

INSTILLING ETHICAL PRACTICES IN MULTI-GENERATIONAL LIBRARIES TOWARDS STRONGER ORGANIZATIONAL CULTURE

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OBJECTIVE

- **HOW TO INSTILL CULTURE OF INTEGRITY, HOW TO INCULCATE COMMON ETHICAL VALUES IN INCREASINGLY BECOMING VARIED LIBRARY ORGANIZATION, HOW TO HAVE UNIFYING AND STRONG ORGANIZATIONAL STRUCTURE**

- **ETHICS IS IMPORTANT IN THE CONDUCT OF ONE'S DAILY LIFE AND RELEVANT TO THE ADVANCEMENT OF ONE'S CAREER. IT IS ESSENTIAL SO THAT ONE CAN BE CONSIDERED AND BE CALLED A TRUE PROFESSIONAL - LEADER**

KEY WORDS

1. ETHICAL VALUES

**Librarian - Personal through
and upbringing (Values and
Lifelong learning**

AND

**education (as explained in
Ms David's lecture - Competency
and (later further explained by
and Communication Randolph)**

- **2. INSTILL - MULTI - GENERATIONAL LIBRARIES (Technological Advances (a) Choice of software/project b) choice of dealer/company) and c) Intellectual Property - political & economic constraints)**

- **EISI**

- **3. VARIED LIBRARY ORGANIZATION, HOW**
- **TO HAVE UNIFYING**
- **& STRONG ORGANIZATIONAL STRUCTURE - Specially needed in the Philippines - No direction in the solutions of APO - Competition**

CODE OF ETHICS

“The COE’s generalized statements also offer another problem, particularly in the practice of modern librarianship, which in recent years has changed drastically due to **technological advances**, the **accompanying legal issues**, **changing political pressures** and **economic constraints**

- “The American Library Association Code of Ethics: A controversial History.” Succession Planning and Implementation in Library (<http://books.google.ph>)

-- 1. Technological Advances - Intellectual property infringements

**reproduction of library
resources vis-à-vis fair use for
libraries**

**Acquisition of the IT facilities –
Bidding, Government
Procurement, COA regulation,
etc.**

**..2. Accompanying Legal Issues –
Laws like professional librarian
law (Rep. Act No. 9246, renewal
of license, and now
“controversial” CGS and legally
of solution being considered By-
Laws of PLAI and other Library
Associations),
CPD ((RepAct No. 10912)
Compliance), fake news,
freedom of information**

3. changing political pressures

– government appointments like NLP, NCCA, PRIORITY of the government, Philjeb (govt procurement) Free education, LEB

4. and economic constraints

budget books (government requirements as to no. of copies) & personnel (attendance to seminars), creation consortiums vis-à-vis library association

AMERICA - PHILIPPINES

- **USA** - “How to enforce the code on practitioners
- practicing librarians are not required to join ALA, the profession’s governing body”
- **PHILIPPINES** - ... LAW (PLAI), Education, License (“Will Power” to enforce the law); True motive of a professional

LEARNING OBJECTIVE – INSTRUCTIONAL DESIGN

- **To revisit the library profession's code of ethics and connect and integrate it with the modern librarianship (Rep. Act No. 9246), and practice - Case studies (actual scenarios), (CPD (Rep Act No. 10912) & the Code of Ethics in the modern learning environment**

CLARIFICATION - “Case Studies” - Instructional Design

- **1. ONE WHO HAVE MANAGED LIBRARIES – 43 yrs (Academe & Court library**
- **2. LIBRARY EDUCATOR/PROFESSOR**
- **3. PROFESSIONAL LIBRARIAN/**
- **PRACTITIONER – *HANDS ON***
- ***4 ACTUAL PHILIPPINE LIBRARY ENVIRONMENT* – Actual Reality and the present condition**

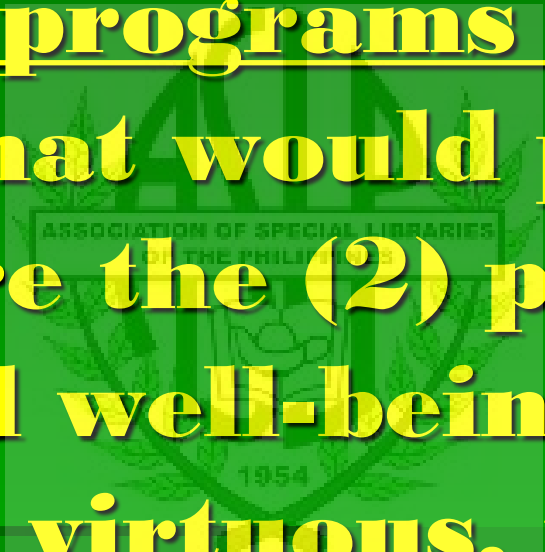
**LAWS, RULES and
REGULATIONS ARE
PROMULGATED FOR NOBLE,
GOOD AND IMPORTANT
PURPOSES/REASONS.**

**HOWEVER, THOSE WHO
IMPLEMENT THEM MUST DO SO
WITH “OPEN MIND” SO THAT
THE PURPOSES THAT THEY ARE
MADE MAY BE ACHIEVED**

Republic Act No. 9246 - Statement of Policy - Noble Objective – Nation Building

**Essential role of librarianship
as a profession in developing
intellectual capacity of the
citizenry thus making library
service a regular component
for national development.**

through (1) honest, effective and credible licensure examination and regulatory measures, undertake programs and activities that would promote and nurture the (2) professional growth and well-being of competent, virtuous, productive and well-rounded librarians (law librarians experience/venue of seminars)



MODERN LIBRARIANSHIP: SKILLS and Ethics

- **Filipino Librarians**
- **Foreign Employment**
- **Educational Qualification –
Degrees (BLIS, Masters
and now Phd**
- **LAWS – License, Cpd, etc**

MODERN LIBRARIANSHIP

2. Continuing Professional Development

- Republic Act No. 10912 – An Act Mandating and Strengthening the **Continuing Professional Development** Program for All Related Professions – Kirpatrick, Blooms, etc

3. Code of Ethics for Librarians – Resolution No. 06 s. 2006

- **(3) standards of practice and service shall be characterized by excellence, quality, and geared towards word-class global competitiveness (Standards for special librarians)**

OBJECTIVES

- Rep Act No. 9246

- **Integration of librarians under one national organization (how many library associations are there in the Philippines?)**
- **Consortiums vis-à-vis library associations**

Educational Qualifications

Licensure examination

**Other qualifications & experience
such as trainings, seminars etc**

Knowledge in the use of the latest

Information technology

**Networking including ASEAN
integration**

QUALIFICATIONS OF MODERN LIBRARIANS – Technical, MANAGEMENT AND OTHER SKILLS

- 1. Library and Information Science
Qualification
License Librarian?**
- 2. Knowledge in the use of the latest**
 - **Information technology**
 - **3. Networking**

- **TOO PARTICULAR OR STRICT IN**
- **COMPLYING WITH LIBRARY TECHNICAL SERVICES SUCH AS CATALOGING, CLASSIFICATION, ETC.**
- **LIBRARY SERVICES**

Rep Act No. 9246

- Section 5

- 1. Selection and acquisition of multi-media sources of information....



