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LIBRARY ANALYTICS:
Data Driven Library Management

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Researching and Referencing: A Scientometric Analysis of the Research Productivity and Citation Behavior of DLSU Engineering Faculty

By Ms. Marian R. Eclevia; Assistant Director for Support Services Libraries, De La Salle University

Prof. Marian Ramos-Eclevia (center) with Ms. Michelle A. Esteban (left) and Ms. Maribel A. Estepa (right)

The talk of Prof. Marian Ramos-Eclevia outlined the following objectives: examine the research involvement and productivity of Engineering department's faculty; analyze author's impact or influence through citation counts, investigate author's citing behavior and determine the availability of cited references in the library.

The following areas of the methodology were presented during the summer conference: determine the faculty publications of De La Salle University (DLSU); analyze research productivity; generate citation reports from 2011-2015; extract cited references; and then determine the availability of cited references in the library.

Under the first topic for methodology which would determine the faculty publications of DLSU: the following areas were researched: written by Filipino authors; engineering focus; published in Web of Science (WoS) listed in journals, books and series; published from 2011-2015; covering articles, book chapters and proceedings papers; single and multiple authors.

In analyzing the research productivity of the DLSU Engineering Faculty the following categories were used: author; WoS categories; document types; source titles; book series titles; conference titles; publication years; collaboration by institutions; collaboration by countries.

To generate the citation report from 2011-2015 the following citation indexes were employed:

- Web of Science Core Collection
- BIOSIS Citation Index
- Chinese Science Citation Database
- Data Citation Index
- Russian Science Citation

- SciELO Citation Index

In extracting the cited references the following fields of citing were used: article title; source title; publication year; publication type; document type; publisher; department; WOS categories; number of authors; format; actual # cited references; extracted cited references in Endnote. Other criteria that were used to extract cited sources were the following: article title; source title; author; publication type; publication year; conference title; series title; and number of pages.

The fifth methodology in determining the availability of cited references in the library were: to extract online journal titles from EBSCO A-Z list; to search individual titles of books and serials using OPAC; the data gathering period were from April 1to 10, 2016; for a total of 20 hours.

Finally the study of Prof. Eclecvia arrived at the following conclusion: that the research productivity of Filipino faculty members has been consistently growing; that there significant differences in citation behavior among faculty have been observed and that citation analysis can be a useful tool to evaluate usage of library resources and information seeking behavior of faculty.

Value of Academic Libraries: A Comprehensive Research Review and Report

By Ms. Rhea Rowena U. Apolinario; Assistant Professor, School of Library and Information Studies, University of the Philippines

Ms. Rhea Rowena U. Apolinario

Prof. Rhea Rowena Apolinario started here presentation with the following questions: Why are libraries important? What VALUE do you bring to your institution? HOW do you demonstrate your VALUE to your institution?

There are five bases for value: use or utility; financial value; production of a commodity; library impact and users perception.

In determining the financial value, cost/benefit analysis, return-on-investment, or value for money, would be based on the following formula: Library value = perceived benefits / perceived costs. While production of a commodity has the following formula: Value= quantity of commodity produced × price per unit of commodity. Focuses on library impact on users; by asking the following questions: "What is the library trying to achieve? How can librarians tell if they have made a difference?" Based on user perceptions of the library in relation to competing alternatives, then libraries need to develop bonds with their users and help users achieve their goals so that users perceive libraries to be more valuable than competitors (e.g., Google).

The study discussed and presented the different value of libraries for research and researchers:

1. Good libraries help institutions to recruit and retain top researchers.

There is a global competition for top researchers, and institutional reputation is key to attracting them. Many factors contribute to a good reputation, including league tables, RAE scores, research productivity and funding levels. But the library also contributes, positively or negatively, to an institution's reputation. The quality, nature, and extent of the library's collections, of its staff and the services they provide, and of its buildings are all important. Successful and high-quality libraries can be a significant factor in recruiting and retaining top researchers.

2. Libraries help researchers win research grants and contracts.

Success in winning research grants and contracts is critically-important, especially for research-intensive universities. Research Support Offices help researchers to generate a regular flow of high-quality applications for such grants and contracts, but libraries are playing an increasingly significant role too. On the whole they do so in response to specific requests rather than proactively, however, and in general researchers are not required to consult the library in generating their bids. Libraries could play a greater role if researchers knew that support was available, and if their involvement was more formalised. Libraries have an opportunity to use their skills to help researchers improve the quality of ...

