

OCTOBER - DECEMBER 2022

PAARL NEWSLETTER

PHILIPPINE ASSOCIATION OF ACADEMIC/RESEARCH LIBRARIANS, INC.



PAST PRESIDENTS PREPARE FOR THE 50TH PAARL GOLDEN JUBILEE

By Sharon Samaniego

Responding to the invitation of PAARL President, Ms. Sharon M. Samaniego, thirteen (13) PAARL past presidents gathered at Gloria Maris, Quezon City on October 16, 2023, to plan for the celebration of PAARL's 50th Golden Jubilee in 2023.

The attendees appointed **Ms. Fe Angela M. Verzosa** as the overall Chair of PAARL's 50th-anniversary committee. During the meeting, various committees needed for the celebration were formed.



ISSUE 04

2022

Highlights

Past Presidents
Prepare for the 50th
PAARL Golden Jubilee

Marina G. Dayrit
Lecture Series 4:
*The Next Normal for
Marketing: Building a
Successful Marketing
Brand in the Digital
Library Environment*

PAARLNET General
Assembly

Marina G. Dayrit
Lecture Series 5:
*Website Development
for Libraries*

PAARL Christmas Party

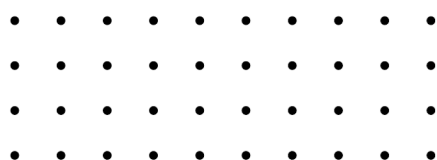
PAARL Welcomes the
2023-2024 Board of
Directors



PAST PRESIDENTS PREPARE FOR THE 50TH PAARL GOLDEN JUBILEE

...continued

In attendance were: Prof. Salvacion M. Arlante, Dr. Teresita Hernandez-Calma, Zoraida E. Bartolome, Sharon Maria S. Esposito-Betan, Maribel A. Estepa, Ana Maria B. Fresnido, Dr. Sonia M. Gementiza, Lolita P. Gonzales, Sonny Boy T. Manalo, Raymond Mijares (Representative for Michael Anthony A. Mojica), Teresita C. Moran, Corazon M. Nera, Susan O. Pador, Sharon M. Samaniego, and Fe Angela M. Verzosa.



The following committee members were:

Commencement Activity

Susan O. Pador, Sonny T. Manalo in coordination with the 2022/2023 BOD

2023 Marina G. Dayrit Lecture Series

Chito N. Angeles in coordination with the 2022/2023 BOD

National Summer Conference

Ana Maria B. Fresnido in coordination with the 2023 BOD

Video Documentation

Dr. Sonia M. Gementiza with Mr. Joebert de Paz

Publicity

2022/2023 BOD

Ways and Means

Michael A. Mojica, Teresita Moran, Cecil D. Lobo, Judeelyn S. Bundoc

PRJ Anniversary issue

Ana Maria B. Fresnido in coordination with the 2022/2023 BOD

Outreach Project

**Chair: Zoraida Bartolome
Co-Chair: Veneranda O. Sajorda**

Special Awards

**Chair: Corazon M. Nera
Co-Chair: Elvira B. Lapuz**

Coffee Table Book

**Chair: Teresita G. Hernandez-Calma
Editors: Maribel A. Estepa and Dionisia M. Angeles
Biographical Sketch: Corazon M. Nera and Sharon Maria Esposito-betan
Short Narrative: Rodolfo Y. Tarlit
History to be updated by: Fe Angela M. Verzosa and Lolita P. Gonzales**

Culminating Activity

Chair: Sharon Maria S. Esposito-Betan in coordination with 2023-2024 Board

MARINA G. DAYRIT LECTURE SERIES 4

by Marivic Selencio

On October 7, 2022, the Philippine Association of Academic and Research Librarians, Inc. held its 4th Marina G. Dayrit Lecture Series via zoom platform. The theme was “The Next Normal for Marketing: Building a Successful Marketing Brand in the Digital Library Environment”. It addresses the challenge on how libraries will be able to reach the library clientele having various digital platform around. The resource speaker was Mr. Ivan Ray T. Verzonilla, the Association Management Executive /Project Officer of Philippine Retailer Association (PRA).

His presentation was divided into 3 parts with corresponding case study. For the first part he discussed what has marketing landscape happened in the Philippines which he identified as rapidly changing.