- **What about the textbooks of the printed publications?**



Section 5

- **2. Cataloguing and classification of knowledge or sources of information into relevant organized collections and creation of local databases for speedy access, retrieval or delivery of information**
- **MARC Format – RDA – AACR 2.5?**

- **NO CATALOGUE AND CLASSIFICATION**
- **LIBRARY SERVICE**



LIBRARIES @ THE MALLS



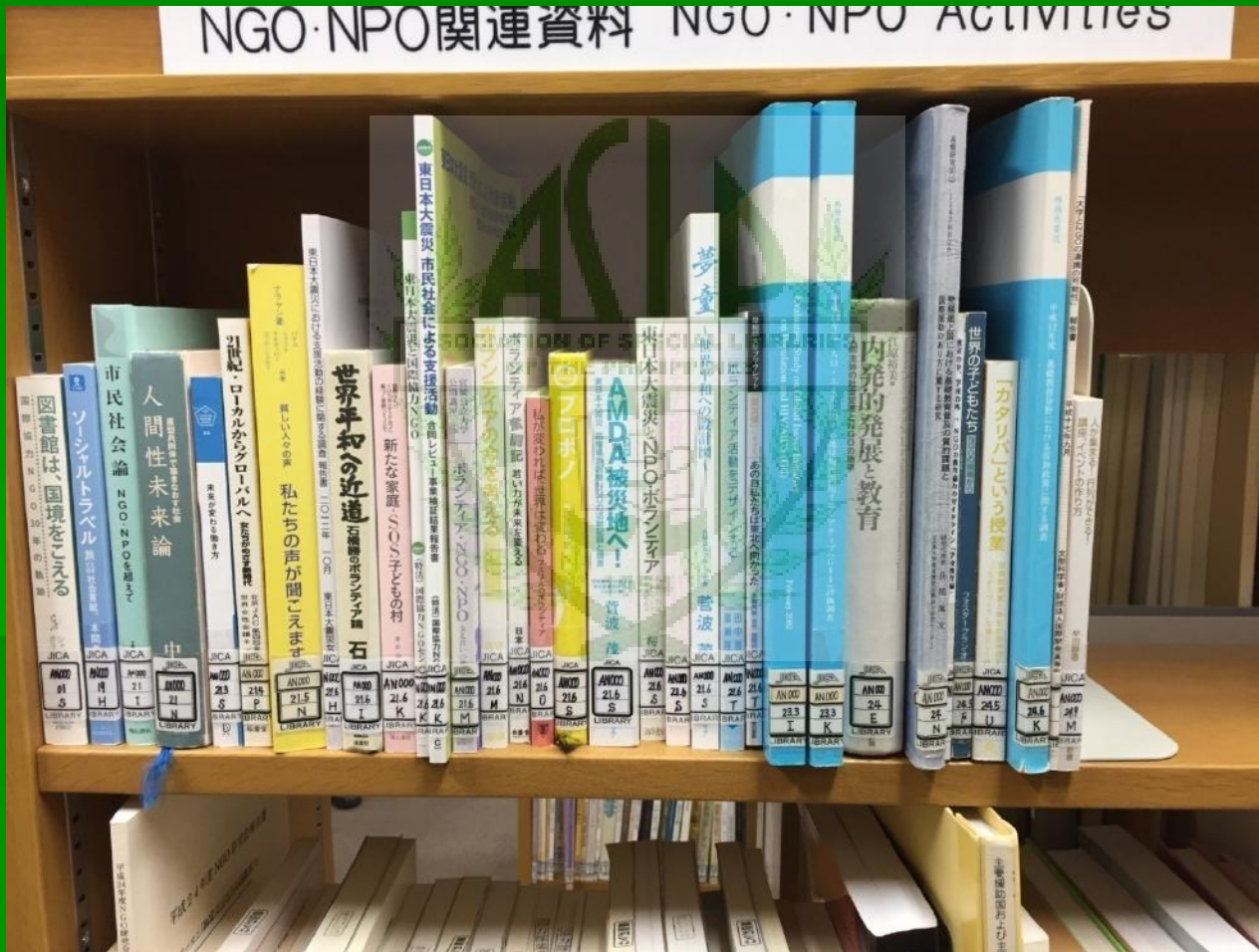
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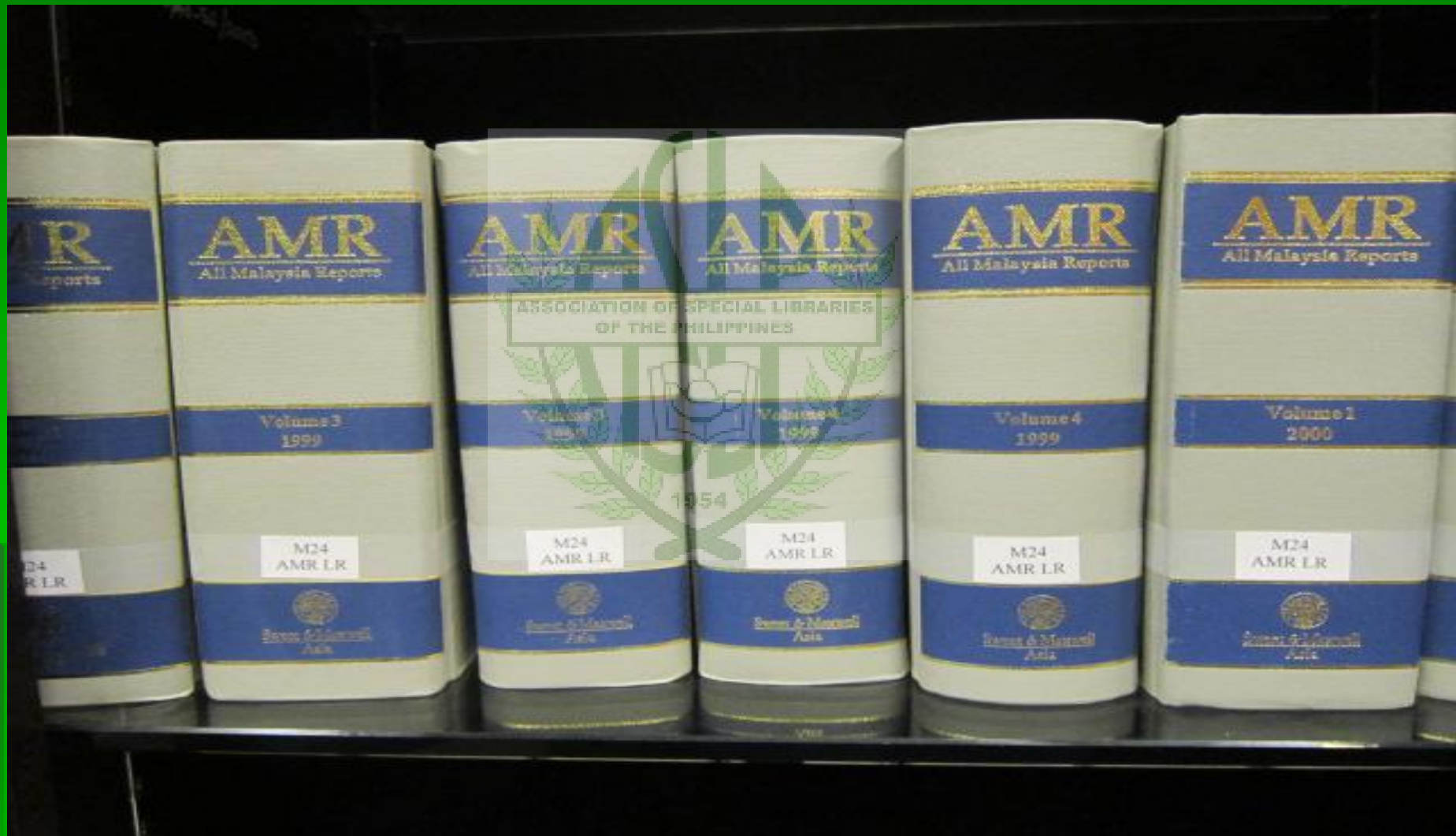
Singapore – Orchard Library – Library in a Mall



