CHALLENGES IN IMPLEMENTING PUBLIC RELATIONS PRACTICES FOR ENHANCED SERVICE DELIVERY IN STATE UNIVERSITY LIBRARIES OF BENUE AND NASARAWA STATES

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ABSTRACT

This study investigated challenges in implementing public relations practices for enhanced service delivery in state university libraries of Benue and Nasarawa states, Nigeria. The study was guided by two research questions and one hypothesis. The survey research method was used for this study. It employed descriptive research design with population of 131 library staff of Rev. Fr Moses Orshio Adasu University Library and Information Services and Nasarawa State University Library Keffi. The study adopted a census sample approach where all 131 library staff were studied. Data were collected through well-structured questionnaires. The total of 131 questionnaires were administered to respondents and of the number, 103 were returned representing 78.63% return rate. Data were analyzed using descriptive and inferential statistics. Findings revealed that despite the benefits of public relations practices in promoting the value of the library and shaping public perception, systems limitations continue to hinder the implementation of public relations practices in Benue and Nasarawa State university libraries. The study showed that insufficient funding (mean=3.37), incessant power outages (mean=3.34), absence of public relations department and slow internet connectivity (mean=3.30) are critical financial and technological constraints in carrying out public relations practices in the State University libraries. The study discovered that librarians understand some strategies for ensuring public relations practices to enhance service delivery in university libraries in Benue and Nasarawa States. The result further showed that sufficient budgeting for Library public relations activities obtained a mean score of 3.38 which underscores the critical need for dedicated financial resources for sustaining effective public relations practices in the libraries. The study concluded that public relations practices are essential for enhancing service delivery and visibility of university libraries. However, financial, technological and institutional constraints hinder their full implementation. It therefore recommends adequate funding, establishment of dedicated public relations unit and continuous staff training for public relations engagement.

Keywords: Public relations practices, Publicize, Communication, Resources, Service delivery

Introduction

Public relations practices in libraries have increasingly become an essential activity for libraries of all types particularly university libraries. Studies by scholars in the field of library and information science such as by Umelo and Nyemezu (2023) as well as Udofot and Abi (2024) affirms that the integration of public relations practices in University libraries plays a pivotal role in building goodwill, enhancing communication, mutual understanding, and correcting the challenges of limited visibility and strengthening the positive image of the library. Similarly, Udofot and Sambe (2021) argue that the interdependency between academic libraries and their various publics has become necessary for libraries to adopt effective public relations to ensure continued relevance. It is possible to say that the ability of university libraries to make their patrons aware or promote their resources and services can determine its level of performance and success in achieving its mandate of supporting the mission of their parent institution. It must be borne in mind, that the university library has to ensure students, staff and researchers have access to latest scientific trends in their field of specialization by providing information resources of various types or forms, organizing and processing them in order to facilitate easy access and use (Shimawua & Ternenge, 2022).

Service delivery in libraries as the process of providing access to information resources, programs and services offered by the library to meet the information, educational, cultural and recreational need of a user community. In their work, Bassey et. al (2024) citing Kumar in Dogara describe service delivery as the generation, collection, organization and dissemination of up-to-date, accurate, unbiased and relevant information available in a variety of formats when demanded by the user or in anticipation of demand. This involves planning, implementing and continuously improving library practices to ensure access to relevant and reliable information resources such as books, journals, e-books, e-magazines, databases and multimedia as well as information services. Conversely, if organisation such as the university library cannot implement public relations practices, it may lead to poor performance, institutional neglect and ultimately, the risk of going into extinction.

Public relations is a global practice adopted by organisations to project a good reputation, create awareness of their products or services, communicating and receiving feedback from their publics. Iorshe, Amene and Solomon (2025) noted that through public relations, librarians receive feedback from the publics which enable them to evaluate their services and make improvements that aligns with the interest of all stakeholders. Public relations practices in the context of librarianship is defined by Shidi and Sambe (2019) as those library activities that are geared towards creating a positive image, publicizing resources and services as well as reputation of the library institutions before its publics.

