

ASLP Newsletter

THE OFFICIAL NEWSLETTER OF THE ASSOCIATION OF SPECIAL LIBRARIES OF THE PHILIPPINES

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A picture of a Balanced Scorecard: Best Practices in Philippines Special Libraries

Marie Grace Perez



The second National Congress of Special Libraries of the Philippines with the theme, "Achieving a Balanced Scorecard: Best Practices in Philippines Special Libraries." organized by the Association of the Special Libraries of the Philippines (ASLP), Inc. was successfully held, in spite of the fair weather, last August 2-3, 2012 at the Economic and Financial Learning Center - Bangko Sentral ng Pilipinas (BSP), Roxas Boulevard, Manila. The two-day congress has accomplished its objectives through the invited resource speakers who have willingly imparted their expertise and knowledge on the field of Philippine special libraries to all the participant library professionals from different company-based and school-based special libraries.

Inside this Issue . . .

A picture of a BalanceScore Card: Best Practices in Philippines Special Libraries	1	
A Day with Kuenzels	9	
The 6th Philippine National Health Research System Week: a participant's experience.....	10	
CONGRATULATIONS MARTIN!...	11	
Manila's 10 Best Libraries.....	12	
Research Fair 2012.....	12	
The 2nd Filipino Reader Conference.....	13	
Pinoy Librarian Abroad: WHO IS JADE ALBURO?	14	
3rd International Conference of Asian Special Libraries	15	
Hong Kong Library Conference May 2013.....	16	
Call for Contributors.....	16	
2006 ASLP President - Gawad Br. Cecilio Hojilla FSC Awardee.....	17	
ASLP Calendar of Activities for 2012	17	
2012 ASLP Members	18	
2012 ASLP Executive Board.....	21	

2nd National Congress . . . cont'd from page 1



The interesting and informative vibe atmosphere was set by **Prof. Rhea Apolinario** when she laid down the *framework of the theme for the two-day congress, on her lecture on the "Management of Special Libraries: the 2020 vision"* in day 1. The discussion gave a clear *concept of the special libraries status as information house, and librarian's role as information providers*. Special libraries as information house should successfully respond to the need of efficient and effective information handling and management of its parent-institution. *Librarians as information providers* should be flexible and adaptable to respond on the fast information explosion, user's demands and needs, and technological advancement. Librarians are encouraged to learn effective management and organization of libraries since a good management is vital to the survival of the library in any institution. Librarians must continuously innovate themselves—learn new techniques and method to improve the facilities and services that their library provide to its clientele. *What can and should libraries and library professionals do to have the 2020 Vision?* To grasp this vision, information professionals should not fear technology. Instead, take advantage and utilize the technology (especially the power of the internet) to improve the library collection and services—focus on the information needs, access and delivery. Each library and university should try to provide "quick access to quality and useful information whenever and wherever a person need it". Fear not the cease of library in future, for books cannot be replaced by digitized materials. As I may quote from the lecturer's notes, according to Choh (IFLA, 2011), "Libraries and librarians will remain to play an important role as link between the people to people, resources to people (vis-à-vis), and resources to resources." Hence, as long as the library professional is willing to adapt to change, to develop, and to continuously find ways to improve the services and facilities it provides to its library and institution, it will survive, no matter what happens.

The above stated concepts on special libraries' status and librarian's role from the keynote given by Prof. Apolinario was supported by the best practices and experiences from the lectures shared by the invited resource speakers in the congress. To have a brief thought of these best practices achieved special libraries in the Philippines, let us look into **some of the experiences they have shared in the special library management and organization**.