PHILIPPINE ASSOCIATION OF ACADEMIC/RESEARCH LIBRARIANS, INC.
Marina G. Dayrit Lecture Series 4

**The Next Normal for Marketing:
Building a Successful
Marketing Brand in the Digital
Library Environment**

07 October 2022

1:30 - 3:30 PM

Mr. Ivan Ray T. Verzonilla
Association Management Executive / Project Officer
Philippine Retailer Association (PRA)

Register now!

paarl

paarlbod@gmail.com @PhilippineAssocofAcademicandResearchLibrarians https://www.paarl.org.ph

MGDLS 4

EVERYTHING YOU NEED TO KNOW

MILLENNIALS (1980-1994)
Millennials are a most puzzling phenomenon in the generations of humans that have ever come to be. Born at the dawn of a new age, between 1980 to 2000, they are the first digital natives. They are socially connected via multiple devices, and are in some instances bordering on the obsessed with social media, as with selfies.

GENERATION Z (1995-2012)
Gen Z is short for Generation-Z, who are the group of people born after 1995. Gen-Z are known for being passionate about the planet and sustainability, valuing authenticity in marketing campaigns, being mindful of their wellbeing and health, and are notoriously more challenging to sell products to.

GENERATION ALPHA (2013-2024)
Generation Alpha began being born in 2010, the year the iPad was launched, Instagram was created and 'app' was the word of the year. They are the first generation of children to be shaped in an era of portable digital devices, and, for many, their pacifiers have not been a rattle or a set of keys but a smartphone or tablet device.

Source: Hootsuite, Good Morning America, Philippine Association of National Advertisers (PANA)

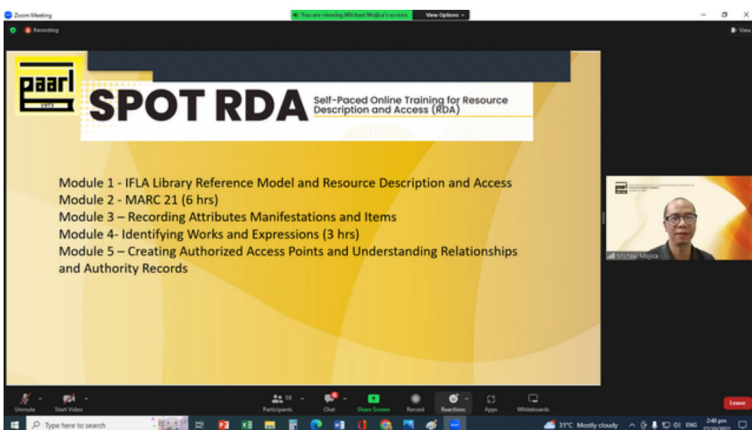
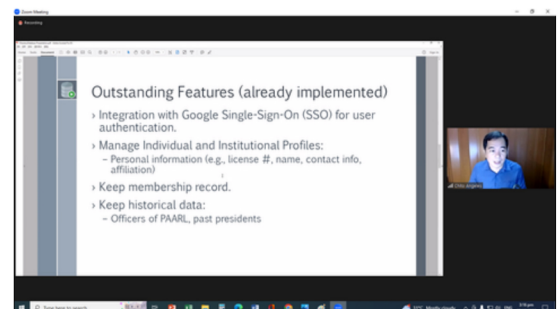
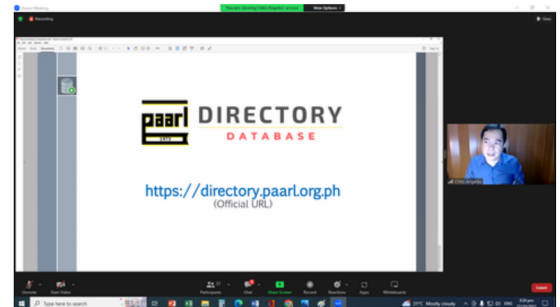
Student’s behavior is shifting towards the future, students nowadays are tech savvy, active and geared into technology. He stressed that Library executives must reimagine their marketing role which is to create programs and activities relevant to the student’s generations or knowing their segment. The segments he was referring were the Millenials (1980-1994), Generation Z (1995-2012) and the Generation Alpha (2013-2024).

The top social trends in 2022 are identified:
The Brand Strategy Trend- brands finally get community right (with the help of creators)
The Social Advertising Brand – marketers get creative as consumers (wise up to social ads)
The ROI Trend – leaders have become much more comfortable measuring social’s impact.
The Social Commerce Trend – younger generations now turn to social networks to research brands more than search engines.
The Customer Care Trend- Social marketers save their brands from the customer service apocalypse.

PAARLNET GENERAL ASSEMBLY

The 2022 PAARLNet General Assembly was held on Thursday, October 27, 2022 online via Zoom. The program started at 3:45 PM.

The PAARL online membership directory was discussed by Chito Angeles who also created the site. Likewise, the upcoming Self-Paced Online Training on Resource Description and Access (SPOT on RDA), an online training funded by the NCCA is accessible through the PAARL Learning Management System (PAARL LMS), was also launched during this activity.