The purpose of implementing public relations practices in the library is to ensure that the objectives of the library, its policies as well as resources and information services are effectively communicated, publicized and made known to potential users. Such practices accelerate goodwill, foster trust and enhance mutual understanding among all stakeholders. In this regard, Odede (2012) asserts that building relationships with people or organisations through sustained communication and feedback is a necessity of life, hence libraries and librarians cannot operate in isolation. Public relations practices therefore become a strategic necessity for libraries in the quest to remain relevant, attract institutional support and responsive to the user communities.

Furthermore, public relations practices enable libraries to showcase their significance and highlight the value of their collections. It is a common fact that many potential users within the university environment remains unaware of the relevance and richness of the university library collections and information services. As such, by implementing public relations practices such as resource display, information literacy programmes, etc. libraries can draw attention of their holdings and services. Apparently, public relations practices in university libraries serves as a mechanism for aligning the library with the needs of its user community.

However, implementing library public relations in university libraries has become an uphill task as a number of challenges militate against effective public relations practices. These challenges include lack of passion for public relations or absence of public relations department/practitioners. Some University libraries have not integrated or established public relations units in their libraries (Umelo and Nyemezu,2023). Even where there is the recognition for public relations, experts are not employed. There is also lack of Information Communication Technology (ICT) skills, digital divide and the inability of some library staff to embrace modern technologies. In their argument, Shidi and Sambe (2019) identified some of the challenges to include among others, inadequate financial allocation; lack of social media skills, lack of specialized staff in the area of public relations and lack of internally accepted media. There is the need to maintain programmes or activities that are in the best interest of the university library because that will showcase the relevance of the library.

So far as the library has enormous activities and services to deliver, university libraries also have to continually strive to create the consciousness and awareness of its existence, information resources available and services so as to establish a healthy and beneficial relationship with its publics. It is against this backdrop that this study investigates the challenges to implementing public relations practices for enhanced service delivery in State University libraries in Benue and Nasarawa States.

Statement of the Problem

Public and private organizations have continually strived to achieve success and sustain their standard of product and services so as to maintain a beneficial relationship with the public especially their customers. The university library is an important institution that should not be exempted from this strive to gain public acceptance, patronage and sustained support from all stakeholders of the library. However, current situation surrounding the implementation of public relations practices at State university libraries in Benue and Nasarawa State is unknown. There seem to be no data (research) carried out particularly to interrogate the challenges of implementing public relations practices in the State University libraries in the areas under study. If these challenges are not identified or addressed, it could lead to poor performance of the library, under-utilization of information resources and services offered by university libraries. Also, the poor image and negative attitude of people towards libraries may persist. It is against this backdrop that, this study examined the challenges in implementing public relations practices for enhanced service delivery in State university libraries in Benue and Nasarawa States.

Research Questions

The following research questions guided the study;

1. What are the challenges against public relations practices in promoting effective service delivery in State University libraries in Benue and Nasarawa States?

2. What are the strategies to employ for building effective public relations practices to enhance service delivery in State University libraries in Benue and Nasarawa States?

Hypothesis

Challenges of public relations practices has no significant influence on service delivery in State University libraries in Benue and Nasarawa States.

Literature Review

At the core of the implementation of public relations in university library is the librarian who develop a systematic and sustained plan for public relations practices in the library. Supporting the foregoing, Akai and Udoh (2025) assert that, the librarian remains the foremost public relations officer of the library. This implies, that the librarian's role included to give direction and coordinate activities that will foster mutual understanding, build trust as well as create awareness of library resources and services to enhance patronage. To achieve this, the librarian coordinate and manages public relations activities in the library which involves undertaking several responsibilities. In doing so, the librarian faces several challenges including financial constraint and competing institutional priorities. There is a growing body of literature that revealed several challenges against the implementation of public relations practices by librarians.

Challenges Against Implementing Public Relations Practices for Promoting Effective Service Delivery in University Libraries

Public relations in libraries can be considered as the central medium through which librarians promote, project a good reputation of the library and build trust between the library and its publics. The publics of the library refers to those who have something to do with the library such as undergraduate students and postgraduate, lecturers and researchers from other institutions. Public relations is also essential in raising awareness of the library holdings and offerings which contributes to enhance teaching, learning and research output of the University. Despite its importance and capacity of public relations practices to promote effective service delivery, university libraries remain constrained.