One of the challenges that a library in an institution must meet is to take part in meeting the requirements for an **ISO certification** of its parent-institution. The work details done by the *Bangko Sentral ng Pilipinas (BSP) EFLC Library* initiatives and role to help in meeting the certification was discussed by **Ms. Corazon Garcia**. Two of the vital practices noted are the formulation of the collection development policy and adherence to it to ensure the growth of the BSP EFLC Library with up-to-date, relevant and timely collection. A balance scorecard is aimed through giving importance to other factors not only on the development of EFLC library collection but also on the other resources that are important in order for it to fulfill its function as a unit, one of which, is staff. BSP commits to work force development through hiring of skilled and trained applicants for the job, and support trainings for the staff development in various facets required and related to its job in order

Cont. on page 3

2nd National Congress . . . cont'd from page 2

for them to function well. A *Quality Monitory System (QMS)* is implemented to assure that the activities (including the processes) are aligned with the goals and objectives of BSP, as well as to determine that all the resources of the company are effectively and efficiently utilized. QMS is continuously implemented amid the challenges it faced, according to **Mr. Ian Flojo** of the Bangko Sentral ng Pilipinas (BSP) EFLC library. *Accreditation and Certification* is an essential proof that the institution has achieved an appropriate organizational proficiency, and it is giving a highly competent and quality service, and is in operation to continuously improve the services it provides. As for a school-based library following a specific standard like the one followed by the *Ateneo School of Medicine and Public Health (ASMPH) library*, headed by **Ms. Joenabie Encanto**, the "Brandon-Hill Selected Book lists and Journals for Small Medical Library", is helpful for the establishment and maintenance of a good medical books and journals collection, which has a point merit for an accreditation from the *Commission on Higher Education (CHED)*. The *checking and evaluation requirements for the accreditation* have been a regular practice for the libraries of the ASMPH, and BSP.

Apart from the planning and building up of a special library collection, another challenge for any type of library is the *marketing and promotion of special library collection and services*. In academic institution, it is often the less utilized part of the collection, not because it is useless, but it is because it was not market effectively to the library users. *Marketing and promotion of the library collection and services*, in general, is most often the difficult part in management work of library professionals, most often, it is the *waterloo of most libraries*—because it *demands time from staff, patience, creativity and resourcefulness, aside from common problem in budget*. Librarians have to find ways on how they can make their library and collection known to the public to be able to maximize the full potential of their collection. The importance of special collection promotion was described by Jennifer Howard's article in the *Chronicle of Higher Education* of October 2009, as noted by **Ms. Jocelyn Laddad** of the DLSU-Manila on her lecture on "*The Special Collection of DLSU-Manila*". According to Howard, "*Don't lock your special collections away in neglected corners of the library. Use them to teach the students about the possibilities and principles of research.*" In other words, we have to see to it that the space dedicated to this special collection, are justified by making its community aware of its importance and relevance to the academic community.

Marketing and promotion practices of the library such as: *use of brochure, conducting of exhibits, lectures and forums, film viewing and audio-visual clips, and creation of path finders on subject areas*, utilized by **Ms. Laddad and Ms. Ana Maria Fresnido** of the De La Salle University (DLSU), are also being used by **Dr. Reysa Alenzuela** at the



2nd National Congress . . . cont'd from page 3



American Corner's section of the *Thomas Jefferson Library and Information Center* in US Embassy, and at *The Union Church Library* by **Ms. Rhona Bautista**. Some of the notable promotional practices that might be helpful for the other libraries are: *utilization of wallpapers on computers to post the library services guides for the users, gives library awards or token for the active library user, and also conduct library orientation to promote the library services, and creation of the feedback/comment forms/boards and logbooks to aid in the usage statistic evaluation report of the library collection and services.*

Flyers, computer wallpapers, comment boards, exhibits and lectures are effective in library promotion, but it is concentrated more on the clientele than have a physical access to the library. *To reach a greater population of potential users is now the new challenge faced by each library.* The library needs to offer a faster way in information access and retrieval to its clientele; and the solution to this is through the incorporation in the library organization and management of *INTERNET, NETWORKING, and SOCIAL NETWORKS*. These technological advances are considered as the most highly used marketing and promotion tools used nowadays.



A-must-thing-to-do for a library that has a large library collection is to *automate its library*, like what the Bangko Sentral Library did. According to **Mr. Rothman Lim**, the BSP EFLC Library implemented an in-house integrated-system, BLADES (BSP Library Automated Database Environment Information System) which is an improved Web-OPAC & BLAIRS (BSP Library Automated Information Retrieval System). Some of the merit points of BLADES system are: it has provisions to union catalog for all the BSP branches, allows customized searched interface, has acquisition, circulation, and borrowing management capacity, allows Marc 21 code copying for copy-cataloging, and has provision for RFID for the synchronization of borrowing of books (check-ins and outs of books). Two of the practices that have been essential prior to the implementation of the BLADES are: *assessment of the resources*

available (equipment available, staff, budget, database specifications, and *coordination with the IT* (regarding the system requirements, planning, implementation and maintenance).

