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SEMINAR-WORKSHOP

September 20 to 22, 2016

Crown Legacy Hotel, Kisad Road, Baguio City

**Managing Today's Learning Commons:
 Re-Skilling Seminar for Information Professionals**



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E-Metrics: Assessing Electronic Resources

By Willian S.A. Frias, De La Salle University, College of Law



Ms. Willian S.A. Frias during the its 3rd Marina G. Dayrit Lecture Series with the theme *E-metrics: Assessing Electronic Resources* last July 5, 2016 at the Megatrade Hall 1, 5th Level, Mega B, SM Megamall, EDSA Mandaluyong City

Prof. Willian Frias stated the following objectives: to familiarize participants in assessing electronic collection using e-metrics; to present the different capabilities of e-metrics as an assessment tool; to develop in the participants a framework of identifying useful data in assessing electronic collection; and, to guide participants in the preparation of collection assessment studies/reports.

What is e-Metrics? E-metrics is a standardized measurement producing quantitative data that are extracted from using electronic resources. This standard measure serves as a tool to determine the effectiveness, efficiency, performance and/or quality of patron-accessible electronic resources through different assessment methods.

Why e-Metrics? E-metrics is a way of assessing the proliferation of electronic resources in libraries; the unmanageable growth of electronic resources; continuous increase of subscription prices; 24/7 data capture (exhaustiveness of data); easy extraction of data (accessibility of data).

What are the uses of e-Metrics? E-metrics are used for collection management; budget decisions; marketing and promotions; planning for additional services; measuring student learning and predicting inter-library loan (ILL) and document delivery service (DDS) outcomes.

In 1999, ARL funded the Association of Research Libraries e-Metrics Project

- Rise in acquisition price (1992-1993 to 1999-2000)
- Additional costs for infrastructure and personnel
- Absence of authoritative data for electronic resources
- Inconsistencies in collecting and analyzing data
- Goal: to develop reliable indicators for summative evaluation of electronic resources.

• 2002, Project COUNTER (Counting Online Usage of NeTworked Electronic Resources)

- brought librarians, publishers and vendors together

- develop standards for reporting and recording of online usage data

- 2008, COUNTER Code of Practice for Journals and Databases was published

- 92 vendors provided JR1: fulltext article requests by journal
- 26 vendors provided JR2: total searches and sessions by database
- 41 vendors provided JR3: successful item requests and turnaways by journal and page type
- Some vendors provided JR1 and JR3
- Other vendors provided JR4 : total searches by month and service

1. Advantages/Disadvantages

Advantages

- Standardized
- Unobtrusive
- Data are easily captured
- Objective
- Focused on a specific format of collection

Disadvantages

- Vendor-dependent
- Indicators
- Reports
- Issues on Federated Searching
- Issue on open access use

2. E-metrics in Action

Trend Analysis

- Patterns of Use/User behavior

E-Metrics: Assessing Electronic Resources

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- Planning for marketing and advertising
- Measuring learning outcomes

Efficiency Studies

- Usage correlation studies
- Ratio analysis

Cost-Benefit Analysis

- Return on Investments (ROI)
- Cost per Article Reading (CPR)

In summary here are some of the points we need to ponder on e-metrics:

E-metrics is an assessment tool based on culled usage statistics; it only provides conclusions based on the formula and its results.

Not all E-metrics results should be readily accepted, librarians have to look at the broader picture and corre-



late usage results with other rational factors in order to arrive at the most unbiased and dependable results.

Librarians may not be agreeable to the results of the assessment, but these results will play big roles in decision-making activities

There is no perfect assessment measure for every situation But librarians can

find a perfect fit by looking closely into the situation.

In ending her discussion Prof. Willian Frias quoted Palomba & Banta “The important question is not how assessment is defined, but whether assessment information is used...”

4th Marina G. Dayrit Lecture Series

“Collection for Academic Libraries Case Studies”

September 16, 2016; 9:00AM SMX Convention Center, Mall of Asia Complex, Pasay City



Melquiades Alipo-on, Secretary delivered the Invocation and the National Anthem; Ms. Michelle Esteban: President delivered the Opening Remarks and Ms. Grace Garcia: Board Member; introduced the Resource Speakers. Mr. Juan Martin Guasch: PRO, was the Master of Ceremonies.

