



PHILIPPINE ASSOCIATION OF ACADEMIC/RESEARCH LIBRARIANS, INC.
NEWSLETTER

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2015 SUMMER CONFERENCE @ CDO



“Transcending Roles of the Information Professionals: Going Beyond Concepts, Exceeding Expectations”

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One of the advocacies of the association is to enhance the professional welfare of its members and to promote continuing professional education. The Philippine Association of Academic/Research Librarians, Inc. (PAARL) conducted its annual National Summer Conference themed as “*Transcending Roles of Information Professionals: Going Beyond Concepts, Exceeding Expectations*” in De Luxe Hotel, Capt. Vicente Roa Street, Cagayan De Oro City on April 22 to 24, 2015. The conference focused on three main objectives: 1) provide a deep understanding on the new and unconventional concepts in librarianship as results of continuously changing needs in academic and research environments; 2) introduce and foster emerging roles of librarians with 21st century skills in the areas

of academic research, information and digital literacy, and information technology; and 3) present several options of transcended roles of information professionals to keep astride with the new concepts in librarianship and to exceed traditional expectations. In order to achieve the conference objectives series of topics were presented and discussed by notable and authoritative resource speakers and these were the following:

“Librarians as practitioner-researchers: advancing scholarship by building a culture of research” was presented by Dr. Allan D. B. De Guzman, Program Coordinator,...

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PAARL's National Summer Conference...

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Dr. Allan B. de Guzman



Ms. Herabelle M. Villanueva



Ms. Karryl Kim A. Sagun (center)

Research Center on Culture Education and Social Issues of University of Santo Tomas. He said that 21st Century Librarian must have the following skills on:

a.) project management; b.) library services evaluation; c.) assessment of the needs of stakeholders; d.) how to translate traditional library services to online medium; e.) appraisal and ability to compare technologies; and f.) selling ideas and library services.

He also discussed the topic entitled “*Librarians as digital curators: leading the way towards cyberscholarship*”. He mentioned that for years librarian was the portal to information, now the computer is the portal. Librarians need to find ways to help people discriminate between the sources of information and find the best ways to search. As quoted from Brian Hawkins, “commonly discussed solution to these problems is to move to an electronic model where information access – rather than ownership – is defining characteristics of

a quality library.

The topic entitled “*Librarians as web developers: gauging the best technologies in accessing information*” was presented by Ms. Herabelle M. Villanueva, a Faculty Member of the Computer Science Department at Xavier University-Ateneo de Cagayan. She focused her session on marketing and promotion of library and its services. According to the resource speaker, libraries should adopt and utilize emerging technologies available and should focus on ways to promote information through social media like the popular platforms such as Facebook, Twitter, Instagram, YouTube, Blogger etc. This allow librarians to interact with customers through comments, liking/sharing of stories and experiences, it is also a good platform for marketing because sharing & posting information becomes easy, build trust & familiarity and it is easy to share, create new connections and relationships.

“*Librarians as social media leader: creating social media policies and management*” and “*The embedded librarian: fostering life-long learning through information skills and new technologies*” were the topics presented and discussed by Ms. Karryl Kim A. Sagun, Teaching Assistant of Nanyang Technological University, Singapore. She talked on what is your library story; compilation of librarian blogs; her experiences and challenges in the digital age; and new roles of librarians in the society. She also mentioned LibRadio (Librarians sa Radyo), a radio program of the University of the Philippines aired at DZUP 1602 to inform its listeners about the new acquisition, announcements in the libraries, educate its listeners about libraries and librarianship and air a storytelling session. She further concluded and said that librarians are challenge as to how they perceive or use their advantage.

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Dr. Briccio M. Merced Jr.

Dr. Briccio M. Merced Jr. University Librarian UP Mindanao, discussed the topic entitled *"The blended librarian: asserting roles in the teaching-learning process to provide optimal learning experiences to students and researchers"*. According to him as what he quoted from Bell and Shanks' definition of blended librarian: combines the traditional aspects of librarianship with the technology skills of an information technologist, and someone skilled with software and hardware. Many librarians already demonstrate sound technology skills of this type and that the blended librarian adds the instructional or educational technologists' skills for curriculum design and the application of technology for student-centered learning. Blended librarian is an academic professional who offers the best combination of skills and services to help faculty and students apply technology to enhance teaching and learning.



Dr. Marianita D. Dablio

"Library collection managers in higher grounds: weighing the odd" presented by Dr. Marianita D. Dablio, Professor of Lourdes College, Cagayan de Oro City. She started her session by quoting Ambeth R. Ocampo said *"My greatest fear to my digital library is this: Technology moves to fast that my present PDF files may not be computer-readable in the future"* She focused her discussion key issues confronting digital/acquisition librarians in the digital age such as: a.) Budget: How do we allocate budget to meet the changing curriculum and research needs of our institution? What budget strategies are appropriate to the multiplicity of challenges? b.) Threats to digital information such as media failure, hardware and software failures, communication errors, failure of network services, media and hardware obsolescence, natural disaster, external and internal attacks, economic failure and organizational failure. c.) Digital rights management: author's rights,

open access and institutional repositories. d.) New collection metrics: standards, performance measurements, outcome-based and evidence-based. e.) Core values: access, confidentiality/privacy, democracy, diversity, education and training, intellectual freedom, professionalism, public good, service and social responsibility. She concluded with the question, Can collection managers maintain the core values as collection management practices and scholarly communication practices are undergoing radical change?