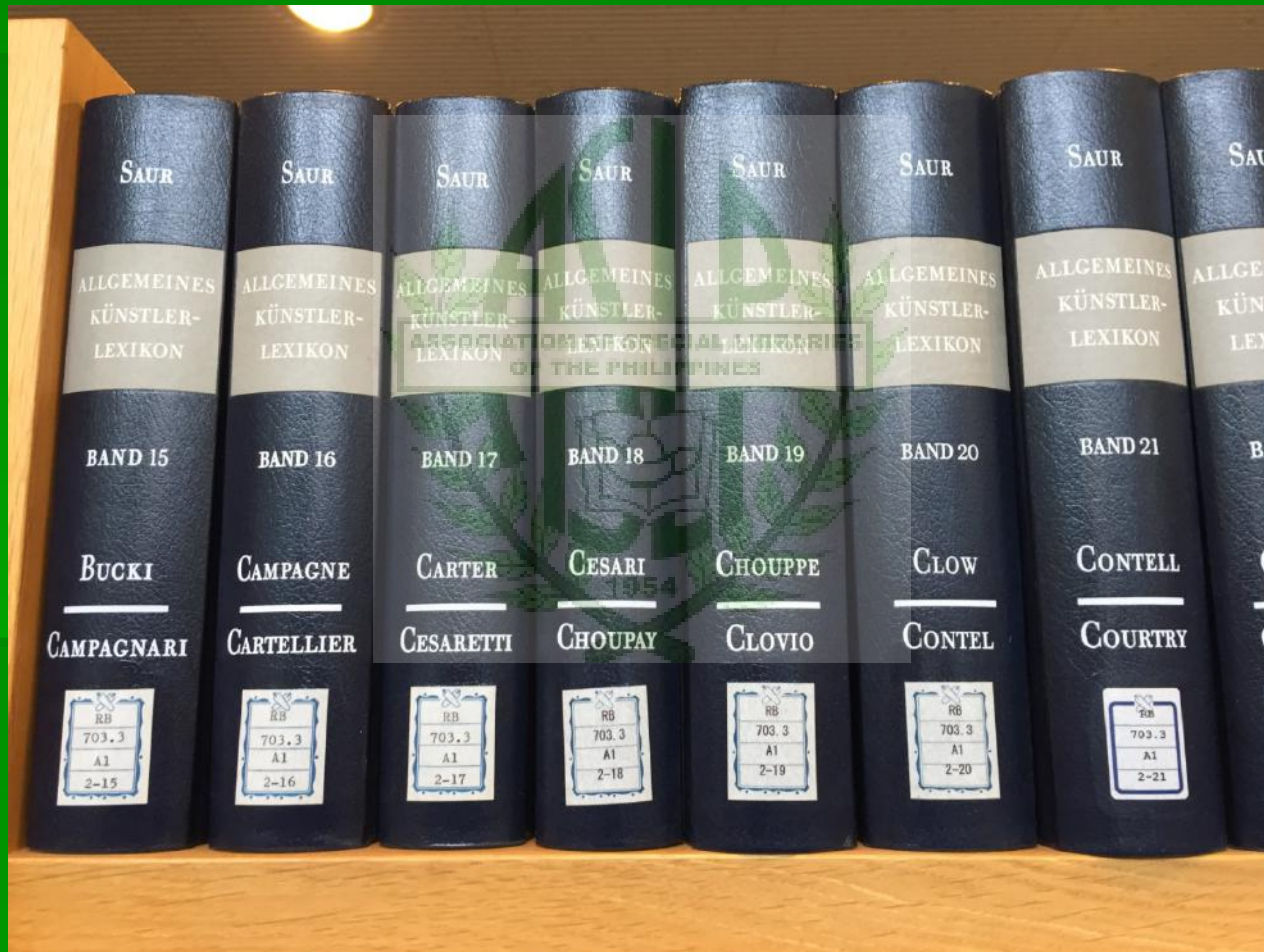
Singapore – Orchard Library



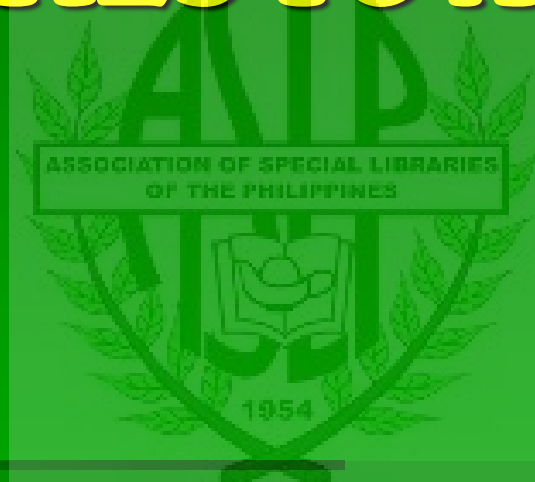
MALAYSIA – Supreme Court Library



Japan - Keio University



■ **FACILITIES TO ACCESS**



KOREAN NATIONAL ASSEMBLY LIBRARY -READ DAILY NEWSPAPER WITH A TOUCH OF A FINGER



KOREA NATIONAL LIBRARY- DAILY NEWSPAPERS MAY BE READ FROM THESE COMPUTERS



CIRCULATION



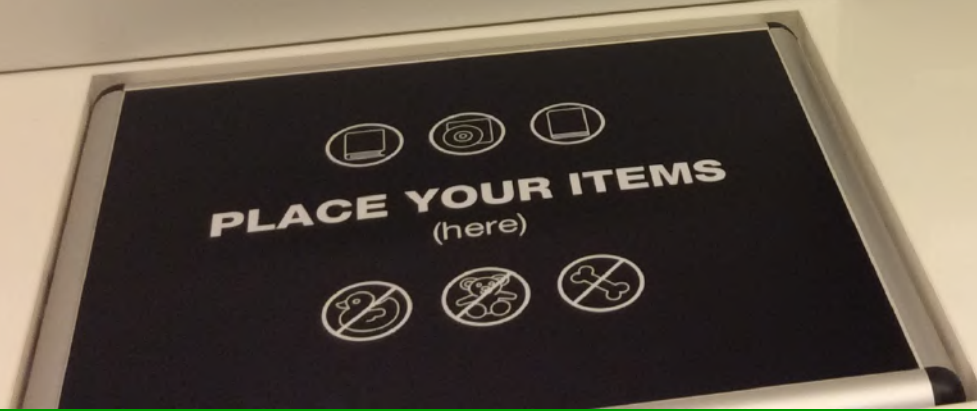


BOOKS ARE PLACED ON THE BLUE BOX/CONTAINER



“BOOK DELIVERY”

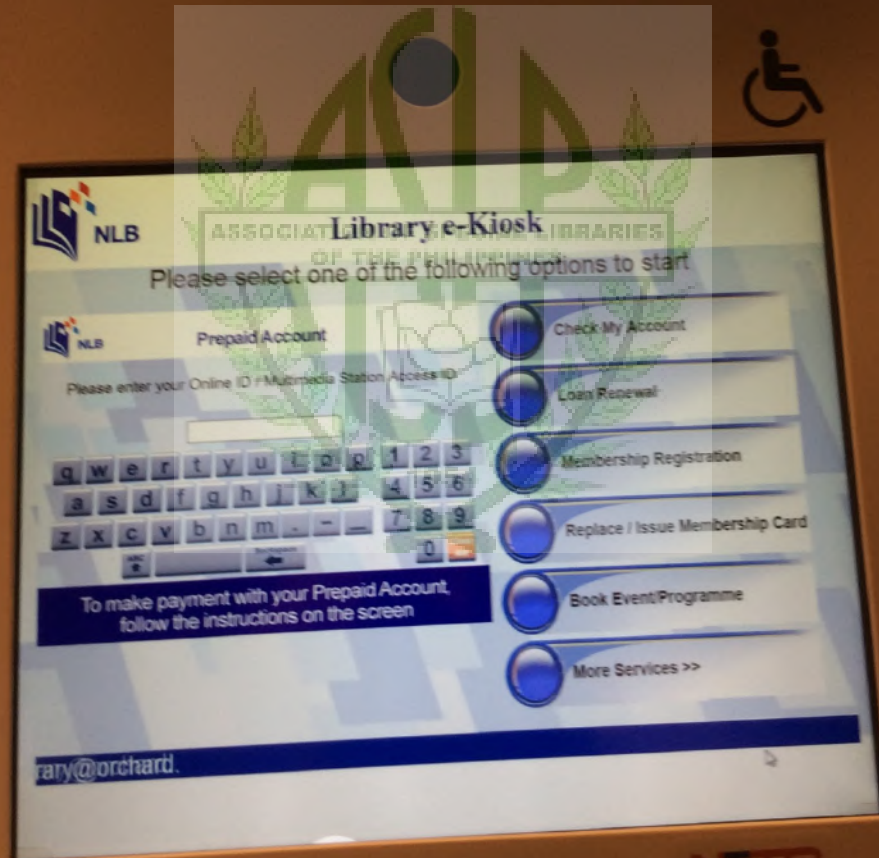




OPAC



e-kiosk



The image shows a kiosk screen for the National Library of the Philippines (NLB). The screen displays a login and service menu. At the top, the NLB logo and the text 'Library e-Kiosk' are visible. Below this, a prompt asks the user to select an option to start. The main menu includes options for checking accounts, renewing loans, registering for membership, replacing or issuing a membership card, booking events, and accessing more services. A keyboard is integrated into the interface for text entry. A blue banner at the bottom of the screen provides instructions for using a prepaid account for payment. A wheelchair accessibility icon is located to the right of the screen.

NLB

Library e-Kiosk

ASSOCIATED LIBRARIES OF THE PHILIPPINES

Please select one of the following options to start

NLB

Prepaid Account

Please enter your Online ID / Multimedia Station Access ID

q w e r t y u i o p 1 2 3
a s d f g h j k l 4 5 6
z x c v b n m . - _ 7 8 9
0

To make payment with your Prepaid Account,
follow the instructions on the screen

- Check My Account
- Loan Renewal
- Membership Registration
- Replace / Issue Membership Card
- Book Event/Programme
- More Services >>

rary@orchard.