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their funding applications, and to increase the institution's success in winning research income.

3. Libraries promote and exploit new technologies and new models of scholarly communications.

Libraries are critically important in helping researchers to exploit the full benefits and opportunities of the networked world, including such developments as open access and social media. But libraries are not always well-equipped to promote change, and researchers sometimes resist efforts to modify their behaviours and practices. Nevertheless, many libraries have succeeded in addressing such problems, by establishing stronger links with researchers and re focusing their services to promote and exploit new technologies and new models of scholarly communication.

4. Repositories increase the visibility of the institution and raise its research profile.

Most institutions now have repositories to store and make available institutional assets such as research papers and theses. In most cases, the library runs the repository on behalf of the institution, and senior institutional

managers acknowledge the role the repository plays in increasing the visibility of the institution's outputs and raising its research profile. But repositories are only as valuable as the content they hold, and now the focus is on increasing the volume of content, by making it routine for researchers to deposit their outputs. Libraries are now playing an increasing role in educating researchers and building more effective procedures and approaches across the institution.

5. Outward-facing libraries contribute to institution-wide initiatives.

In recent years, many libraries have demonstrated that they can seize opportunities to help institutions respond to changes in the research environment. Libraries' central and impartial position, together with their information and organisation expertise, puts them in a good position to play a wide institutional role and deliver new value. Seizing these opportunities is not always straightforward, since in some institutions libraries have to overcome traditional views about their appropriate role. But outward-facing libraries can help in joining up research support and administration, leading to better research management and a

higher profile for the library across the institution.

6. Specialist staff work in partnership with academic departments.

Information specialists - both subject specialists and those with a specific focus on the needs of researchers - form a significant group of the library staff in most institutions. The researchers who make use of them see them as vital. But too often information specialists and researchers are not well connected. Putting that right can alter specialists' roles profoundly, shifting them away from more traditional collection management roles. Where this change has taken place, information specialists take a more proactive role, working in partnership with academic departments and acting as consultants. Such developments have been welcomed by heads of departments and researchers.

7. Connecting with researchers enhances the value of the library's services.

The digital revolution has changed the relationship between libraries and researchers, many of whom do not use the physical library. As one librarian said, "the more we do to make...

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access quick, seamless and easy, the more invisible we make ourselves".

Libraries are becoming alert to their separation from researchers, and are trying to find ways to reconnect with them, and to fill the gaps in their knowledge and understanding of researchers' needs. Such an approach can lead to a strong service culture permeating the library, increasing researcher satisfaction, as well as winning recognition and respect for the library across the institution.

8. Dedicated spaces provide a better work environment for researchers

For some researchers the physical library is valued as a place to work and study, particularly if they do not have their own departmental space or if they rely for their research on printed or manuscript content held in the library. Many researchers find, however, that the library is crowded with undergraduates, especially in term time, and that it provides a difficult environment in which to work. In order to meet researchers' needs, some libraries have therefore created dedicated areas for them, providing a better environment for those researchers who depend on the library and its contents.

9. Easy access to high-quality content is a key foundation for good research
Access to high-quality content remains crucial to research, and its value is recognised by researchers, senior managers and librarians alike. Libraries spend huge amounts to sustain and develop their collections, and researchers across the sector now have access to more content than ever before. But they always want more. The downward pressure on institutional budgets, continuing increases in subscription costs at above inflation levels, and fluctuations in exchange rates, are making it more difficult to sustain the current level of purchasing. Some libraries are still seeking to increase the content budget, but others are reducing the amounts of content they buy, while yet others are seeking to be smarter by procuring more with less. 'Daring to be different', and taking a more evidence based, strategic approach to content procurement, should help libraries to meet researchers' needs more effectively as well as helping their dialogue with the senior managers from whom they seek funding.