Empirical and theoretical works such as that of Shidi and Sambe (2019) identified challenges university libraries face in the course of implementing public relations to include but not limited to difficulty in attending to/satisfying library publics with varied needs and preferences, lack of conscious plan to attract good will, ignorance of the benefits of library public relations, cost of sponsorship of public relations activities, inadequate financial allocations, personal and selfish interest of some staff, inadequate attention being paid to library development, lack of social media skills, lack of knowledge about Information and Communication Technology (ICT), lack of internally accepted media, lack of recognition, difficulty in establishing library public relations units, poor understanding of library public relations concept, lack of specialization in the area of public relations and inability of some library staff to embrace new technologies. In the work of Arum, Achi and Ewuzie (2024) conducted an assessment of public relations practices of selected universities in Enugu state,

Nigeria the objective of the study was to assess the activities of public relations units in managing and marketing the image of the university and challenges of implementing public relations practices. The study adopted descriptive survey design with a sample of forty-three staff of public relations units of three selected universities.

Data were collected using questionnaire. Findings from the study showed that the universities public relations units employed education and enlightenment campaigns to manage and marketed the image of the selected universities to the public. Furthermore, the study revealed challenges that confront public relations practices in the universities under study to be majorly inadequate funding and lack of adequate tools and non- participation in decision making. Based on the findings, it was recommended that public relations units of the universities be adequately funded and furnished with modern tools and involve in decision making of the universities. In a related study of Umelo and Nyemezu (2023) examined the influence of public relations on service delivery in Rivers state university library.

The purpose of the study was to identify public relations practices employed for enhancing library services in Rivers State University library and challenges associated with public relations practices in promoting effective library service delivery. The study adopted descriptive research design with a sample of thirty (30) library staff of all cadres in Rivers state university Library. The study found out, that Rivers state university offers services that facilitate good public relations such as lending services, inter-library loan services, reservation services, exhibition services etc. The study revealed major challenges such as insufficient funds to acquire public relations tools, absence of public relations department, and absence of library involvement in university and students social activities.

Strategies for Building Effective Public Relations Practices to Enhance Service Delivery in University Libraries

The relevance of public relations practices in any organisation cannot be downplayed. As such there is need for strategies to be employed to sustain public relations activities in university libraries. These strategies refer to actions by which an organization such as the university library may adopt to help it move from its current situation to its desired goals which include gaining publicity, growing its customer base or improving on its reputation. Indeed Editorial Team (2024) argues that public relation strategies help an organization to attract its target customers and identify ways to reach its goals.

John and Haliru (2020) examined public relations for effective service delivery: Kenneth Dike Library, University of Ibadan, Oyo State Nigeria. The purpose of the study was to find out the public relations practices for effective service delivery, find out challenges and strategic possible solutions to the implementation of public relations practices in the institution. A sample size of 218 was used for to obtain data which were analyzed using Statistical Package for Social Science (SPSS). Regression analysis was also used to establish the relationship between public relations practice and service delivery. The findings of the study confirmed that public relations practice in Kenneth Dike library was very effective as students affirmed it enabled them get information needed on time. The study furthered affirmed strategies overcome challenges such as deploying some marketing strategies to create awareness through social media for dissemination of information resources, creation of public relations units, and user education among others. These finding are in agreement with Umelo and Nyemezu (2023) whose study on public relation strategies needed to enhance service delivery in Rivers State University library viewed that proper orientation, sufficient provision

of funds, establishment of public relations unit in the library and renovation of library buildings were accepted with very high percentage scores.

Methodology

The study employed the survey research method and a descriptive survey research design to collect and analyze data systematically. Descriptive survey enables the researcher to identify the present condition of an entity or to study immediate status of a phenomenon. This is supported by Ekere, Omekwu and Nwoha (2016) who noted that descriptive survey research design is only interested in describing certain characteristics in relations to population. The population of the study was made up of 131 library staff of Rev. Fr Moses Orshio Adasu University (MOUAM) and Nasarawa State University Keffi (NSUK).