NETS
ATM / CardCard

Place your card here

Malaysia - National library



SAMSUNG

ASSOCIATION OF SPECIAL LIBRARIES
OF THE PHILIPPINES

Perpustakaan Bestari
SAMSUNG
SMART Library

ARAS SATU,
ANJUNG BESTARI

SAMSUNG LIBRARY



FOR ADULTS



FOR CHILDREN



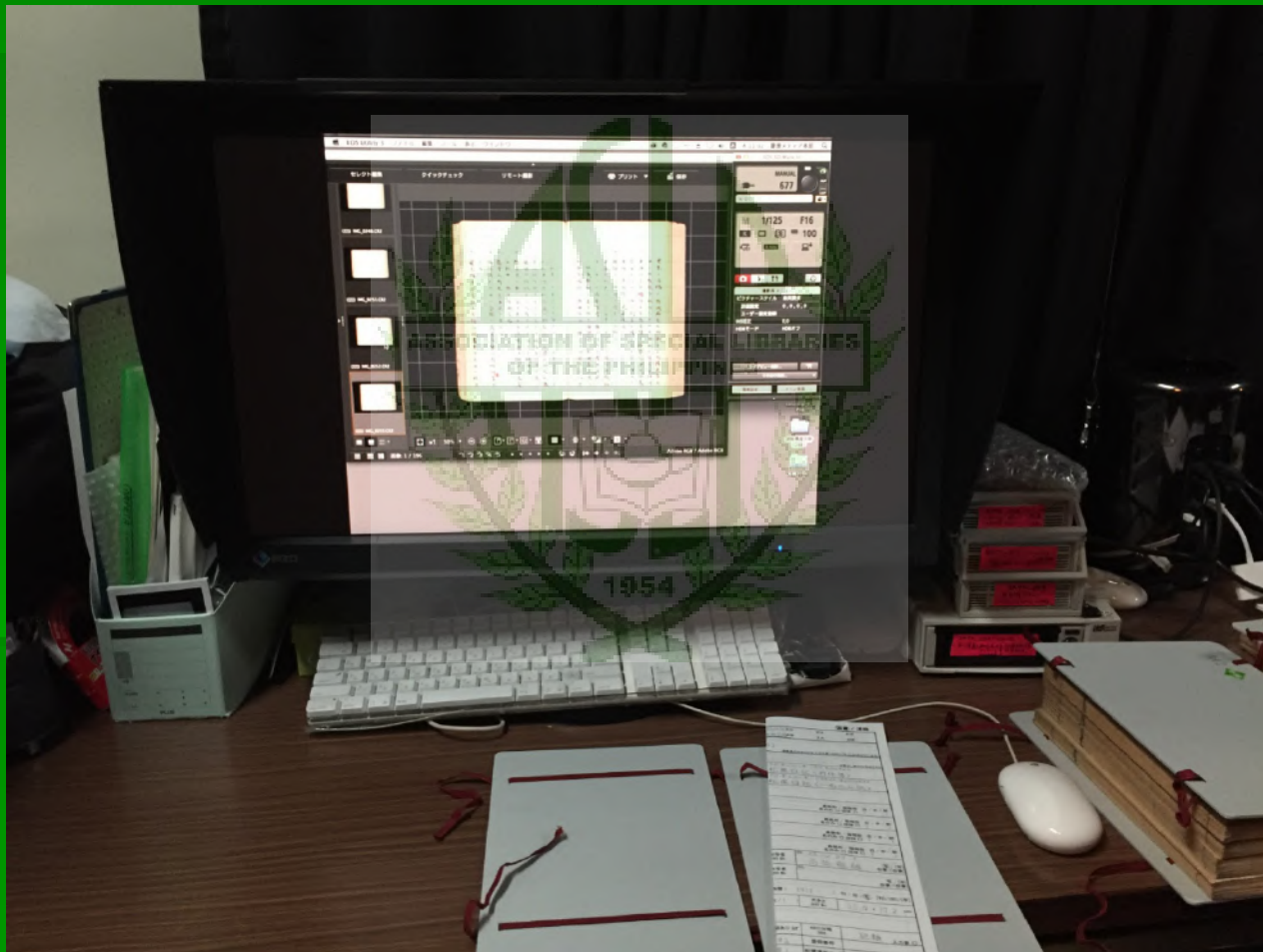
FOR CHILDREN 5-9

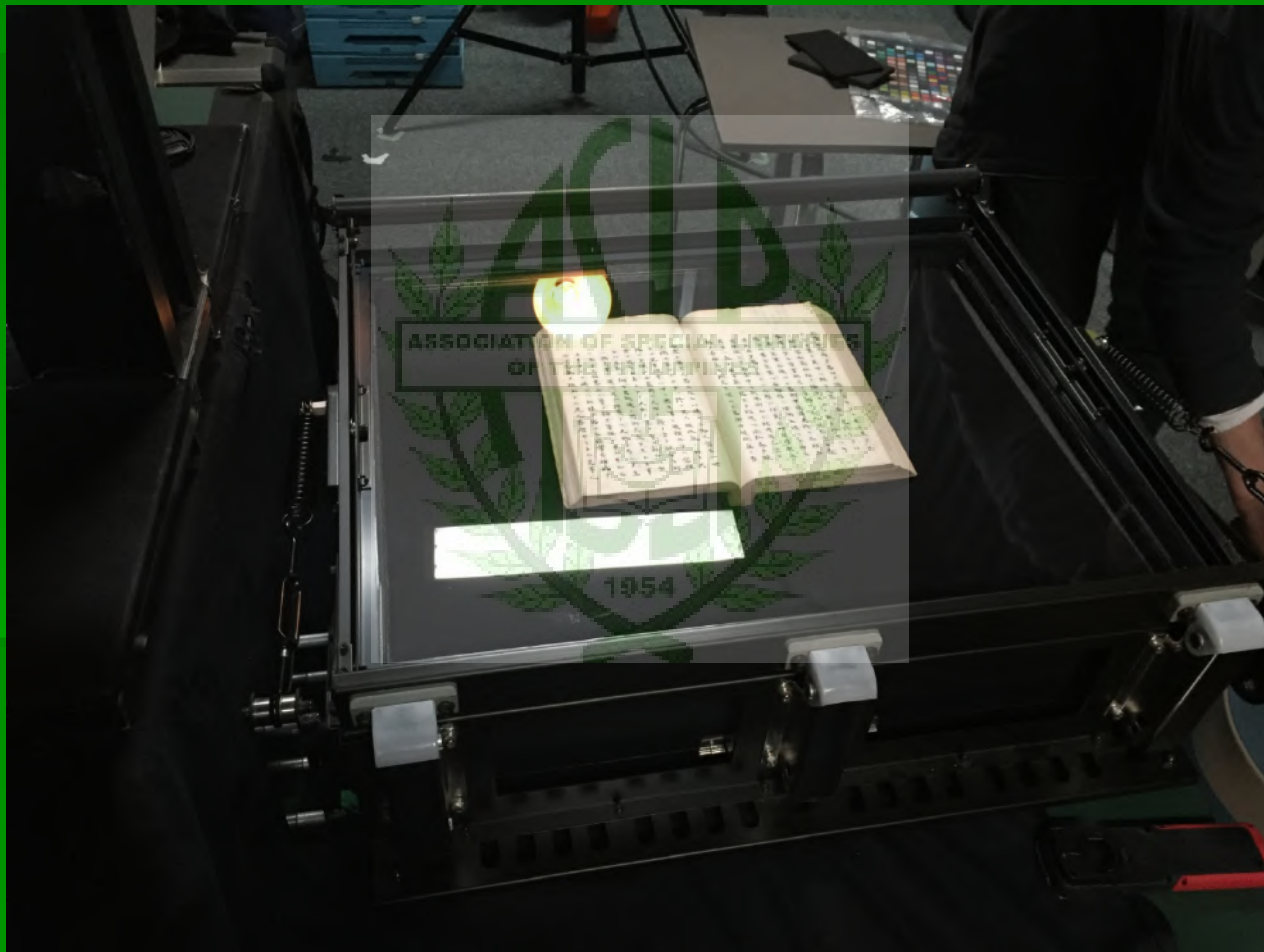


SMU – Singapore Management University



Japan – Keio University





Keio University – Unique Computer



- **Library and Information Science Qualification**
- **Philippines – Degree Holders (BLIS, MLS) and License Librarian**
- **Asian Countries - Not all/No licence**
- **Developed Countries – No License**