10. Libraries are a physical manifestation of the values of the academy and of scholarship

Libraries are one of the most enduring features of the academy, central to the values and the practice of scholarship. But in a period of austerity they are increasingly being asked to justify their existence. Perhaps the deepest, yet most elusive, contribution that libraries make is to provide a physical manifestation of the scholarly ethos that universities exist to inculcate and preserve. There is a risk that this intrinsic value may not be recognised by future generations of researchers who work in an online world. In building the evidence as to libraries' contribution to research, it is important to stress that the whole is greater than the sum of the parts; and that the value of the library is as a crucial cornerstone and representation of the values of the academy and of scholarship.

And as a final reminder Prof. Apolinario stated that: "We have to remember ... Just as there are no 'quick fixes' to the problem of demonstrating the value of higher education, there are no simple solutions to the challenge of articulating academic library value." Academic libraries and librarians can take part in the quest to document the existing value of libraries and maximize their value in future years.

Doing Case Study Resarch

By Dr. Joel M. Durban; Dean, Graduate School and College of Education, Arts and Sciences, National University

Dr. Joel M. Durban

Dr. Durban discussed the "Steps in Conducting a Case Study", stating that first there is a need to establish the broad case to investigate; second, determine and define the research questions; third, select the precise case to be used; determine data gathering and analysis techniques; prepare to collect the data; collect and then analyze the data; finally prepare the report.

According to the presentation of Dr. Durban there are five analytic techniques that can be employed in preparing the report. These are:

1. Pattern Matching which compares an empirically based pattern with a predicted one if the patterns coincide, the results can strengthen the internal validity of the case study.

2. Explanation building, which contains the following attributes: analyzes the case study data by building an explanation about the case ; estipulates a presumed set of causal links, which are similar to the independent variables in the use of rival explanations; has mostly occurred in narrative form; which may lead to starting a cross-case analysis, not just an analysis of each individual case; but one disadvantage of this technique is that it may drift away from original focus.

3. Time series analysis, with the objective of examining relevant "how" and "why" questions about the relationship of events over time. Time series analysis can follow intricate patterns, the more intricate the pattern, the firmer the foundation for conclusions of the case study. There are three types of Time Series Analyses: (a) Simple Time Series (b) Complex Time Series, and (c) Chronologies.

4. Logic models posses the following characteristics: stipulate a complex chain of events over time; events are staged in repeated cause-effect-cause-effect patterns; and match empirically observed events to theoretically predicted events. There are four types of logic models: (a) Individual-Level Logic Model (b) Firm or Organizational-Level Logic Model (c) An alternative configuration for an Organizational-Level Logic Model and (d) Program-Level Logic Model.

5. Cross-case synthesis, this type of a case study should consist of at least 2 cases; treat each individual case study as a separate study. There is a need to create word tables that display data from individual cases according to some uniform framework, and then examine the word tables for cross-case patterns. This type of technique would also rely strongly on argumentative interpretation, not numeric properties and be directly analogous to cross-experiment interpretations.

Recent Approaches and Strategies in Writing a Research Paper

By Dr. Jessie S. Barrot; Assistant Research Director, National University

Dr. Jessie S. Barrot (center) with Ms. Michelle A. Esteban (left) and Ms. Editha A. Alamondin (right)

Why do we write research? According to the lecture of Dr. Jessie Barrot the following are the reasons for writing a research paper: (a) new argument or conjecture, (b) new definition, (c) clarification, (d) elaboration, (e) refutation or rebuttal, (f) evaluation of an earlier assertion, (g) new or alternative interpretation, (h) supportive evidence, and (i) contrary evidence.

Organizing Your Paper would entail the following parts-sequence: (1) Abstract; (2) Introduction (3) Literature Review (4) Methodology (5) Results (6) Discussion (7) Conclusion and finally (8) References.

When writing the summary of a research paper, Dr. Barrot has the following to say: refrain from elaborating major findings. No detailed numbers and exemplars should be mentioned in this section. Refrain from inferring and generalizing from the findings; otherwise, it will overlap with the conclusion section. Write the summary concisely and clearly. And do not introduce new data in the summary of findings.

As to writing the Conclusions the researcher should follow the following advises: (1) Avoid using numerals and figures in the conclusion because they limit the scope of generalization. (2) The conclusions drawn should be applicable to all of the findings and not just to one item in the findings. (3) A conclusion should not be a repetition of any item presented in the summary. (4) At least one conclusion should directly answer your general question and/or objective.

