) to 147 organizational requesters and 3 individual requesters.

From 10 years’ experience of Stang Mongkolsuk Donation Center, the most obvious advantage was to help a lot of schools and colleges in rural areas that lack of resources. It was shown that corporate social responsibility (CSR) was a good way for academic libraries to help their own country. However, there were some difficulties and obstacles occurred e.g. the very poor physical condition of some donated printed materials, the misunderstanding of donors about location and place because there were several campuses in this university, the misunderstanding of donors about opening hours of the Center, and the travel inconvenience of some requesters who came from rural areas.

Keywords: Book Donation Center, Library CSR
INTRODUCTION

The book donation is one of library strategies to stimulate and promote reading. Most of the libraries arranged book donation activities occasionally as special events. Some libraries set up the permanent structure. For example, a public library in San Francisco, California established a non-profit organization called "Friends of the San Francisco Public Library". People can apply to be members for donating money or being volunteers to join all activities including the book donation center activity e.g. donating books, textbooks, other publications, CD, and computer program (Friends of the San Francisco Public Library, n.d.). Springfield-Greene County Library Country (SGCL), a library system with 12 branches serving residents of Springfield and Greene County, Missouri, has a donation activity to serve books, movies, music, online games for children and adults. It also sell those materials to generate income to support the activities of the libraries. (Springfield-Greene County Library District, n.d.).

In Thailand, the initiative of Stang Mongkolsuk Donation activity started at Stang Mongkolsuk Library, Faculty of Science, Mahidol University in 2004. This medium-sized library does not provide only information resources to support teaching and research of the faculty, but also realizes the concept of corporate social responsibility (CSR) which is one of the strategic plans in the faculty policies (Faculty of Science, Mahidol University, 2013). At the first stage, the implementation of this donation activity was unofficial and being a small part in the book acquisition workflow. After 10 years, it now turns to be an official center called “Stang Mongkolsuk Donation Center” which is one office located at the Stang Mongkolsuk Library building.

There are 2 reasons for the establishment of Stang Mongkolsuk Donation Center, i.e.

1) The overwhelming amount of books and journals donated to the library. An acquisition librarian is responsible in selecting and acquiring printed materials which are appropriate to the teaching courses and research areas of the Faculty. Some donated materials were selected and sent to the cataloging process, but some were sort out if not related to the library’s demand or duplicated with the existing collections. However, the volume of donated printed materials in this library has continuously increased day-by-day.

2) The increase in requests of receiving book and journal donations from the faculty of Science alumni who become teachers or staff in rural schools or colleges throughout the country. Most of those alumni have good relations with the library or being friends of the library for a long time. They always realize that the library has a large collection of donated materials and is willing to support other institutions as CSR activities.

DEVELOPMENT OF THE DONATION CENTER

The development of Stang Mongkolsuk Donation Center can be divided into three periods as follows:

1. The Initial Period (Year 2004-2006):

Stang Mongkolsuk library received donated printed materials from various organizations and publishers sending by postal parcel delivery service. At that time, the frequency of donations were quite few and periodically. An acquisition librarian was responsible for selecting the donated printed materials. It they matched the library’s acquisition policy, then sent to the cataloging process. Most of the donated printed materials
were textbooks, research reports, annual reports, commemorative books, etc. Some printed materials that were irrelevant to the acquisition policy, they were separated and awaited for donation. This donation process was a small part in the acquisition workflow of the library.

2. The Second Period (Year 2007-2009)
At that time, the amount of printed materials awaited for donation was increased rapidly. The storage space was insufficient and needed to expand. In 2007, a small room in the first floor of the library was used, and named as “Stang Mongkolsuk Library Book Donation Center”. The library emphasized in books only, not included journal materials. The operation process of this center was a little bit intermittent. The website about this donation center was then created at http://stang.sc.mahidol.ac.th/bookdonation. This website turned to be an effective tool to call for attention and support from people who were interested in this activity. The library got more donated materials from many organizations. More requesters came from schools, universities or organizations. Sometimes, teachers and students might set up book donation projects and convey books to the pupils in rural areas as their charity activities.

3. The Current Period (Year 2010-2013)
Stang Mongkolsuk Library Book Donation Center has gradually been renowned especially on the internet. Donated journals and magazines have been merged into the collections. The name was changed to be “Stang Mongkolsuk Donation Center” and the new website located at http://stang.sc.mahidol.ac.th/stangdonation. Not only books or journals, some organizations and publishers donated a variety of things e.g. instructional media for children, foreign language books for children. The donation center was invited to join book charity or CSR activities arranged by the other enterprises or companies as well.