An *Integrated Library system* is a must for libraries who have socially-valuable library materials, especially for special libraries like the *KRIS Library (Kristyano-IslamPeace Library)* administered by **Ms. Arizza Nocum**, the *Supreme Court of the Philippines (SC)* headed by **Ms. Milagros Ong**, the *Philippine Agricultural Information Network (PhilAgriNet)* of the University of the Philippines Los Baños (UPLB) project spearheaded by **Ms. Concepcion Saul**, the *World Health Organization Library and Information Network for Knowledge (WHO library and LNK)* managed by **Ms. Alma Prosperoso**, and the *Instituto Cervantes* handled by **Mr. Carlos Valmaseda**, whose collections are very vital to its community's social, health and economic development.

Library plays an importance role given that it houses and provides enormous sources and wide array of information that are crucial to society's development and progress. *As an*

Cont. on page 5

2nd National Congress . . . cont'd from page 4



institution a library has a social responsibility—for its parent-institution's economic development and for the welfare of the society and environment. To fulfill its social obligation, Libraries must involve itself in maintenance and sustenance of the equilibrium between the economic society and individuals, including not only business organizations but also everyone who has impacts the environment. **Ms. Nocum**, have attested to the *essential role played by the library in the development of an individual, and its capacity to be break the boundaries created by religion, race, gender and poverty*. Muslims, Christians and children from other religion are **given hope and thought about the importance of faith and harmonious relationship** through its balanced library program. Hence, helping to create a **borderless society**—*a society with harmonious and peaceful environment where everyone is equal, everyone has access*

to information and free to have fun learning. Ms. Nocum mentioned that regardless of one's profession, age, religion, gender and status in life, anyone can help to make a change in the society.

Another library who is adequately fulfilling its social responsibility, is the **WHO library and Information Networks for Knowledge (LNK)** who has regional libraries in: Africa, America, Middle East, European region, Southeast Asia, and Western Pacific, which provides comprehensive library and information services on WHO-produced recorded information in all media forms, and also it gives access to worldwide medical, health and development information resources to all country and regional headquarters, offices, ministries and government offices to help them all achieve sufficient information services to the health sector. *Collaboration to librarians, editors, association of editors, IT specialist, government (Ministry of Health), academic institutions, and WHO collaborating centers*, is essential to the success of the WHO library and LNK. Some of its best practices includes: *acknowledging contribution of partners, sponsors and researchers, training and development programs for the staff, and organization of forums (also symposiums, brown bags sessions)*. **Assessment of programs** once or twice a year through feedback and statistics and reports are also utilized.



Resources on legal documents, case, and statute laws are also important as the medical and health information resources—*both are essential in the development of a healthy and informed community*. The **Supreme Court of the Philippines Library** provided an open-access database of the Philippine Law and decisions of the Supreme Court as response to the legal document information needs of the legal profession and the public. As a practice, the librarian *maintains a tight-bond with the IT to decision and create database with a user-friendly interface* that are based on the information needed by the library clientele, and *provides an instruction on how-to-use-the-database*, and a *regular assessment and evaluation process to make sure the information records of the legal documents are accurate and up-to-date*.



Cont. on page 6

2nd National Congress . . . cont'd from page 5



Another area that is dependent on the information resources that a library and its network provide for the success of its community—is the **Philippine Agrarian sector**. The **PhilAgriNet** served as a hub where scientists from different agricultural research institutions could share their agricultural research and expertise. This network practices *the utilization of ICT in the meeting of scientists and provides electronically accessible agricultural resources from its network institutions that will help accomplish the Philippines goal in promoting agricultural research to increase food production which hopes to aid in the economic recovery.*



As a non-profit organization, **Instituto Cervantes Manila** plays an important role in the dissemination of information that could help in the cultural development of its community. Its library, the **Miguel Hernandez Library**, and its library programs aims to provide and develop an advance, clear and updated version of Spanish culture among its 77 centers in 44 different countries. The library *maintains a union catalog* of extensive collection of literature, AV materials, documents, focusing on language and Spanish culture. In the academic area, aims to provide Filipino students, researchers and citizens, documents about the Hispanic realm. Amid the language barrier, the library and its parent-organization intensifies their mission to promote their library as well as the Hispanic language and culture through organizing cultural events such as, seminars, workshops, sing and dance concerts, and offers consultation for researchers, music listening and film viewing or showing.