Finally for writing the Recommendations: (1) Write recommendations that flow logically from the drawn conclusions. (2) Provide recommendations for the limitations of the study that you have presented. (3) Make your recommendations practical and workable. (4) Recommend specific agenda for future studies based on the findings of your study. Note that the research agenda should advance a particular field.

Keeping them posted: Analyzing Library Web Content and User Engagement in Four Digital Worlds

By Ms. Roselle S. Maestro, Associate Reference Librarian, De La Salle University

Ms. Roselle S. Maestro

The presentation of Ms. Roselle Maestro centered on the "four digital worlds" used by De La Salle University, namely: (1) Face book; (2) Twitter; (3) Blogger; (4) YouTube.

The study enumerates the following objectives: (1) Discuss DLSU Libraries' adoption and use of Facebook, Twitter, Blogger, and YouTube; (2) Examine the types, frequency, and content posting patterns in the four social media accounts; (3) Measure user engagement through social media metrics and analytics; (4) Offer recommendations for the improvement of posting practices.

Each type of Social Media possesses its own generated statistics or metrics: "Facebook Insights"; "Twitter Analytics"; "Blogger Stats"; "YouTube Analytics"; these system can greatly assist the librarians in preparing the report for the usage of social media in their library.

The study identified the following "Types of Post" to group and/or categorizes the posts made in their social websites: (a) Library Related (LR) and (b) Non-Library Related (NR). The Library Related posts were further subdivided into the following types of post: General Library Information; Library Events and Promotional Activities; External Information Sources; Library Collection; Feedbacks; Library Services; Library Facilities; Library Personnel and Reference Query. While the Non-Library Related (NR) were sub-divided into two categories: Academic Community and Local Community and Broader Society.

The study has arrived at the following Conclusions: for Facebook - 47.89 percent were used for sharing external information sources; 21.08 percent for promoting library events and activities;

while 10.28 percent was used for promoting library collection. As for the use of Twitter the following observations were obtained: promoting library events and activities - 35.21percent; answering reference queries - 24.02 percent; and gathering and responding to feedback - 14.04%.

For DLSU's Blogger site the following were obtained: promoting library events and activities – 55.31 percent; promoting library collection - 21.23 percent; and sharing info about library personnel – 17.88%. While the following conclusions were arrived for the Youtube website: 50 percent for promoting library collection; 16.67 percent for reiterating general library information; 16.67 percent for promoting library services and 16.67 percent of the posts were for promoting library events & activities.

Web and Social Media Metrics: Library's Impact and Engagement on the Web

By Ms. Vivian Praxedes D. Sy; Coordinator, Systems Management and Services Information Technology Services Office, De La Salle University

Ms. Vivian Praxedes D. Sy

Matrix for Data Requirements of the LIDP Project	
number of items borrowed from library • either the total number borrowed by that student • or separate values for each academic year	*e.g.* *50 items during the 3 years of the course* *11 items in 2007/8, 16 in 2008/9 and 23 in 2009/10*
number of visits to the library • either the total number of visits by that student • or separate values for each academic year	
number of logins to e-resources (or some other measure of e-resource usage) • either the total number of logins made by that student • or separate values for each academic year	

(Stone, Ramsden and Pattern, 2011)

Prof. Vivian Sy posed "The Challenge": "How to determine the impact and value of the library on student success?"

In determining the Library's Impact and Value, Prof. Sy presented three models: (1) Library Impact Data Project [LIDP] in 2011 and 2012; (2) University of Minnesota Research in 2011; and (3) The Library Cube from 2010 to 2011.

Below is the matrix for Data Requirements of the LIDP Project (Stone, Ramsden and Pattern, 2011):

While the University of Minnesota Research (in 2011) asked the following questions: (1) How often and how do students use library services and resources? (2) What impact does this usage have on students' academic success?

The Library Cube posited the question: "What is the value to the students when they use library information resources?"

The Library Cube is a database with reporting functions on: (1) Library usage data with the sub-division on – Loans and E-resource usage (2) Demographic and academic performance data.