Mr. Joseph M. Yap

Mr. Joseph M. Yap, Instructional Media Services Coordinator of De La Salle University - Manila, discussed the topic entitled *"The exchange librarian: a staff sharing program"*. He said that in staff exchange program one could experience working in a different environment, see how differently the job were treated in differently the job were treated in new context, use the experience and examine the... (continued on page 4)

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PAARL's National Summer Conference...

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present and future career paths with the possibility of new directions being taken and learn best practices of different institutions involve and staff development via knowledge transfer and skills. He told also that currently in Philippine setting no active staff exchange program in our professional organization. As far as possible, the library staff or people working in the library in general get involve in professional activities may it be regional, national or international, participate in resource sharing, networking activities, and utilize cooperative library programs to enhance library resources and services and to reduce operating costs. He also enumerated and discussed the types of exchanges, such as: a.) professional visit, b.) professional training, and c.) professional immersion (6 months to 1 year training with minimum 5 yrs work experience). He also presented and talked the topic entitled *"Librarians in digital conversations: creating effective real-time connections between researchers and resources"* where he enumerated some factors and steps to consider in creating effective real-time connections between researchers and resources, such as: a.) Prepare (Good infrastructure, budget, b.) Establish policy and guidelines, c.) Personnel training or mentoring provides personal assistance from experienced librarians, d.) Competencies of a reference librarian (i.e. Responsiveness, Critical think-

ing & analysis, dissemination of knowledge), e.) Observe behavioral performance (visibility, approachability), f.) Market and awareness of library collection or services, and g.) Assessment/Evaluation (ROI, user-satisfaction). The topic ended by citing examples of library program that creates real time connections such as *Ask a librarian (UP)*, *LibraryConnect (Elsevier)*, *Ask LORA (DLSU)*.



Ms. Annabelle P. Acedera

"Catalogers in the Midst of Digital Development: Challenges and Opportunities" as the last topic of the conference was delivered and discussed by Ms. Annabelle P. Acedera, Library Coordinator of Lourdes College, Cagayan de Oro City. She mentioned that in the advent of advancement of new technology the 3 R's (relearn, re-skill and retool) should be implemented to each and every librarian. She enumerated also some questions that explained her topic. Those questions were the following:

a.) what extent has technology usurped the need for catalogers and the catalog? b.) How do you view catalogers in today's digital environment? c.) What are the most useful new technologies (hardware and software, etc.) in cataloging and metadata today? d.) What are the challenges associated with cataloging electronic/digital resources. She further concluded her topic by giving some questions to ponder on and these were the following: 1.) Is it possible that increasingly powerful search and browsing tools, automated indexing tools, and "intelligent agents" will obviate the need for catalogs? 2.) What sort of digital materials should be cataloged? 3.) How will digital catalogs differ from those we have today? Will these catalogs be based on existing standards such as MARC and RDA? 4.) Will digital catalogs be maintained by professional catalogers or by laypeople? What skills will be needed to create these new catalogs? How will such skills be acquired? To further conclude the conference sessions, a representative from the delegates shared their lessons learned from topic/s presented and discussed by the resource speakers. Over-all, the conference was made very beneficial on today's fast changing technologies, advancing methodologies in scholarly research and libraries were challenge on the growing diversified information needs. Kudos to PAARL!

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October is the best month to visit Japan as the weather is pleasant because the autumn season is taking over. Join our tour on October 21-24 as we visit Chiba Institute of Technology (Shin-Narashino Campus), National Diet Library, Tokyo National Museum, Musashino Art University Museum and Library. The cultural tour will include visit to Tokyo Tower (world's tallest, self-supported steel tower), Asakusa Kannon Temple (one of Tokyo's most colorful and popular temples), Nakamise Arcade (shopping street with history of several centuries), Sumida River Cruise, Tokyo Imperial Palace (residence of Japan's Imperial Family) / Nijubashi Bridge, MIRAikan "National Museum of Emerging Science & Innovation" (Japan's major science center).



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CALL FOR SUBMISSIONS

SEARCH FOR PAARL'S BEST RESEARCH AWARD 2015

The Philippine Association of Academic/Research Librarians, Inc. (PAARL) is pleased to announce the Call for Submissions of papers for publication in the forthcoming 2015 issue of the *PAARL Research Journal*. All papers submitted shall be eligible for the **2015 Best Research Award**. The purpose of this call is to provide an excellent opportunity for library practitioners/information professionals to disseminate their research outputs through publication and oral presentation in a forum/seminar.

1. ELIGIBILITY

The call is open to all library practitioners/information professionals.