Networking and Social Networking is another facet of technological advancement that some special library joyfully embraced and incorporated in their libraries. **The Filipinas Heritage Library (FHL)**, according to its Librarian, **Ms. Maria Cecilia Ayson**, is one of the special libraries that find these technological advancements very useful for the expansion of the library network, promotion of their cultural heritage collection, and photograph collection. Through these social networks FHL have reached more potential library clientele. *Twitter, Facebook, and Multiply.com* are only some of the social media networks that are highly utilized for promotion of libraries.



Innovation is deemed necessary for all libraries—innovation in the areas facility, services, and staff. **Mr. Richard Kunzel** of the **Goethe Institut Philipinen**, shared his thoughts about the libraries and its future based on the recent ASLP library tour in Germany. According to his lecture, *Preservation and restoration of historical documents should be given importance, hence, should be allotted with budget.* It is worthy to note the 4-models-of-modern-library by Klaus Dahm, that Mr. Kunzel had mentioned on his lectures. These models—the **Feel Good Library** (*Library with Cafeteria and living room facilities*), the **Network library** (*library resource sharing networks*), the **Combination Library** (*Combined Art gallery-Museum and library*), and the **Open-shelves**

Cont. on page 7

2nd National Congress . . . cont'd from page 6

(Book shelves on train stations)—could be innovative basis of improvements in the library facilities and services of special libraries in the Philippines in the future. In some libraries, incorporation of advance gadgets is necessary to sufficiently support the information needs of its academic community, like the **University of the Philippines Diliman Engineering Library**, which offers "*Learning Commons (LC)*" facilities to its library, according to its head librarian, **Ms. Sharon Ma. Esposito-Betan**. The library integrated debate/discussion rooms, multimedia services, interactive discussion boards, iPads and e-readers loaded with electronic research materials and the likes, in order to respond to the one-stop-shop information needs of its community. *LC* is a new form of service, and not be viewed as a replacement to library, rather it is technologically enabled learning space in a library that will make students learn more and become productive through interactive-group learning. *Co-location, cooperation and collaboration* (3 C's) practices played essential part for the success of a fully-realized Learning Commons.



Aside from providing good facilities and good collection, the most difficult challenge faced by libraries, is to *create or promote a library image that is far from the "stereotypical-boring-dark-room-environment"*. This is another challenge for the library professionals on managing the library. Apart from the collection, the ambience and the aura the library projects to its clientele are essential to the success and increase patronization of the library. **GAMING** is not usual, but seems effective, is one of the services that libraries can utilize to promote its collection. Through gaming the user may see the library in a new light, not boring place to go to, but fun. **Dr. Reysa Alenzuela** of the **Thomas Jefferson Library** utilizes gaming to not only promote their collection through game-related books, but to create a good relationship with its clientele, enabling them to be seen as cheerful workers who love to make their clientele happy. The success of integration of gaming in their library was made possible through their coordination with the other department which have helped them in the evaluation of the games they want to incorporate in the library through beta-testing and drafting of game rules and guides for the library clientele.



Can you picture?...2020 vision and years to come.

The elements involve in the complexity and challenges in management and organization are overlapping. A minute difference or lacking on one internal and external part in the scorecard can cause imbalance. Hence, **to attain a balance scorecard, the planning, formulation and implementation should be monitored so that the organization staff can act to make adjustments on the areas to meet a balance scorecard.**

In all the practices shared, the key to its success are "*coordination*", "*cooperation*", and "*collaboration*". Library and institution should make its workforce (staff and volunteers) involve in the planning, management, and implementation of all the practices. No one should be left uninformed about the plan so that all their daily activities and measures of the supporting