Case Study 1: Use Equals Value: Usage-based Assessment of Library Collections

by Ms. Janice D. C. Peñaflores – Collection Development Librarian, DLSU Libraries

According to Ms. Janice Peñaflores's the study is a type of client-centered assessment, which assumes that the adequacy of the book collection is directly related to its use and at the same time the study would provide a reasonable picture of the DLSU Business and Economics Collection.

What are the objectives of the study? The objectives of the study are as follows: to have a data for collection development strategy, to provide a profile of the collection, find out the extent of utilization of print books and determine actual use in relation to subject area.

The study is limited to print book collections with the following LC class: H (Social Sciences); HA (Statistics); HB (Economic Theory Demography); HC

(Economic history and conditions); HD (Industries Land use Labor); HF (Commerce); HG (Finance); HJ (Public Finance). At the same time the study is limited to the Circulation record from January 2003-August 2016; equivalent to 12 years and 8 months or 152 months.

The total volumes for the Business and Economics collection were 54,955; the largest collection falls under HD (Industries, Land use; Labor) with 17,696 total number of volumes or 32 percent. The second largest collection is from HF (Commerce) with 15,800 volumes or 29 percent.

According to the study 55% of the collection was checked out at least once, while 45% of the collection has “no

usage” at all. At the same time the study showed the turnover rate to be equal to the number of circulation divided by the number of items, thus each item was checked out 5 times as the turnover rate average. The study also yielded the circulation per capita which is equal to the number of circulation divided by population: 265,184 divided by 4,758 thus the average is 56 checkouts per person.

The study arrived at the following conclusions and recommendation: (1) Overall, usage of Economics and Business collection is at acceptable level; (2) Review selection to increase number of relevant materials and (3) Weeding/Replacement of no-usage items should be considered.

Case Study 2: The DLSU Libraries' Engineering Collection: An Assessment Report Using the List Checking Approach

by Ms. Elizabeth B. Padilla – Coordinator of Readers Services, DLSU Libraries

Ms. Elizabeth Padilla stated the following Collection Development Mission of the DLSU Libraries: to build and maintain an adequate and well-balanced collection that responds and supports the needs of its library clientele and to develop a mixed collection of resources that adheres to standards, both qualitatively and quantitatively.

Ms. Padilla enumerated the following

objectives of her study: to ascertain the present profile of the engineering and technology collections; to find out how it has grown in the last five years and at what pace it is developing in relation to the number of publication output produced in the last 5 years; to examine how the present collection fare with the titles listed in the Choice Magazine (issues for 2010-2014); to identify the quality of the collection based on

Choice Magazine; and to identify the gaps in the collection.

Her study and presentation arrived at the following Findings:

- The total number of DLSU library's printed books as of July 2015 is 19,370 titles; Current holdings represent the 50-year collection development effort of the Libraries in building its engineering collection

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Case Study 2: The DLSU Libraries' Engineering Collection:...

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- The total number of engineering publication outputs (based on *Books-in-Print (BIP) Global Edition* in the last five years (2010 to 2014) is 82,056 titles
- In the last five years, the DLSU Libraries acquired a total of 2,120 titles
- TA (Engineering, General/Civil Engineering) and T (Technology, General) had the most number of holdings acquired
- The rate of acquisition is increasing steadily
- The average yearly acquisition is 424 titles which is equivalent to 2.58% of the total engineering publications output
- The DLSU was able to acquire 58 “best” titles from AY 2010-11 to 2014-2015 out of 645 best titles.
- 4 or (6.45%) of the titles acquired by the Libraries listed in *Choice* were assigned recommendation levels 0 and 1, which is an indication of poor selection judgment as far as the four titles are concerned.

At the end of the study, Ms. Padilla arrived at the following conclusions: that the DLSU Libraries engineering book collection is deficient in terms of quantity due to the very low acquisition rate. And that the engineering collection also fell short in terms of quality, that is, as far as *Choice Magazine* is concerned.