EDUCATIONAL QUALIFICATION

- PHIL.No. 1 - Is it still no.1 -

**Director of the NLP and a
government university librarian**

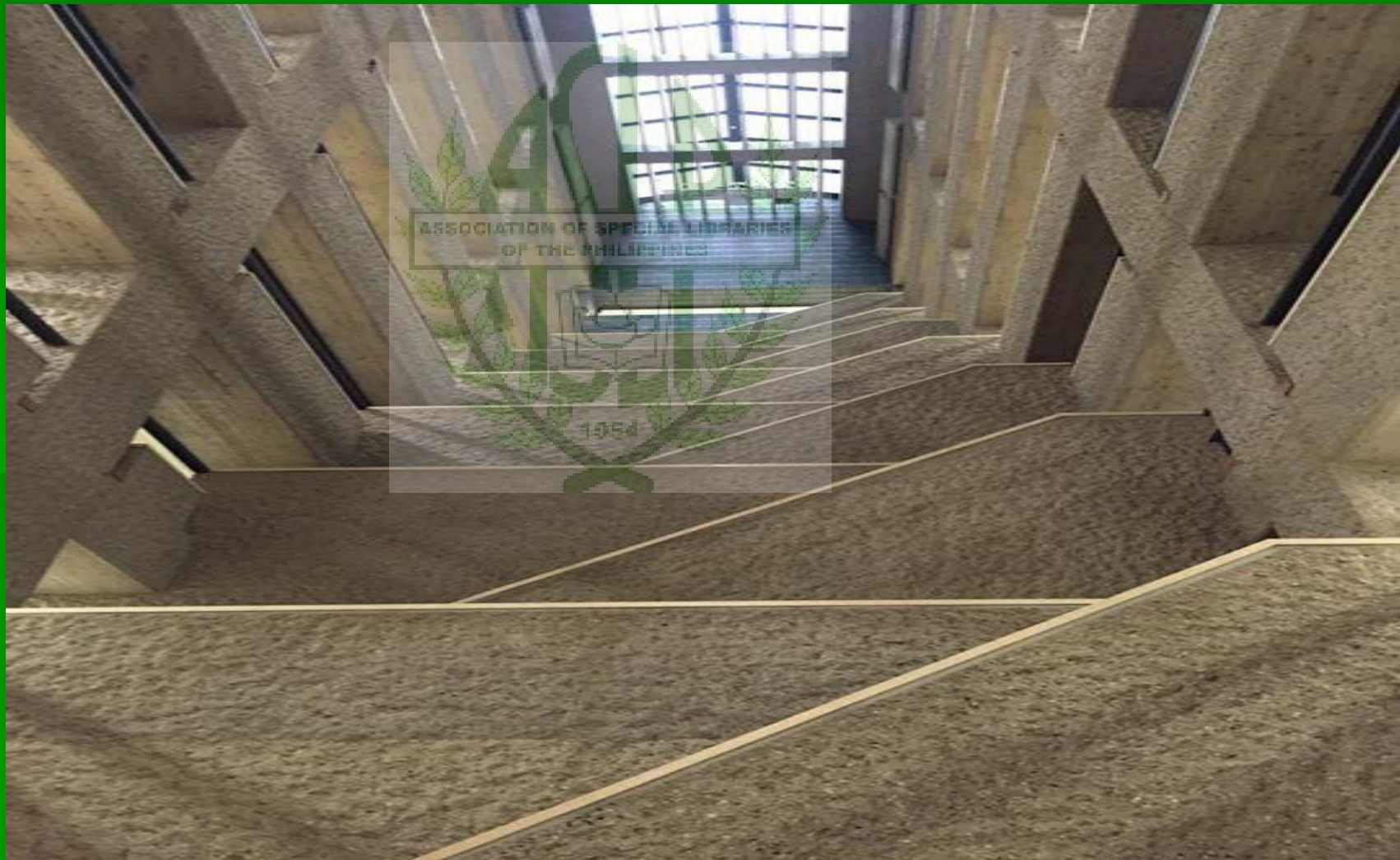
■ **FACILITIES?**



Japan – National Diet Library



National Daet Library – Basement 8



Korea National Library



The National Digital Library of Korea



디지털도서관

www.dibrary.net

ASLP
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OF THE PHILIPPINES

15154

미디어센터
Media Center

www.dibrary.net



Singapore National Library







Children
Fiction
Magazines
Photocopy Room
Central Lending Library

PHOTOCOPY ROOM

ASLP
ASSOCIATION OF SPECIAL LIBRARIES
OF THE PHILIPPINES

1954

*Saudi Arabia
Collection*



Kingdom of Saudi Arabia

[illegible]

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Culture & Arts

The culture of Saudi Arabia is a rich one that has been shaped by its Islamic heritage, its historical role as an ancient trade center, and its Bedouin traditions.

Saudi society has experienced tremendous development over the past several decades. The Saudi people have taken their values and traditions— their economy, hospitality and even their style of dress— and adapted them to the modern world.

Arts and Sciences

Arabic and Islamic Traditions

hous traditions are rooted in
Islamic teachings and Arab
customs, which families turn
about if so many age from their
families and in schools. The
highlight of the year are the
holy months of Ramadan and
the Hajj (pilgrimage) season,
and the national holidays that
follow them. The holy month
of Ramadan, during which
Muslims fast from dawn to dusk
in observance with the Hajj Al-Hajj
holidays, is also a time when
children are strict.

The other highlight is the 10th season, during which millions of Indian pilgrims have visited the world's holiest shrine. The 10th season coincides with the 40th Anniversary, which is a landmark for the temple. It is a unique opportunity for the pilgrims to witness the temple's rich history and culture.





ASSOCIATION OF SPECIAL LIBRARIANS
OF THE PHILIPPINES

1954



PERPUSTAKAAN NEGARA MALAYSIA

فرقو ستا کائن نکارا ملیسیا

ASSOCIATION OF SPECIAL LIBRARIES
OF THE PHILIPPINES



MALAYSIA NATIONAL LIBRARY NEW BUILDING



Berlin State Library –National Library





ASSOCIATION OF SPECIAL LIBRARIES
OF THE PHILIPPINES

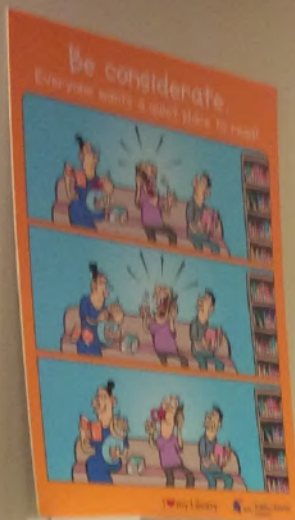
1951



ASSOCIATION OF SPECIAL LIBRARIES
OF THE PHILIPPINES

SMU Law Library “Chairs to relax”