Cont. on page 8

2nd National Congress . . . cont'd from page 7

divisions are aligned with the institution's specific goal and mission. *It is feasible to attain and maintain a balance scorecard, and create a picture in 2020 vision for the library and its institution for the years to come, if the library and its parent-institution and as well as the other support divisions can work tightly-together in fulfilling their vision.*

*The excellent and innovative practices shared by the selected best special libraries in the Philippines are proof of the continuous effort of each institution to attain a balance scorecard. Some might not be deemed as best practice for the other libraries for it is not applicable for some libraries. But nonetheless, it merits to be considered as "best" for it served its purpose in each special library that utilized it. As what Sabrina David said in her article regarding the Sustainability as media value, in the a tri-quarterly magazine XXI that came in the market of France in 2008, as noted by Mr. Richard Kunzel on his lecture, "Everyone has to decide among which media and forms of digital communication he will distribute his energies" in the a tri-quarterly magazine XXI that came in the market of France in 2008. Media forms like practices in the library, library professionals, its support group and its parent organization are the ones who will decide **what is BEST for them.***



A Day with Kuenzels



Dear Alicia Paraiso, President of ASLP,
Dear members of the Board of ASLP,

My wife Ricarda and I highly appreciate your warm hearted treat last Saturday in the Nurture Spa in Tagaytay and your wonderful presentation, speeches and gifts. We shall never forget you – and being an honorary member of ASLP we shall always feel connected to the activities and creative initiatives of the Board of ASLP!

Please enjoy the other attached pictures – and GOD BLESS !

Richard and Ricarda Kuenzel

The 6th Philippine National Health Research System Week: a participant's experience

Jim Rae Estonina



MR. JIM RAE ESTONINA

It was when the rains were all over the place due to the monsoon winds. Since schools and work is out, I needed to find something good use of my time. Good thing, I got an invitation last August 8, 2012 to attend the 6th Philippine National Health Research System week celebration.

The celebration has been co-hosted and co-organized with the Metro Manila Health Research and Development Consortium.

The theme was about Sustaining Research Partnerships for Better Health. It's was 3-day celebration which was held at the prestigious Sofitel Philippine Plaza.

A pre-conference was already held then about regional health research systems. There was also a research competition for students and a research consortia assembly that took place that same day.

The following day, August 9, 2012, was the conference proper. Before the ceremonies started, exhibits were shown which featured various health researches from the different regions of the country. Afterwhich, the opening ceremonies were opened and have been led by Dr. Jaime C. Montoya, the Executive Director of the Philippine Council for Health Research and Development. Secretary Mario Montejo of the Department of Science and Technology and Dr. Patricia Licuanan of the Commission on Higher Education also said their welcome remarks to everyone and had indicated the importance of health research in the country's health program, Kalusugang Pangkalahatan.

Right after the opening ceremonies, the first plenary was held and was about Organizing for Health Research, Models for Health Research Communities. There was a paper that was presented about Network Organizations while lunch is being served.

After having lunch, we went straight to a different venue to attend a parallel session which was entitled "Culture of Publishing: Institutional Journals and Accrediting Bodies." It tackled mostly about how health journals should be published and what were the right steps to be taken on how it should be reviewed properly. It has been led by Dr. Angel Alcala, the former CHED chairman and head of the CHED Journal Accrediting Service. A panel discussion was also held and a lot of questions were answered. The

Cont. on page 10

The 6th Philippine National Health . . . cont'd from page 9



ALMA PROSPEROSO, GINA CANCERAN, RITA YUSI, LINDIE MASALINTO, JOSEPH YAP
PHOTO CREDITS: Ms. GINA CANCERAN, UNIVERSITY LIBRARIAN, UP MANILA

day ended with a fellowship dinner with entertainment provided by the Bayanihan National Dance Company.

On the last day of the conference, a second plenary was held and was all about Investing in Health Research. It mainly discussed the current situation on health research funding in the country which was led by Assistant Secretary Luz Cantor of the Department of Budget and Management.

The Philippine Health Research Registry was also introduced which will allow health researchers to view our health researches and can also post their own researches from there.

The celebrations ended with awards for those who won the competitions and an invitation to next year's PNHRs week which will be held in Ilocos Norte. A souvenir USB bracelet was also given to the participants as a token, together with a certificate of attendance.