Based on the findings and conclusion of the study and presentation of Ms. Padilla the following recommendations are given: Carry out a more aggressive acquisition program to catch up with

the number of engineering titles being published annually. Considering the cost of developing the engineering collection, it would be best to prioritize areas supporting the university programs where the gaps are wide (TA, TP, TH, and TJ, respectively). Find ways on how to improve on the selection process ensuring that most of the essential titles are acquired. Look closely into the collection development practices and find ways on how to improve on the selection process ensuring that most of the essential titles are acquired. Identify a selection tool which can be used by faculty members in recommending books for acquisition would be desirable.

Case Study 3: The 80/20 Rules: Analysis of Factors that Contribute to Print Book Utilization

by Ms. Jocelyn T. Balangue – Librarian, Archives Unit, DLSU Libraries together with Ms. Vivian Soriente

Ms. Jocelyn Balangue conducted the study to examine the pattern of user's behavior in the utilization of the print book collection. The study made use only the print book collections that were classified under Education or those that were classified under the Library of Congress Classification letters L to LT. And that the said books were housed in the following libraries:

The Learning Commons, AGH Law Library, Br. Benedict Learning Resource Center (BBLRC), Science and Technology Complex (STC) College Library, and Makati Extension Campus (MEC) Library. But those books that were housed at the STC Integrated School Libraries were excluded.

The result of the study may serve as basis for the improvement of the col-

lection development process for the Education print book collection.

The following Methodology were used:

- a. The usage statistics from January 2003 up to March 2016 of the library's current total print book holdings on Education Collection

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Case Study 3: The 80/20 Rules: Analysis of Factors...

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- were extracted from Sierra, the Libraries integrated system.
- b. The data were sorted in terms of total usage from the biggest to smallest using the Pareto Analysis.
 - c. The Pareto principle (i.e. 80% of the usage is generated by 20% of the collection) was used as basis in shortening the total number of entries in descending order from 9,702 to 3,481 entries for books with usage.
 - d. The utilization ratio was then determined by dividing the number of items in a particular subject area by the total number of items held, then multiplied by 100.

Number of circulated items X 100 **Total number of items**

The study of Ms. Jocelyn Balangue yielded the following Conclusion and Recommendations:

The DLSU Libraries should not acquire any titles on subject areas that were identified with zero usage namely: Education-General (L); Individual Institutions – America (except U.S.) (LE); Individual Institutions – Europe (LF); College and School Magazines and Newspapers (LH) and Textbooks (LT).

Priority of acquisition should concentrate fully on subject areas that support

the curricular offerings and program of the BAGCED and these were: Theory and Practice of Education (LB) and Special Aspects of Education (LC).

The Collection Development Librarian should improve the selection process to ensure that books that will be acquired will be of use to library users.

Lastly, the DLSU Libraries should consider weeding out non-circulating items particularly those older books that are of no use to clients.

Case Study 4: Collection Assessment Using Modified Brief Test Method

by Ms. Ana Maria B. Fresnido – Director, DLSU Libraries

Ms. Ana Maria Fresnido gave stated that the DLSU Libraries regularly conducts collection assessment and makes use of varied assessment techniques, but no attempt has been made to determine the appropriate collecting level and that the collecting activity is based on the qualitative condition of the book collection. Thus the objectives of this study are as follows:

- To find out the current collection level of printed books in the different subject areas.

- To accurately capture the qualitative condition of the book collection.
- To objectively determine the appropriate collecting activity level.
- To assess how the book collection is responding to the program offerings of the university.

For the Scope and Limitations of this study it has included all processed printed book collection (including special collections) as of October 9, 2012 and other editions of the same title were considered as being held by the Library, thus were included in the

counting and summing up the number of holdings, but this study has excluded other types and format of library materials.

Ms. Fresnido's talk presented the "Brief Test Method" which was developed by Howard White as part of the Methodology for her study but made the following modifications:

- Step #1: Selected 40 list of titles already held by the Libraries: Reason: copy of authoritative bibliography...

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Case Study 4: Collection Assessment ...