For Philippines Libraries, the following suggestions were recommended by the Speaker: (1) Use any or a combination of the three cases as models; (2) also look at the Value of Academic Libraries Project of ACRL by Dugan, 2015; (3) Decide on which library usage data to study against academic performance; (4) Consider limitations of use of e-resource usage and social metrics; (5) Supplement quantitative with qualitative data to investigate possible areas of concern; (6) Be creative in viewing the data to modify not-as-effective services, terminate non-effective services and come up with new services; (7) Define and follow through with action plans based on the data; (8) Try to coordinate for a constant data analytics service; (9) Improve e-resource usage and social metrics.

Finally the Speaker said that: "If the school administration asks, 'What is your impact and value to the success of your students and researchers?' the library should be able to quantify its impact and value.

Engineering Resources at the DLSU Libraries: A Usage Study

By Ms. Ana Maria B. Fresnido, Director of Libraries, De La Salle University

Ms. Ana Maria B. Fresnido

The study of Prof. Ana Maria Fresnido presented six areas in determining the usage of engineering resources of the DLSU libraries: (1) Circulation/Re-shelving Statistics for Printed Books from January 2003 to July 2015; (2) Breakdown of Frequently Circulated Books by Class Letter, showing the number of collection per subject under the LC classification for books in Engineering; (3) Breakdown of Frequently Circulated Books by Date of Publication/Copyright which would determine the frequently used book based on date of publication; (4) Breakdown of Frequently Circulated Books by Subject which would determine the frequently used book based on subject and thus the frequently used book should be considered when acquiring engineering books; (5) Top ten Most Frequently Circulated Books; (6) Re-shelving Statistics for Printed Serials, Jul 2011-Jul 2015

Arriving at the following Conclusion and recommendations:

- The number of circulations for printed books proved to be quite low but the state of its utilization is within the acceptable level having achieved the 80/20 rule.

- The significant number of books logging zero usage in the last 10 years showed that the Libraries does not do regular weeding which is an important aspect of collection development.

- The Libraries should start weeding out items not needed by its patrons in consultation with the faculty members (as subject experts) to increase the circulation ratio.

- The Libraries is advised to regularly conduct use analysis as part of its routine collection maintenance.

- In further developing the engineering collection, the Libraries should also inform faculty members (who do the selection) in which areas to concentrate to allow for a more judicious collection development practice.

- A written three-year acquisition plan taking into consideration the results of the use analysis is proposed.

- Although the circulation ratio of the printed serials proved to be a lot higher than the books, it is important for the Libraries do a more thorough examination of the re-shelving logs on a per title/issue basis to re-assess the value of back issues and decide whether to keep them on the shelves or relocate them to a remote storage.

Data Driven Collection Management

By Mr. Fernan R. Dizon, Associate Director, Knowledge Resource Center, Asian Institute of Management

Mr. Fernan R. Dizon

At the middle of Prof. Fernan Dizon's discussion on "Data Driven Collection Management", he presented the challenges that present day librarians are encountering, such as: thebuying power diminished by the woes of shrinking budget, or if we're lucky, static budgets and inflation increases; gate counts are rising; patrons expect the library to be open 24 hours; researchers are demanding access to the new journals and digital products that are launched each year; difficult balancing act of deciding what we can afford and what we can live without, while still striving to provide quality support for learning, research, and teaching.

What are the imperatives for data-driven collection management? There are six imperatives, namely: (1) the network context; (2) the evolving scholarly record; (3) the collections grid; (4) the inside-out collection; (5) managing shared print; (6) sourcing and scaling.

1. The network context:
Unbundling and rebundling: transaction costs and system-wide reorganization. A data driven environment: activities are becoming "informationalized," where more operations are automated and data drives decisions. Research and learning behaviours are changing: libraries serve a constituency whose needs are also changing.

2. The evolving scholarly record
Libraries acquire, organize, and provide stewardship of the scholarly record. Ongoing redefinition of the scholarly record will drive changes in library and publishing practice; such as: accompanying materials, i.e. videos, raw data, blogs, discussions, etc.

3. The collections grid
Libraries engage with different types of collections, which have different dynamics associated with them. Understanding the shift in the patterns of operational support for different types of resources is important to library plan-

ning and investment, both for individual libraries and for the networks of which they are a part.

4. The inside-out collection
The dominant library model has been outside-in, where materials are purchased or licensed from external sources and made available to a local audience. The inside-out model, where institutional materials (digitized special collections, research and learning materials, researcher expertise profiles, etc.) are shared with an external audience requires new ways of thinking.