LIBRARIES @ THE MALLS











Singapore – Esplanade Mall Library



customer service
information

DEPARTMENT OF SPECIAL LIBRARIES
AND INFORMATION SERVICES

Please
Queue Here
For

- Bookings
- Information enquiries
- Book returns
- Book borrowing & returns
- Book orders

Information
services

Book orders
and returns
enquiries

Book returns
enquiries

Book orders
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customer service
information

ASSOCIATION OF PUBLIC LIBRARIES
OF THE PHILIPPINES

Exit
Only

JICA, JAPAN







Federal Foreign Office (May 22, 2012) — Auswärtiges Amt



“Complaints Board with Response”



UNIQUE BOOK END



EFFECTIVE/MEET GOALS

- **GOOD LAWS**
- **PERFECT OBJECTIVES**
- **COMMUNICATIONS o
LIBRARY AND LIBRARY
ORGANIZATION**

MODERN LIBRARIANSHIP

Types of Libraries

- 1. Academic, Research libraries**
- 2. Special Libraries – Agricultural, Law, Business, Medical, etc.**
- 3. Public Libraries**
- 4. School Libraries**
- 5. Other Libraries and Information Centers**

Management Skills

- **Do professional/licensed librarians possess the management and professional skills?**
- **Discussed in previous lectures**
- **MAYBE.....**



Possible Reasons for Lack or Need for Improvement

1. Professors/Teachers of Library Science straight from college

Architects/ Doctors – 2 years experience

MBA – at least 1 year experience

2. Board Topnotcher

**3. Library Service — Some
Licensed Professional Librarians
(RL) Selective Work they do like
Computers Information
technology — All Around
experience**

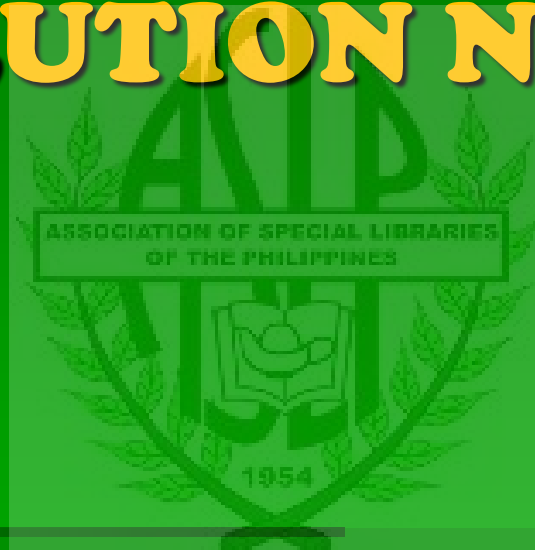
- **4. Personal Dedication**
Personal Attitude
Inner self or the
LIBRARIAN HERSELF

Republic Act No. 10912 - Continuing Professional Development Program (CPD) - Policy

- The Policy of the State to **promote and upgrade the practice of professions** in the country. Towards this end, the State shall institute measures that will continuously improve the **competence of the professionals** in accordance with the **international standards of practice**, thereby ensuring their contribution in uplifting the **general welfare, economic growth and development** of the nation.

CODE OF ETHICS FOR LIBRARIANS

- **RESOLUTION NO. 6**



CODE OF ETHICS FOR LIBRARIANS

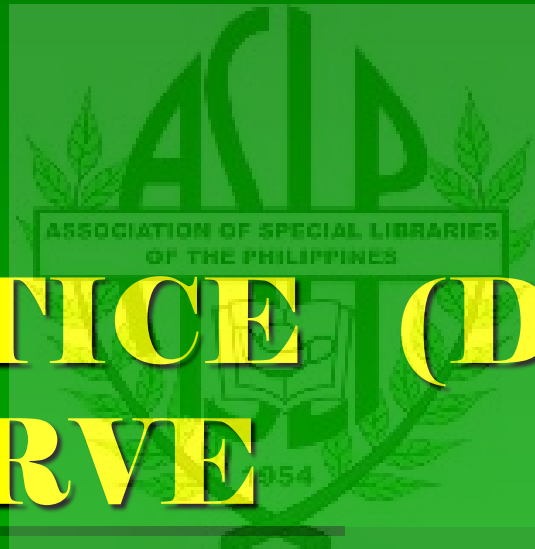
Resolution No. 06 S. 2006

PREAMBLE

Librarians, mindful of their role in the development of knowledge and culture and the enrichment of people's lives, seek the highest standards of ethical behavior in their relations with their schools, their clients/employers, the librarianship profession and colleagues, agencies and associations and the public

**mindful of their role
highest standards of ethical
behavior**

- PRACTICE (DO) AND
OBSERVE**



LIBRARY ORGANIZATION

- PARTICIPATION

- **1. Officers – Are they doing their responsibilities or they title only or FREE**
- **2. Attendance to Seminars/Conference**
- **- Topic or Venue**
- **3. Institutions Sponsored ?**

1. Librarians with the State, Society and Public

Librarians shall uphold the Constitution.....

Librarians shall promote literacy and education of the public by making the resources and services of the library known and accessible to its users.

ACCESSIBILITY - Property

Accountability -

A Remedy - Networking/Consortium

- **Librarians shall uphold and promote the right to information as well as abide by the provisions of the intellectual property law. -**

**Falsification, etc - Report
Turnitin**

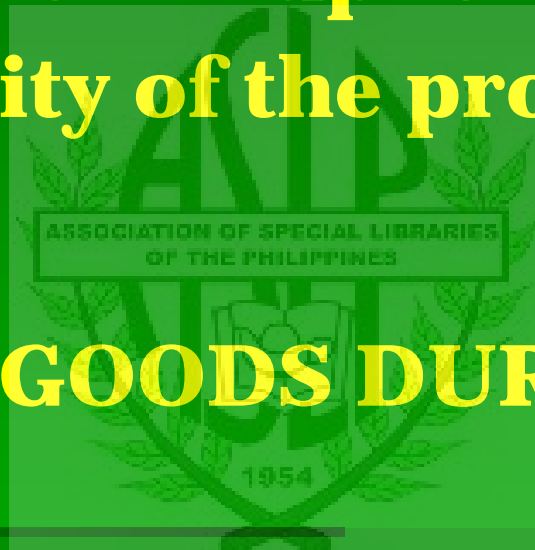
- **Librarians shall be partners with the community they serve in inculcating nationalism**
- **OUTREACH**

2. Librarians with Librarianship Profession

- 1. Librarians shall uphold the dignity and integrity of the profession**

**SELLING GOODS DURING OFFICE
HRS.**

Research for a Fee



2. Librarians shall keep their reputation above reproach and shall so conduct themselves to gain public esteem and respect ..

- Anti-Graft - Use of funds/supplies of the institution and/or the library associaton**
- Morality – “Loverary”**
- “rumor mongering”etc.**

REMEDY – Do remedial action to stop what is being done like in library assn.