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(BBAL) used for compiling the list already had markings of which titles the DLSU Libraries' currently held

- Step # 4: was eliminated as a result of changes made on Step #1.
- For subjects/class letters with no title listings from BBAL, the title listings were selected from the existing holdings (not from an authoritative list)

The study arrived at the conclusion that the De La Salle Libraries' collections in general proved to be strong. And that the basis of the development of its existing collection showed no definite direction as even subject disciplines that do not directly support the University's program offerings revealed to be very strong. Such as those under the

following subject areas: Music (M-MT), Fine Arts (N-NX), Medicine (R-RZ), Agriculture (S-SK), Military Science (U), and Naval Science (V) At the same time the study showed that a number of subject areas directly supporting the University's program offering, appeared to be quite inadequate.

Such as those that fall on the following subject areas: Environmental science (GE), Recreation and Leisure (GV), Theory and practice of education (LB), Language and literature (P), English (PE), Literature (PN), mathematics (QA), Physics (QC), and Natural history, General and Biology, General (QH),

Thus the following recommendations are made:

- a. Build-up the book collection specifically for subject areas that directly support the University's program offerings
- b. Provide a concrete acquisition plan (3-year plan) that will guide all stakeholders (faculty members, being the subject specialists and the librarians) in the development of the collection
- c. Come up with a comprehensive list of acquisition commitment (AC) for the different subject areas taking into consideration the existing collection levels (CL) and goals (GL), and other perceived needs of the community as well as the financial capability of the Libraries.

The Seminar-Workshop:

Managing Today's Learning Commons: Re-Skilling Seminar for Information Professionals

held at the Crown Legacy Hotel, Kisdad Road, Baguio City; from September 20 to 22, 2016



The Seminar-Workshop: Managing Today's Learning Commons: Re-Skilling Seminar for Information Professionals

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DAY 1



“Enhancing Writing Skills for Librarians and Information Professionals”
by Mr. Napoleon A. Apolinario
J-Project Manager, Business Process Consultant,
and e-Learning Consultant



“Re-engineering Library Services”
by Ms. Marian R. Eclevia
Assistant Director for Support Services Libraries,
De La Salle University



“Dynamic Leadership and Management of Libraries/Learning Commons”
by Ms. Ana Maria B. Fresnido
Director, De La Salle University Libraries

DAY 2



“Demonstrating the Library’s Impact through Assessment and Evaluation”
by Ms. Christine M. Abrigo
Assistant Director for Operations
De La Salle University Libraries



“Financial Management for Libraries”
by Mr. Michael A. Pinto
Librarian IV
Head Provincial, Learning & Resource Center



“Collections Management”
by Mr. Juan Martin R. Guasch
Chief Librarian
Asian Institute of Maritime Studies

The Seminar-Workshop: Managing Today's Learning Commons: Re-Skilling Seminar for Information Professionals

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DAY 3

The Participants



“Disaster Management for Archives and Libraries”
by Mr. Jonathan A. Pantaleon
Campus Librarian, Learning Resource Center
De La Salle-College of St. Benilde



“Information Literacy and the Role of Academic Libraries”
by Ms. Michelle A. Esteban
Head Librarian
Far Eastern University-Diliman



“Demonstrating the Library’s Impact through Assessment and Evaluation”
by Ms. Christine M. Abrigo
Assistant Director for Operations
De La Salle University Libraries



“Establishing Institutional Repositories”
by Prof. Chito N. Angeles
University Librarian
University of the Philippines-Diliman



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Agner, Rose Ann B.	Angelicum College	Quezon City
Ainaza, Lyndon John		
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Angeles, Chito N.	University of the Philippines	Quezon City
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Banaag, Jhonna Liza S.	Bulacan State University	Malolos. Bulacan
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Baygan, Rhodora	Centro Escolar University	Manila
Belandres, Julieta S.	Tomas Claudio Colleges	Morong, Rizal
Belaro, Roger R.	Pasig Catholic College	Pasig City
Bertiz, Rea	Centro Escolar University	Manila
Bombales, Rosa	Colegio de San Juan de Letran-Calamba	Calamba, Laguna
Borromeo, Shiela A.	ADT Montessori School	Pasig City
Botanyen, Liza		
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Buan, Mae Lyn		
Buenaflor, Estela V.	La Consolacion College Manila	Manila



**Roster of Additional Paid PAARL Members
for July - September 2016**

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Escobal, Edmundo B.	STI College	Tanay, Rizal
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Jimenez, Shella Mariz P.	Fernandez College of Arts and Technology	Baliwag, Bulacan
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Up Coming Events

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