Facebook fanpage of Stang Mongkolsuk Donation Center has been launched on October, 2012 (https://www.facebook.com/StangDonation) as an additional communication channel. This official Facebook page aims to provide information, two-way communication with people, and advertise new activities and events of the center. On the mid of the year 2014 (July-August 2014), the center was temporary closed to renovate for 3 months. The physical location has been renovated and expanded for more space. Finally, the newly decorated center was opened again on October 1, 2014.

REGULAR TASKS OF THE DONATION CENTER

The regular tasks of this donation center are divided into 4 works:

1) Receiving process: The donation Center prefers to receive donated books with useful contents e.g. Thai or English textbooks on science, novels, pocket books, short stories for children, English practice test, academic journals, and popular magazines, etc., as well as the instructional media, or other items. All donated items will rightfully belong to the center and the librarian reserves the right to distribute them in any ways as reasonable.

There are 3 ways of receiving donated materials:
- Walk-in: The donors can come to the center office and donate by themselves. They should contact the staff before coming or visit the donation center website for important information e.g. regulation of the donation center, location and travel information, opening hours, etc.
- Parcel Post: The donors who want to donate a few items can sent them via mail.
Requesting staff to pick up: Some donors who want to donate huge amount of valuable materials but not convenient to travel. In such cases, the library staff will consider to send a car to pick up the materials on site.

After receiving donated materials, library staff will screen and separate book and journal items, choose the items in good condition, count number of items and record statistics monthly.

2) Giving process: After receiving the official requests via mail or E-mail, the library staff will consider the status of the requesters. Most of the requesters are groups of people from school, so the library staff will consider the school level and, number of pupils in the school before selecting the appropriate materials to donate. A title list of selected printed materials and the acceptance letter are sent back to inform the requester. Then, the library staff will schedule the appointment for delivery. The requesters may come to pick up their own, or else, ask for the transport delivery by trains or by buses. The process of long distance transportation will take about 1-2 weeks.

3) Routine and Special Activities:
The center conducts routine activities on a regular basis e.g. receiving printed materials from donors, donating print materials to requesters. However, sometimes the donated materials are not only books and journals, but also non-book materials such as CDs, toys, sports apparatus, and new calendars. including education media kit, etc.

Stang Mongkolsuk Donation Center has collaborated with Ajarn Phaonthong & Friends setting up a special activity called “New Calendar Donation”. The purpose of this event is to convey the donated new calendars and notebooks for teachers and pupils in rural schools at the beginning of each year.

Occasionally, Stang Mongkolsuk Donation Center was invited to join the charity or corporate social responsibility (CSR) activities which were arranged by other organizations e.g. publishers, private companies, television stations, and independent entity, etc.

4) Customer communications: For those who are interested in this donation center’s activities, want to donate or receive the materials, get more information, or contact the library staff, there are 5 communication channels provided, i.e.

- Telephone: +662-201-5717(Books) or +662-201-5721(Journals) during office hours 8:30 am.-16:30 pm.
- Letters: all of donors or recipients from organizations or schools are required to send official letters to the center. This is necessity for preparedness and proper management in each case.
- E-mail: directly contact the authorized person of this donation center by sending E-mail to nichadapa.ach@mahidol.ac.th.
- Facebook: FanPage of the center is at http://www.facebook.com/StangDonation. This communication channel is for publicize news and events of the center at real-time. People can ask questions or talk to the librarians by sending message to the Facebook inbox.
- Website: This communication channel is for publicize all information about the center in details. Similar to Facebook, all news and events of the donation center were shown on the website at http://stang.sc.mahidol.ac.th/stangdonation.

OVERALL RESULT
The overall statistics of Stang Mongkolsuk Donation Center during 2004-2013 (10 years) were as follows:
1) Receiving process:
The center received a total of 128,662 items, which divided into 96,234 books and 32,428 journals. The number of print materials received in each year was shown in Figure 1. Moreover, some materials donated by publishers/enterprises were brand new or current editions. The value of those materials was approximately 862,536 Thai baht.

![Figure 1: The number of print materials received during 2004-2013](image)

The printed materials received were both in Thai and English languages, used materials and brand new materials. Material types were general books, textbooks, pocket books, novels, short stories, Dhamma books, journals, and popular magazines, shown in Table 1 and Figure 2.