It was truly one of those fun, yet informative conference that I've attended to. I would like to thank Joseph Yap of ASLP for the invitation and giving me the chance to attend such conference.



CONGRATULATIONS MARTIN!

Mr. Martin Julius V. Perez, ASLP Member, together with Ms. Mariel Templanza presented their paper entitled *Local Studies Centers: Transforming History, Culture and Heritage in the Philippines*. It was presented in IFLA 2012 Helsinki last 11-17 August 2012 in Helsinki, Finland.

Manila's 10 Best Libraries

10 best libraries in Manila was featured in www.spot.ph last August 2012. Two of the libraries were headed by ASLP Board Members. One of these is the Goethe-Institut Philippinen which was headed by Ms. Alicia S. Paraiso-ASLP President. Another one is the Lopez Museum and Library, headed by Ms. Mercy Servida-ASLP Director.

Here are the 10 Best Libraries in no particular order:

- Goethe-Institut Library
- Lopez Museum and Library
- Cultural Center of the Philippines Library
- CCP Library
- Alliance Francaise de Manille
- Quezon City Public Library
- Marikina City Library
- Marikina City Public Library
- Ortigas Foundation and Library
- Miguel Hernandez Library
- Pasig City Library and Discovery Centrum



Source: <http://www.spot.ph/gallery/2336/top-10-libraries-in-manila/article/51640#pid=43250>

Research Fair 2012

REGIONAL ECONOMIC INTEGRATION & INCLUSIVE GROWTH:
ENGAGING NATIONS, EMBRACING PEOPLE

The Philippine Institute for Development Studies will be holding a 3-day Research Fair with a theme entitled "Regional Economic Intergration & Inclusive Growth: Engaging Nations, Embracing People" on September 24-26, 2012 at the Salas Hall of the NEDA sa Makati Building in Makati City. This fair is made to celebrate the 10th Developemnt Policy Researcg Month (DPRM).

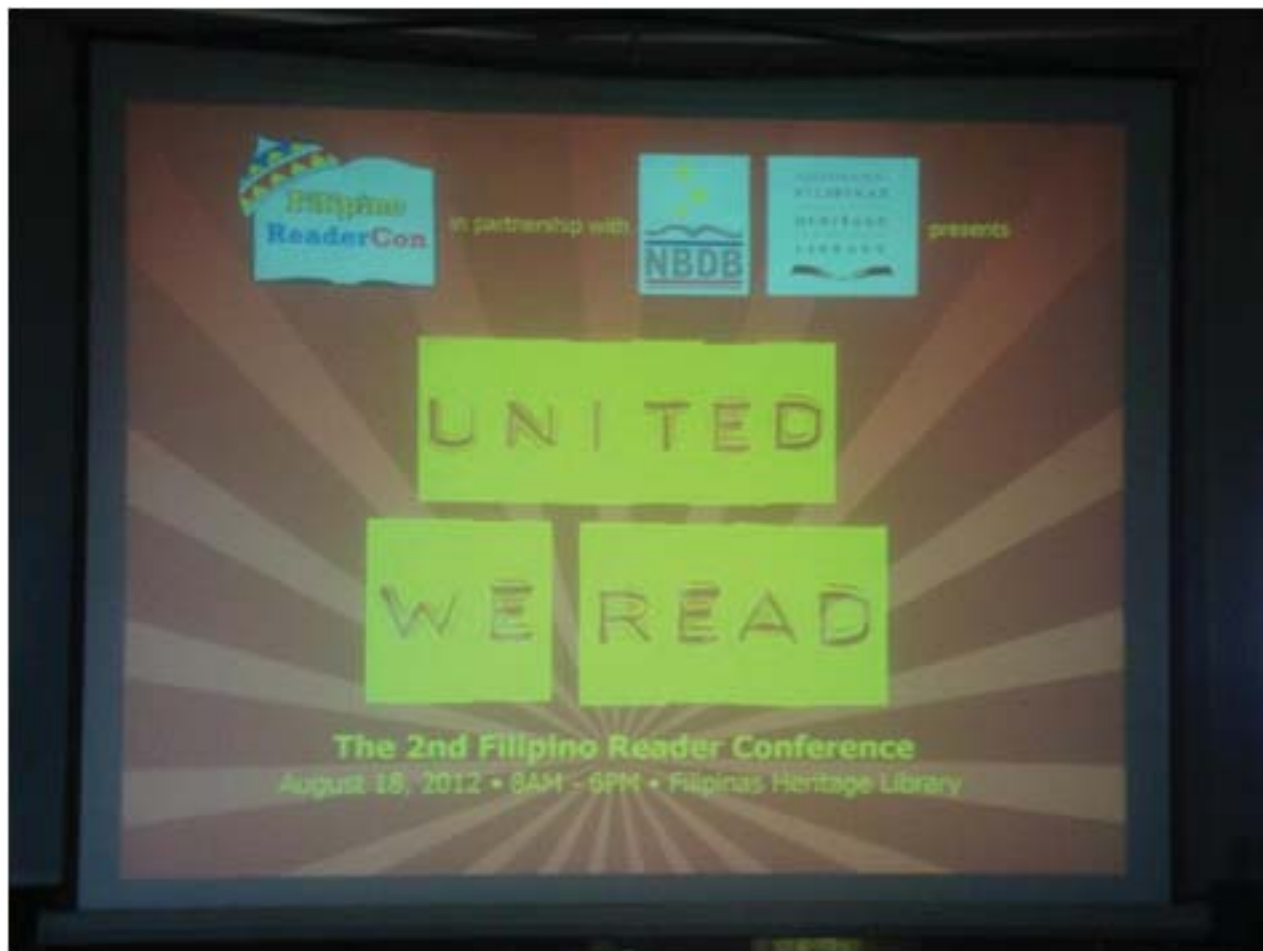
To know more about the Research Fair 2012, visit the website <http://dprm.pids.gov.ph/?p=248>.