MARINA G. DAYRIT LECTURE SERIES 5

by Anna Lorriza Sajona

The 5th Marina G. Dayrit Lecture Series (MGDLS #5) with the topic "Website Development for Libraries" was held via Zoom on November 18, 2022, from 1:00 to 4:00 p.m. The lecture was attended by librarians and representatives of PAARL member institutions. Participants learned the fundamentals of website development and how to create and manage dynamic web content through the lecture. Similarly, they can increase their understanding and proficiency in fundamental web design and content management systems. Mr. Chito Angeles, Head of the Information Technology Division at The University Library, University of the Philippines Diliman, presented and moderated the lecture.

Mr. Angeles discussed his experiences developing a library website. Mr. Angeles highlighted the importance of developing a well-designed library website and its benefits to the stakeholders, discussed the common problems and challenges in website design, essential components of a library website, web design principles, various tools, and platforms, among other essential areas in website development, in the context of a rapidly advancing technological environment. In addition to displaying website templates that can be modified by the audience, the speaker provided practical advice on which platforms, such as WordPress, to employ.

PHILIPPINE ASSOCIATION OF ACADEMIC/RESEARCH LIBRARIANS, INC.
Marina G. Dayrit Lecture Series 5

Website Development for Libraries

JavaScript

Chito N. Angeles
SPEAKER
University of the Philippines Diliman

18 NOVEMBER 2022
01.00 - 03.30 PM
VIA ZOOM

REGISTER NOW!
http://

APPROVED
2.75 CPD PTS.

paarlibod@gmail.com @PhilippineAssnofAcademicandResearchLibrarians https://www.paarl.org.ph

Mr. Angeles provided insight and clarifications regarding site mapping, objective content creation, planning, and the formation of a team or committee that will be responsible for the overall incorporation of content.

Immediate after the open forum, important announcements such as the following were made: Call for Nominations for PAARL Awards, and PAARL National Summer Conference (NSC) 2023.



PAARL CHRISTMAS PARTY

By Sharon Samaniego

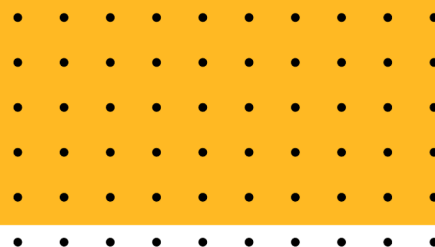
The 2022 PAARL Board of Directors celebrated its Christmas party at the Hotel Benilde Maison De La Salle, Manila on December 9, 2023. PAARL past presidents who graced the occasion were: Zoraida E. Bartolome, Dr. Teresita Hernandez-Calma, Ana Maria B. Fresnido, Teresita C. Moran, Corazon M. Nera, Susan O. Pador, Veneranda O. Sajorda, and Fe Angela M. Verzosa. A traditional exchange gift and a sumptuous lunch made the occasion indeed a Happy Christmas for the PAARL family.



PAARL PAST PRESIDENTS AND THE 2022 PAARL BOARD OF DIRECTORS



2022 PAARL BOARD OF DIRECTORS



PAARL WELCOMES THE 2023-2024 BOARD OF DIRECTORS

PAARL 2022 NOMELEC Chair Ms. Susan O. Pador presented the elected Board of Directors for the year 2023-2024 during the annual PAARL Christmas party held at the Hotel Benilde Maison De La Salle, Manila on December 9, 2022. The nine elected board of directors had their elections. As a result of the elections, the 2023-2024 Board of Directors are as follows:

The graphic features the PAARL logo on the left and the title "PAARL EXECUTIVE BOARD 2023-2024" in bold black text on a yellow background. Below the title, nine circular portraits of the board members are arranged in two rows. Each portrait is accompanied by the member's name, title, and affiliation. A horizontal line separates the two rows, with the text "BOARD OF DIRECTORS" centered below it.

Position	Name	Institution
PRESIDENT	Maria Gla G. Gamolo	Far Eastern University
VICE PRESIDENT	Raymond R. Mijares	De La Salle - College of Saint Benilde
SECRETARY	Roana Marie Flores	De La Salle University
AUDITOR	Gatherine R. De Leon	University of Santo Tomas
TREASURER	Mae Lyn G. Baron	De La Salle University - Dasmariñas
P.R.O	Eimee Rhea C. Lagrama	University of the Philippines Diliman
	Marivic G. Selencio	San Beda College Alabang
	Sahlee R. Serrano	Technological Institute of the Philippines - Manila
	Marife M. Tejero	Manila Tytana Colleges



NEWLY ELECTED BOARD OF DIRECTORS



PAST PRESIDENTS, 2022 BOARD OF DIRECTORS, 2023-2024 AND BOARD OF DIRECTORS



2021

1973