<table>
<thead>
<tr>
<th>Type of printed materials received</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novels, short stories, pocketbooks</td>
<td>65,345</td>
</tr>
<tr>
<td>Journals and popular magazines</td>
<td>32,428</td>
</tr>
<tr>
<td>Dhamma books</td>
<td>25,306</td>
</tr>
<tr>
<td>Textbooks</td>
<td>5,583</td>
</tr>
</tbody>
</table>

![Figure 2: Variety of printed materials received](image)
During the past 10 years (2004-2013), there were altogether 440 donors. Most of the donors were individuals. There were 403 individuals and 37 groups of donors from various organizations e.g. private companies, publishers, universities, and others (Table 2). The number of donors was gradually increased in each year, as shown in Figure 3.

Table 2: Type of donors

<table>
<thead>
<tr>
<th>Type of donors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>403</td>
</tr>
<tr>
<td>Groups of donors from organizations</td>
<td>37</td>
</tr>
<tr>
<td>- Private companies</td>
<td>16</td>
</tr>
<tr>
<td>- Publishers</td>
<td>11</td>
</tr>
<tr>
<td>- Universities</td>
<td>8</td>
</tr>
<tr>
<td>- Others</td>
<td>2</td>
</tr>
</tbody>
</table>

From the year 2010 onwards, the donors from private companies and publishers were obviously increased. Our impressive experiences with such private sectors were as follows:

- DHL International companies donated 44 titles, 939 items, worth 93,694.00 baht;
- Asia Books donated 302 titles, 547 items, worth 106,636.05 baht.
- PTT Exploration and Production Public Company Limited (Thailand) donated 11 titles, 5,000 items;
- Bangkok Broadcasting Television Channel 7 (BBTV CH7) invited Stang Mongkolsuk Donation Center to join their book donation charity exhibition at the Fashion Island Ramindra shopping mall;
- PTT Retail Management Company Limited invited Stang Mongkolsuk Donation Center to join their PTTRM Knowledge Fair 2010 activities.

2) Giving process:
The Donation Center conveyed a total of 88,384 items (67,042 books and 21,342 journals) to a variety of requesters throughout the country. The number of materials donated
in each year was shown in Figure 4. The type of all donated material types was shown in Table 3.

![Figure 4: The number of print materials donated during 2004-2013](image)

Table 3: Type of printed materials donated

<table>
<thead>
<tr>
<th>Type of printed materials donated</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novels, short stories, pocketbooks</td>
<td>45,763</td>
</tr>
<tr>
<td>Journals and magazines</td>
<td>21,342</td>
</tr>
<tr>
<td>Textbooks</td>
<td>15,632</td>
</tr>
<tr>
<td>Dhamma books</td>
<td>5,827</td>
</tr>
</tbody>
</table>

During the past 10 years (2004-2013), there were altogether 150 requesters. There were only 3 individuals and 147 groups of people from various organizations, e.g. schools, universities, foundations, and others (Table 4). The number of requesters was gradually increased in each year, as shown in Figure 5.

Table 4: Type of requesters

<table>
<thead>
<tr>
<th>Type of requesters</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>3</td>
</tr>
<tr>
<td>Groups of people from organizations</td>
<td>147</td>
</tr>
<tr>
<td>- Schools</td>
<td>130</td>
</tr>
<tr>
<td>- Universities</td>
<td>10</td>
</tr>
<tr>
<td>- Foundations</td>
<td>3</td>
</tr>
<tr>
<td>- Others</td>
<td>4</td>
</tr>
</tbody>
</table>
DISCUSSION

From 10 years’ experience of setting up a donation center in a medium-sized academic library, the most obvious advantage from doing such activities is to help schools, colleges, or communities in rural areas that lack resources and learning materials. This is regarded as the main objective of the donation center.

However, there were some difficulties and obstacles happened during the past 10 years of operation. The physical condition of some donated printed materials were too poor to use, e.g. moldy, musty, or damage. Some items, especially textbooks for students, were obsolete or number of pages were not completed. Sometimes, there were information and communication problems, e.g. the donors and requesters confused about the location of the donation center or came to visit the center outside working hours. Some requesters confronted the difficulty of picking up the materials on time because their schools were in the backcountry and the transportation system were not convenient enough.

The suggestions for any libraries that intend to set up and operate the donation centers are as follows:

1) The policy, objectives, and work procedures should be clear. For policy implementation, it should be a guideline of procedures for the staff team. The detail of guideline can be flexible and adjustable, depended on the library organizational structure.

2) There should be an approach strategy to expand the number of high-quality donors and requesters, and at the same time, try to balance between the increasing number of donated materials and the appropriate recipients or schools.

At present, Stang Mongkolsuk Donation Center continues running to meet its goal and objectives. New strategic and action plans should be implemented in the near future to improve this CSR services. From this 10-year experience, it is definitely proved that setting up the donation center in the library is a good way to do CSR, and be able help a lot of rural schools in our own country.

REFERENCES


StangDonation.