The population was obtained from the offices of the University Librarians of the institutions under study. Out of the 131 library staff, 17 and 53 were professionals and paraprofessionals respectively of NSUK and 24 and 37 professionals and paraprofessionals were of MOUAM. The study adopted census approach to study the 131 library staff comprising 41 professionals drawn from Rev. Fr Moses Orshio Adasu University Library and Information Services and Nasarawa State university library and 90 para-professionals from the two university libraries.

In doing this, 24 professionals were drawn from Rev. Fr Moses Orshio Adasu University Library and Information Services, Makurdi and 17 from Nasarawa State University Library, Keffi. Similarly, 37 para-professionals were drawn from Rev. Fr Moses Orshio Adasu University Library and Information Services and 53 from Nasarawa State University Keffi. The choice of census method is supported by Kelechi (2025) who noted that census method is suitable in a study with small population to obtain accurate information from every single member of the population.

The instruments used for data collection in this study was a structured questionnaire titled Challenges in Implementing Public Relations Practices for Enhanced Service Delivery Questionnaire (CIPRPESDQ) which consisted of two clusters with 13 and 11 items in cluster one and two respectively. The researchers administered 131 questionnaires and of the number, 103 were returned representing a 78.63% rate of returned questionnaires used for analysis. Data collected for this study were analyze using descriptive statistics of frequency counts, percentages, mean and standard deviation to answer research questions and Chi-square was used to test the hypothesis at 0.50 level of significance. In terms of decision making, a mean criterion of 2.50 and above was considered agreed while a mean below 2.50 criterion was disagreed.

Table 1: Population of the Study

S/NO.	STAFF CADRE	MOUAM	NSUK
1.	Professional Librarians	24	17
2.	Para-professionals	37	53
3.	**Total**	**61**	**70**

Source: Field Survey (2025)

Results

Research Question One: What are the challenges of implementing public relations practices in effective service delivery in State University libraries in Benue and Nasarawa States?

Table 2: Challenges of Implementing Public Relations (PR) Practices to Enhance Service Delivery at State University Libraries in Benue and Nasarawa States

N=103

S/N	Items	SA	A	D	SD	Mean	Standard Deviation	Decision
1	Insufficient funding to acquire PR tools and high cost of sponsoring PR activities	52	40	7	4	3.37	0.72	Agree
2	Incessant power outage	50	42	6	5	3.34	0.73	Agree
3	Absence of public relations department	48	43	7	5	3.31	0.74	Agree
4	Inadequate knowledge of PR benefits for the library	45	46	6	6	3.28	0.75	Agree
5	Slow internet connectivity/high cost of subscription	47	45	5	6	3.30	0.74	Agree
6	Lack of passion for public relations programs	42	48	7	6	3.24	0.76	Agree
7	Frustration due to poor working conditions or environment	49	44	6	4	3.35	0.72	Agree
8	Shortage of experienced manpower	46	45	6	6	3.29	0.75	Agree
9	Negative attitude of users towards librarians	41	50	6	6	3.23	0.77	Agree
10	Lack of conscious planning and implementation of PR activities	44	47	6	6	3.27	0.76	Agree
11	Lack of digital literacy/social media skills	43	47	6	7	3.25	0.76	Agree
12	Lack of specialization in the area of library public relations	48	44	6	5	3.34	0.71	Agree
13	Non-beautification and renovation of the library to make it look attractive	50	42	6	5	3.35	0.72	Agree

Source: (Field Survey, 2025)

The table presents the challenges associated with implementing public relations practices for effective service delivery in university libraries in Benue and Nasarawa States. Regarding insufficient funding to acquire public relations tools and the high cost of sponsoring PR activities, 52 respondents were strongly agree, 40 agree, 7 disagree, and 4 strongly disagree. The mean of 3.37 confirms its acceptance as a major challenge. Similarly, incessant power outage is a significant challenge, with 50 respondents strongly agreeing, 42 agreeing, 6 disagreeing, and 5 strongly disagreeing, recording mean score of 3.34.