5 Managing shared print
The print collection has been central to the identity of the library but is now on the threshold of major network reorganization. The emergence of cooperative infrastructure, facilitated by the network, has enabled a transition from institutionally-organized stewardship toward group-scaled solutions.

6. Sourcing and scaling
Collections will be managed at several levels, above the institution as well as within it. Choices about the optimum level (institutional, consortia/group, regional, global) for management are becoming more common, as are decisions about how to source activities (collaborative, buy from third party, etc.).

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Finally, what is the distinction between Data-informed and Data-driven?

"Being data-informed is about striking a balance in which your expertise and understanding of information plays as great a role in your decisions as the information itself… you can apply your own experience to that information and choose accordingly — even if that means overriding what the system recommends."

Data is a valuable tool. It is has been extremely helpful and instructive for us to have data on hand to aid our collections decisions and allow us to articulate clearly some of the decisions we have made. Data is a powerful collection management tool when used in an informed way, but it should not be the only factor in your decision making.

We librarians must keep on enhancing our data skill sets both in terms of tools (i.e. common desktop applications) and

also competencies and comfort levels in manipulating and interpreting the data.

We have to work collaboratively with our colleagues in improving the skill sets of people not directly involved in collection management. These collaborations result in valuable tools to aid collection decision-making. Such collaboration is also helpful in presenting the complexities of collections issues to colleagues across the institution.

Library Data Gathering Practices and Analytics: Communicating the UPLB Library Experience
By Ms. Mary Ann M. Ingua, Head, Cataloging Section, University Library, University of the Philippines, Los Baños

Ms. Mary Ann M. Ingua

Prof. Mary Ann Ingua stated that: "Library data analytics is simply DATA MINING." Defining library data analytics as a process where one can easily find many resource materials

where data and numerical figures are already tallied and presented. Usually, these data can be found among research institutions and academic centres. Data mining is simply using an already published set of data.

According to Booth and Hendrix, 2015 as presented by Prof. Ingua the Best uses of Analytics are forecasting (what will happen if trends continue); predictive modelling (what will happen next if you take a particular action); optimization (what is the best solution to a particular problem).

The Speaker presented the Current Practices in Collecting Library Statistics at UPLB Library such as (a) The iLib System Circulation Statistics; (b) The iLib System Circulation Statistics Report; (c) The UPLB Computer Usage Tracking System (UPLib CUTS); (c) The UPLiB Computer Usage Tracking System Report Generation; (d) Computer Usage Report

The UPLB Library Statistics Log Sheets were also used to gather the needed data, which came from the following log sheets:...

Library Data Gathering

Users of Wifi Connectivity; Viewing Room;Interactive Learning Center Hub; Peripherals Checkout; Multi Media Services Section; Newspaper; Opac Users.

External statistics coming from the subscribed e-resources were also gathered, specifically was taken from downloaded articles and e-books and from the research productivity statistics for UP Los Banos using the SCOPUS.

The following reports were also used to further collect data for the said study: (a) UPLiB User Monitoring System; (b) Online reference query report; (c) articles requested online; and (d) Feedback from the Suggestion Box.

What were the challenges encountered in the data collection? Four big challenges were hurdled to data gathering: (1) culture; (2) talent; (3) cost; and (4) data.

One of the recommendations was with regards to the main features of the design of the web analytics/dashboard, that: It should allow users to identify and visualize trends; it should give users an up-to-date and dynamic view of data and it should facilitate the sharing of information.

Library Analytics: An Overview
By Dr. Reinabelle C. Reyes, Data Scientist, Ateneo De Manila University

Dr. Reinabelle C. Reyes (center) with Ms. Michelle A. Esteban (left) and Mr. Vernon Totanes (right)

Dr. Reina Reyes described Library Analytics as the discovery and communication of meaningful patterns in data; it should lead to "actionable insights"—information that leads directly to an action or actions and often communicated through data visualizations.

According to the talk of Dr. Reyes the following are data found in library analytics: catalogue searches; item checkouts; log-ins to online resources & services; swipes through the entrance gates; space usage; student satisfaction and external visitors to the library.