- **3. Librarians shall not assist in the unauthorized practice of librarianship.**
-

- **“lending of license” - Academe**
- **Qualification - ACCREDITATION**



3. Librarians shall treat each other with respect, courtesy, and sincerity and shall avoid maligning the reputation, competence, and capability of their colleagues. They shall not use any unfair means to gain professional advancement.

- AWARDS

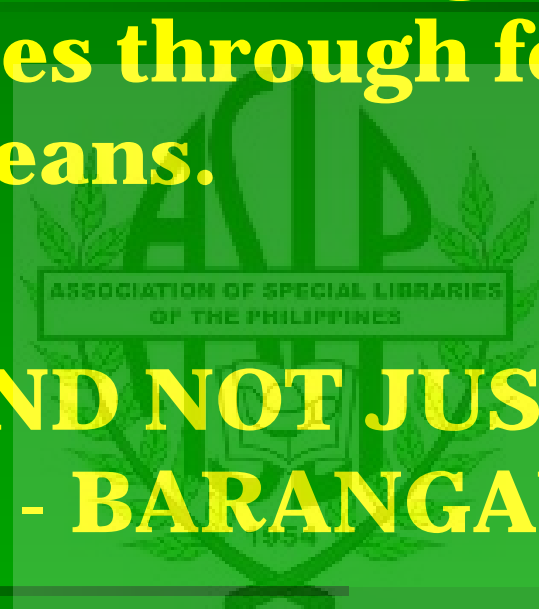
- Crab mentality**
- Telling the Truth is NOT Maligning**

FB – Power of Positivity

I respect those
who tell the truth
no matter how hard
it is. Integrity is
everything.



- **4. Librarians shall strive to improve, enhance, and upgrade their professional knowledge, skills, and competencies through formal and informal means.**
- **FOR ALL AND NOT JUST FOR ONESELF - BARANGAYAN**



5. Librarians shall endeavor to uphold the highest standards in the practice of the profession. They shall adopt and live by this motto: C A N I - Constant and Never-ending Improvement of the quality and standards of professional services.

6. Librarians shall adhere to the principles of **due process and equality of opportunity in their relationship with fellow workers especially their colleagues.**

Attendance to Seminars.

Scholarships etc. - Hindi ikaw lang lagi - Hindi lang ang mga “Boss”

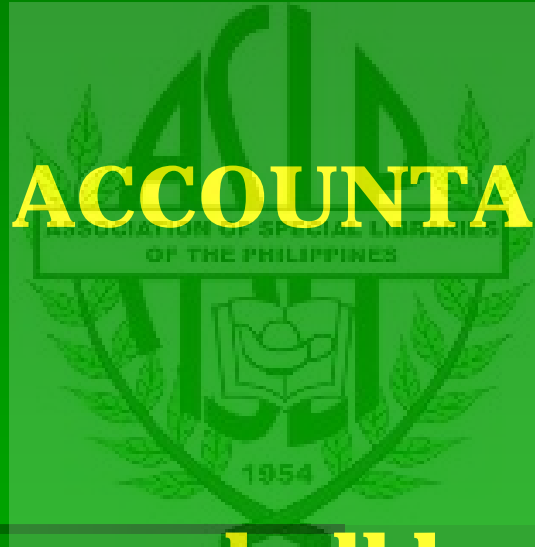
Fellow workers should include even the non-librarians – Seminars etc.

7. Librarians shall maintain membership, participate and cooperate in the endeavors of library association/s to enhance the effectiveness of the profession.

**Participate and cooperate - FREE
Loyalty to the Profession and not just
to An Association
Attendance – Not the place or
Association sponsor**

- **8. Librarians shall be vigilant in the protection of all library resources placed under their care.**

Property ACCOUNTABILITY Supplies



- **9. Librarians shall be entitled to a just and fair fee for consultancy and other professional services.**

3. Librarians with the Suppliers, Publishers, Dealers, etc.

- 1. Librarians shall choose suppliers and publishers exclusively on the basis of the quality of goods, costs, and services.**
- 2. Librarians shall refuse all personal gratuities. - REFUSE vis a vis ASK – TOO SAD TO HEAR THAT THIS IS STILL HAPPENING**
- 3. Librarians shall never enter into business transactions prejudicial to the library, but unwisely favorable to their own interest**

4 Librarians with the Clients and/or other Users of their Professional Services

1. Librarians shall provide courteous, prompt, adequate, skillful and accurate responses to all requests for assistance.

- Favoritism**
- Assist according to position/"friendship etc.**

- **2. Librarians shall keep in confidence, information acquired in the course of professional service. They shall protect the client's right to privacy with respect to information sought or received and materials consulted, borrowed, or acquired through the library.**

- **Court - Confidentiality**

3. Librarians shall render impartial service to all library users regardless of their race, beliefs, age, gender, or social status.

4. Librarians shall refuse gifts or favors from clients and library suppliers for personal interest. They shall avoid using the library's resources to the detriment of services which the library render to its users.

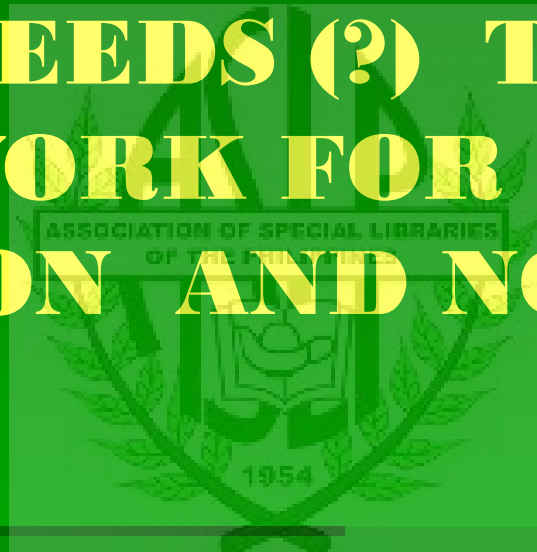
Recommendations

1. Communication

Librarians and different Library associations must meet and work for the Benefit and Improvement of the profession



2. If IT IS ALMOST IMPOSSIBLE TO MERGE LIBRARY ORGANIZATIONS FOR THE HAVE SPECIAL NEEDS (?) THEY SHOULD WORK FOR THE PROFESSION AND NOT COMPETE.



PLAI Should take the lead by calendaring activities to avoid overlap or dates and topics

- **3. BE TRUTHFUL IN WORKING FOR THE PROFESSION AND NOT PERSONAL GLORY**
- **Officer of an Association must work and not just the title or the “benefit”**



- **4. Enforceability - Make sure or work for the enforceability of laws, rules and regulations for the profession**
- **Don't make it hard - CPD**



5. Advocacy - Speak

Passive vs. Aggressive

Even though some know the solution or when they know something is wrong, they do not speak up

Different from quarrelsome

- **Discernment – “All Knowing”**

5. Concern - ASLP Free for CPD

THANK YOU