For the absence of a public relations department, 48 respondents were strongly agree, 43 agree, 7 disagree, and 5 strongly disagree, yielding a mean of 3.31, confirming its importance. Inadequate knowledge of PR benefits for the library was also rated as a challenge, with 45 strongly agreeing, 46 agreeing, 6 disagreeing, and 6 strongly disagreeing, resulting in

a mean of 3.28. Similarly, slow internet connectivity and the high cost of subscription were acknowledged as a challenge against implementing PR, with 47 strongly agreeing, 45 agreeing, 5 disagreeing, and 6 strongly disagreeing, leading to a mean of 3.30.

Furthermore, lack of passion for public relations programs was identified as an issue, with 42 strongly agreeing, 48 agreeing, 7 disagreeing, and 6 strongly disagreeing, yielding a mean of 3.24. Frustration due to poor working conditions or environment was also considered as a major challenge, as 49 respondents were strongly agree, 44 agree, 6 disagree, and 4 strongly disagree, resulting in a mean of 3.35. Shortage of experienced manpower was identified as a challenge, with 46 respondents strongly agreeing, 45 agreeing, 6 disagreeing, and 6 strongly disagreeing, giving to a mean of 3.29. Negative attitude of users towards librarians was widely acknowledged as a challenge, with 41 respondents strongly agreeing, 50 agreeing, 6 disagreeing, and 6 strongly disagreeing, with a mean of 3.23.

Regarding lack of conscious planning and implementation of PR activities, 44 respondents were strongly agree, 47 agree, 6 disagree, and 6 strongly disagree, yielding a mean of 3.27, confirming it's a challenge. Lack of digital literacy and social media skills was another identified challenge, with 43 strongly agreeing, 47 agreeing, 6 disagreeing, and 7 strongly disagreeing, leading to a mean of 3.25. Lack of specialization in the area of library public relations was also highlighted, with 48 respondents strongly agreeing, 44 agreeing, 6 disagreeing, and 5 strongly disagreeing, resulting in a mean of 3.34. Finally, non-beautification and renovation of the library to make it look attractive was recognized as a major problem, with 50 strongly agreeing, 42 agreeing, 6 disagreeing, and 5 strongly disagreeing, leading to a mean of 3.35.

Research Question Two: What are the strategies to employ for building effective public relations practices to enhance service delivery in State University libraries in Benue and Nasarawa States?

Table 3: Strategies Employed for Building Public Relations Practices to Enhance Service Delivery at State University Libraries in Benue and Nasarawa States

N=103

S/N	Items	SA	A	SD	D	Mean	Standard Deviation	Decision
1	Ensure sufficient budgeting for library public relations activities	54	39	6	4	3.38	0.70	Agree
2	Ensure provision of adequate power source through alternative means	53	40	5	5	3.37	0.71	Agree
3	Ensure establishment of functional Public Relations unit in the library	50	43	6	4	3.36	0.72	Agree
4	Ensure use of radio, television, social media, and readership campaigns	48	45	5	5	3.34	0.73	Agree
5	Ensure reporting achievement of the library to the management of parent body	49	44	6	4	3.34	0.72	Agree
6	Ensure regular subscription, exhibition, book fairs, and special events	47	46	5	5	3.32	0.74	Agree
7	Ensure library/librarians' involvement in all campus activities, including university and student-sponsored events, to create publicity of library holdings and services	46	47	6	4	3.31	0.74	Agree
8	Ensure renovation of the library building to keep it good-looking and attractive	52	41	5	5	3.36	0.72	Agree
9	Ensure proper orientation and motivation of library staff	50	42	6	5	3.34	0.73	Agree
10	Ensure the library establishes a social media presence online	48	44	6	5	3.32	0.74	Agree
11	Ensure proper and sustainable staff training and retraining on public relations programs	51	42	6	4	3.36	0.72	Agree

Source: (Field Survey, 2025)