2. SELECTION, ACCEPTANCE AND AWARD

In addition to standard criteria (such as extensiveness of literature review and references, appropriateness of research data/methods, adequacy of data analy-

sis and presentation of findings, and consistency of research findings/conclusions), submissions will be judged on the following criteria:

- Potential contribution of the research study (significance and relevance)
- Innovation and originality (i.e. it shows high levels of creativity, fresh thinking and innovation in approach)
- Overall impact (it shows actual or potential impact)
- Special considerations:
 - a) it takes into account the extent to which the research is useful in the promotion of the profession;
 - b) it deals with problems facing the profession, locally/worldwide.

The top three (3) authors of accepted papers shall each be given a 20-minute timeslot to present their research outputs during the

5th Marina G. Dayrit Lecture Series on 23 November 2015, with the overall theme, "Librarians as Researchers: Recognizing Best Researches~ A Colloquium on Philippine Libraries and Librarianship."

The **2015 Best Research Award** shall be selected from the **top three**. Author(s) of the winning paper shall receive a cash incentive of Php 10,000.00 and a trophy/plaque of recognition, which will be awarded to him/her/them during the Association's General Assembly in January 2016. Authors of the other two papers shall receive a cash incentive of Php 5,000.00 for each paper and a trophy/plaque of recognition.

3. SUBMISSION GUIDELINES

1. Full paper should be in Microsoft Word (*.doc or *.docx) and submitted through e-mail to famverzosa@gmail.com or llanti-noams@gmail.com
2. Authors must follow the...

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CALL FOR SUBMISSIONS

SEARCH FOR PAARL'S BEST RESEARCH AWARD 2015*(continued from page 6)*

Instruction for Authors (see item 4 below) to be qualified/considered for acceptance.

3. Authors will be notified after their submissions have undergone the peer review process to be conducted by the Committee.

4. Revisions must be submitted within five (5) days upon receipt of letter/notification inviting a revision.

5. Authors of accepted papers are required to submit a 300-500 word abstract, which will include the proposed title, the full names and affiliations of all authors, and their contact details. In the case of multiple authors, please specify the author who will be presenting the paper at the forum.

6. It is understood that by these submissions, permission has been granted to publish the papers on the website and in the PAARL Research Journal. However, the papers submitted remain with the authors to do as they please.

4. INSTRUCTION FOR AUTHORS SUBMISSION TEMPLATE

In order to give your submission

full consideration, please follow these instructions:

4.1 Formatting

4.1.1 Font face should be Times New Roman size 12. Title should be in bold face, size 14. Major headings in bold face.

4.1.2 Use letter-sized paper (8.5 x11 in.).

4.1.3 Paragraph format should be single-spaced, with justified margins.

4.1.4 Full paper should not exceed 5,000 words.

4.2 Organization of the Research Paper

4.2.1 Title

4.2.2 Full name of Author(s), affiliation(s) and e-mail address(es)

4.2.3 Introduction/Background of the Study

4.2.4 Purpose of the study

4.2.5 Methodology

4.2.6 Results and discussion

4.2.7 Conclusion and recommendations

4.2.8 References

4.2.9 Appendices (if any)

5. IMPORTANT DATES

15 October 2015 Deadline of full

paper submission

31 October 2015 Notification (authors) of acceptance of papers

07 November 2015 Announcement of accepted papers for oral presentation

23 November 2015 Oral presentation of the top three papers vying for the Best Research Award

January 2016 Awarding of the 2015 *Best Research Award* at the 2016 PAARL General Assembly

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in PAARL
2014**

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(Proceeds will go to PAARL Library Rehabilitation Fund)

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for April - June 2015**

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**Roster of Additional Paid PAARL Members
for April - June 2015**

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PAARLPAPARAZZI



IN ACTION



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Up Coming Events

JULY

(TBA)

3rd Marina G. Dayrit Lecture Series 2015

Philippine Academic Book Fair (ABAP)

Topic: Trends in Collection Management: E-lending, e-Book Acquisition, Resource Sharing/Consortium, Patron Driven Acquisition and other Collection Development Models

Venue: SM Megamall, Mandaluyong City

AUGUST

(August (date is TBA)

Filing of application for Thesis Grant

31 (Monday)

Submission of the list of nominees for next Executive Board

SEPTEMBER

(TBA)

4th Marina G. Dayrit Lecture Series 2015

Manila International Book Fair (MIBF)

Topic: "Librarians' Role in Managing a Plagiarism-free Environment"

Venue: SMX Convention Center, Pasay City

OCTOBER

21-25 (Wednesday—Sunday)

International Library Benchmarking Tour

Venue: Tokyo, Japan

30 (Friday)

Commencement of Election for the 2016 Executive Board

NOVEMBER

23 (Monday)

5th Marina G. Dayrit Lecture Series 2015

Topic: Librarians as Researchers

"Recognizing Best Researches": A Colloquium on

Philippine Libraries and Librarianship"

Venue: NLP, T.M. Kalaw, Manila

(TBA)

PAARL Parallel Session at PLAI National Congress

Topic & Venue: TBA

27 (Friday)

Approval of Nominees for PAARL Awards

DECEMBER

Release of PAARL Research Journal 2015 Issue

Christmas Party 2015

Venue and Date: TBA

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