We can use analytics for collections development and management; impact assessment; learning analytics; improving services & meeting; user requirements and recommendation services.

The importance of Library Analytics may be seen if we the right mindset to applying it. As librarians our curiosity should not die-out. We should e wary of the "Streetlight Effect": resist tendency to look for answers where it is easiest to find information and data (akin to looking for keys only under the street lamp); focus on asking the right questions & finding new ways to expose and analyze the data that can lead to the answers and to help improve and refine the questions themselves.

To become a data savvy librarian, the following analytics skills set are needed: data transformation process; data retrieval/queries; basic Statistics and effective visualization design. What tool sets can be used in doing our library analytics? The following analytic tool sets are recommended: Microsoft Excel (all-around); Tableau, visualisingadvocacy.org (viz); OpenRefine (for data cleansing); Unix shell, git (programming/hacking); SQL, noSQL, etc. (database queries) and others like: SPSS, SAS, Python, R (all-around+).

PRC AWARDS NIGHT
June 22, 2016 at Manila Hotel Fiesta Pavilion

OUTSTANDING LIBRARIAN
MR. RODOLFO Y. TARLIT

For having sustained his dedication, competence and integrity, as a Professional Librarian, contributed in raising the level of competence of Filipino Librarians and the emergence of Librarianship profession from obscurity to vibrancy; for having been an outstanding library educator, most referred resource person, lecturer and trainer in information analysis and organization of library materials; for a body of library literature he wrote/presented/compiled/edited such as conference, seminar and workshop papers and proceedings, newsletters, articles and inspirational messages; for his indefatigable leadership as University Librarian of the University of the Philippines-Diliman, President of the University of the Philippines Library Science Alumni Association (UPLSAA),Philippine Association of Academic and Research Librarians (PAARL), Inc., Philippine Association of Teachers of Library and Information Science (PATLS) and Philippine Librarians Association, Inc. (PLAI); for having been recognized thru awards such as outstanding alumnus of the UPLSAA, Academic Librarian of the Year of PAARL, Professional Service Award of the PATLS, Gabriel A. Bernardo Award, Severino I. Velasco Award, Service Award and Hall of Fame Award by the PLAI, and Gawad Chancellor by the University of the Philippines-Diliman; and for his pioneering/trailblazing work as Convenor and Co-Chair of the National Committee on Resource Description and Access which drafted the Policy and Guidelines on the Implementation of RDA in the Philippine Libraries, Chair, National Committee that drafted the Guidelines on the Registration of Cultural Properties in Libraries and Member, Board of Trustees of Martial Law Memorial Commission.

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IN ACTION

Up Coming Events

MAY

Call for Papers for the PAARL Best Research Award
Date: TBA

JUNE

Release of the Letter of Invitation for International Library Benchmarking Tour
Date: TBA

JULY

3rd Marina G. Dayrit Lecture Series 2016 Philippine Academic Book Fair (ABAP) Topic: E-Metrics: Assessing Electronic Resources
Date: TBA
Venue: SM Megamall, Mandaluyong City

AUGUST

Leadership Academy for Librarians
Date and Venue: TBA

Filing of application for Thesis Grant
Date: TBA

SEPTEMBER

4th Marina G. Dayrit Lecture Series 2016 Manila International Book Fair (MIBF) Topic: Collection Assessment for Academic Librarians: Case Studies.
Date: TBA
Venue: SMX Convention Center, Pasay City

OCTOBER

International Benchmarking of Libraries
Date and Venue: TBA

Commencement of Election for the 2016 Executive Board
Date: October 28 (Friday)

NOVEMBER

5th Marina G. Dayrit Lecture Series 2015 Topic: Librarians as Researchers Recognizing Best Researches: A Colloquium on Philippine Libraries and Librarianship
Date: November 18 (Friday)
Venue: National University, M. F. Jhocson St., Sampaloc, Manila

PAARL Parallel Session at PLAI National Congress Topic: Makerspaces: Making a Difference in Libraries
Date: TBA
Venue: Davao

Approval of Nominees for PAARL Awards
Date: November 25 (Friday)

DECEMBER

Release of PAARL Research Journal 2016 Issue

Christmas Party 2016
Date and Venue: TBA

Philippine Association of Academic/Research Librarians, Inc.

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