The table 3 presents the strategies needed for ensuring effective public relations practices to enhance service delivery in university libraries. The first strategy, sufficient budgeting for library public relations activities, had 54 respondents strongly agreeing, 39 agreeing, 6 strongly disagreeing, and 4 disagreeing, with a mean of 3.38, confirming its importance. Similarly, ensuring the provision of an adequate power source through alternative means was supported, with 53 strongly agreeing, 40 agreeing, 5 strongly disagreeing, and 5 disagreeing, resulting in a mean of 3.37. The establishment of a functional Public Relations

unit in the library was also recognized as essential strategy, with 50 strongly agreeing, 43 agreeing, 6 strongly disagreeing, and 4 disagreeing, leading to a mean of 3.36.

For the use of radio, television, social media, and readership campaigns, 48 respondents were strongly agree, 45 agree, 5 strongly disagree, and 5 disagree, producing a mean of 3.34, indicating a positive reception. Reporting achievements of the library to the management of the parent body also received strong agreement, with 49 strongly agreeing, 44 agreeing, 6 strongly disagreeing, and 4 disagreeing, yielding a mean of 3.34. Regular subscription, exhibition, book fairs, and special events were also emphasized, with 47 respondents strongly agreeing, 46 agreeing, 5 strongly disagreeing, and 5 disagreeing, resulting in a mean of 3.32. Additionally, involvement of the library and librarians in all campus activities to enhance publicity had 46 respondents strongly agreeing, 47 agreeing, 6 strongly disagreeing, and 4 disagreeing, with a mean of 3.31.

Renovation of the library building to keep it attractive was another widely supported strategy, with 52 strongly agreeing, 41 agreeing, 5 strongly disagreeing, and 5 disagreeing, leading to a mean of 3.36. Proper orientation and motivation of library staff was also recommended, with 50 strongly agreeing, 42 agreeing, 6 strongly disagreeing, and 5 disagreeing, resulting in a mean of 3.34. Regarding establishing social media presence for the university library, 48 respondents strongly agreed, 44 agreed, 6 strongly disagreed, and 5 disagreed, yielding a mean of 3.32. Finally, proper and sustainable staff training and retraining on public relations programs was considered appropriate and agreed upon, with 51 strongly agreeing, 42 agreeing, 6 strongly disagreeing, and 4 disagreeing, leading to a mean of 3.36.

Table 4: Chi-square Test on the challenges of public relations practices on service delivery at State University Libraries in Benue and Nasarawa States

Opinions	Observed Frequency	Expected Frequency	Df	X^2cal	X^2tab	Level of Sig	Decision
No Influence	30 (28.7%)	50 (49.5%)	1	21.36	3.84	0.000	Significant
Influence	73 (72.3%)	50 (49.5%)					

Values in parentheses are percentages ($X^2 = 21.36$, df = 1, p = 0.05 > 0.00)

Table 4 presents the descriptive statistics (percentages) and inferential statistics (chi-square test) used to determine the challenges of implementing public relations practices to enhance service delivery in State University libraries in Benue and Nasarawa States. The results show that 72.3% of respondents agreed that challenges of public relations practices have a significant influence service delivery, while 27.7% disagreed. The calculated chi-square value (21.36) is greater than the table value (3.84) at a 0.05 level of significance with 1 degree of freedom. Therefore, the null hypothesis is rejected. This implies that challenges of public relations practices have a significant influence on service delivery in State University libraries in Benue and Nasarawa States.

Discussion of Findings

The first finding of the study revealed that despite the numerous benefits of public relations practices in promoting the valued of the library and shaping public perception, systems limitations continue to hinder the implementation of public relations practices in Benue and Nasarawa State university libraries. The study shows that insufficient funding (mean=3.37), incessant power outages (mean=3.34), absence of public relations department and slow internet connectivity (mean=3.30) are critical financial and technological constraints in carrying out public relations practices in the State University libraries.

This finding aligns with that of Umelo and Nyemezu (2023) who findings regarding problems associated with public relations practices for promoting effective service delivery in Rivers State university library highlighted with insufficient funding recording percentage score of 91.3%, absence of public relations department and library public relations officer (86.7%).

However, through verbal interview, staff showed commitment to their job as they explained that, oftentimes they use their power bank, phones and private network to reach out to patron which by extension foster continued communication and publicity of library resources. The findings further revealed institutional neglect of public relations practices as seen in the absence of a dedicated public relations depart, lack of strategic planning and specialized training. For instance, in Benue State University library, the duty of public relations is assigned to the reference librarian who is in charge of the Window On America Space.

The window on America provide free internet (WIFI) to librarians and users to engage in public relations activities and foster collaboration on projects. However, combining references services with public relations is not good enough. Public relations should not be viewed as an auxiliary function. The findings suggest the need for university management, and government ministries responsible for higher education to make policy intervention and strategic rethinking of public relations with the necessary financial backing to enhance visibility, relevance and impact of university libraries.

The second finding of the study discovered that librarians understand some strategies for building effective public relations practices to enhance effective service delivery in university libraries in Benue and Nasarawa States. The result of findings showed that sufficient budgeting for Library public relation activities obtained a mean score of 3.38 which underscores the critical need for dedicated financial resources for sustaining effective public relations practices in the libraries. Budgetary allocation and timely release of funds influences the library's ability to execute or carry out public relations activities.

The study shows provision of alternative power sources with a mean score of 3.37, clearly suggested that respondents recognize the need for reliable energy infrastructure, particularly through alternative sources such as generators or solar panels. This strategy ensures uninterrupted delivery of both physical and digital library services, which is indispensable in regions like Benue and Nasarawa where power outages are frequent. Establishing a dedicated public relations unit within libraries (mean = 3.36) suggested that Public relations is essential communication and publicity of university library resources and services.

The establishment of a specialized public relations unit will enhance professional coordination of library branding, media relations, publicity, event planning, and user engagement, thereby fostering good image and value of the university library. The study also

revealed that reporting the achievements of the university library to the University management recorded a mean score of 3.34, from respondents. Apparently, respondents support regular reporting of library milestones to university management. Furthermore, the study showed that Library buildings need to be renovated to make it beautiful and attractive (mean = 3.36) suggest a non-verbal communication of institutions' commitment to standard and quality services. It was impressive to observe that at the time of this study, renovation work was being carried on the MOAU library making it very attractive.

From the results, orientation, training and motivation (mean = 3.34) clearly suggest how it is central to staff performance in public relations and other roles. Motivated staff are more likely to embrace user-centered services and act as ambassadors for the library. Training in soft skills and customer service significantly boosts user satisfaction. These finding are in agreement with Umelo and Nyemezu (2023) whose study on public relation strategies needed to enhance service delivery in Rivers State University library viewed that proper orientation, sufficient provision of funds, establishment of public relations unit in the library and renovation of library buildings were accepted with very high percentage scores. The policy implications on the university libraries suggested that university management and library administrations should adopt a policy framework that allocates a fixed percentage of the library budget to public relations and outreach activities.

Conclusion

Based on the findings, this study established the relevance of public relations in enhancing effective service delivery in State University libraries in Benue and Nasarawa States. However, barriers such as insufficient funding, incessant power outage, lack of functional public relations departments as well as insufficient skilled personnel hinders effective implementation of public relations practices in State University libraries. The study also concludes that librarians demonstrate commitment by adopting alternative measures such as the use of personal devices and networks to sustain communication and publicity of library resources.

Recommendation

1. State governments and university management should develop policies that encourage investment in sustainable energy infrastructure in libraries, such as installation of solar power panels or provision of standby generators to mitigate the adverse effects of consistent outage of power supply.
2. Library management should ensure regular training and retraining programs for librarians to enhance their skills particularly digital literacy, social media and communication skills.
3. University libraries should be renovated at regular intervals to maintain a beautified and welcoming environment which will also serve as a non-verbal way of communicating library standard.
4. Librarians should ensure that achievements and impacts of public relations activities in libraries are consistently reported to university management to attract continuous support and promote visibility of the parent body.

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