The 2nd Filipino Reader Conference

Book lovers and reading advocates were once again gathered for the 2nd Filipino ReaderCon: United We Read affair. It was an event for Filipino book bloggers, book clubs, reading groups and readers. The conference took place at the Filipinas Heritage Library last August 18, 2012. It was supported by the National Book Development Board (NBDB) and the Filipinas Heritage Library (FHL). The opening remark was graced by Atty. Andrea Pasion-Flores, Executive Director of the NBDB. On her speech, she said that there was a decline on Filipino readership. This decline was reported by the SWS as commissioned by NBDB.

The conference had five parallel-sessions. There were sessions on scanning the reading environment, book blogging ethics, school reading programs that work, publishers' perspectives on readers, authors as readers and a book discussion. The last part was a "Readers' Choice Book Awards Ceremony."

School librarian, story-teller and reading advocate Ms. Zarah Gagatiga was among the panelist on the session about "Reading Everywhere: Scanning the Reading Environment." She stressed the role of librarians as one of the stakeholders in Filipino readership. Furthermore, she valued the library as a place where culture, community, systems and structures evolve. She still believes that sustainability is the greatest challenge in supporting a school library.



Pinoy Librarian Abroad

WHO IS JADE ALBURO?



Taken in Singapore during her 2012 acquisitions trip

Jade Albuoro is the Librarian for Southeast Asian Studies, Pacific Islands Studies, and Religion at the Charles E. Young Research Library at the University of California at Los Angeles (UCLA). She is the current (2012-2013) president of the Asian/Pacific American Librarians Association (APALA), one of five ethnic caucuses affiliated with the American Library Association. Established in 1980, APALA is a nonprofit organization dedicated to addressing the needs of Asian and Pacific American (APA) librarians and those, regardless of ethnicity, who serve APA communities. (For more information about APALA, go to <http://www.apalaweb.org>.)

Jade was born and raised in Cebu City, Philippines. She immigrated with her family to Los Angeles just before she turned 14. She holds a BA in English and Religious Studies from the University of California, Berkeley, an MA in Folklore from Memorial University of Newfoundland (Canada), and an MLS from the University of Maryland, College Park. Prior to joining UCLA, Jade was a Reference and Processing Librarian in the Humanities and Social Sciences Division (Main Reading Room) of the Library of Congress and a Chesapeake Information and Research Library Alliance (CIRLA) Fellow at the Smithsonian Institution Libraries.

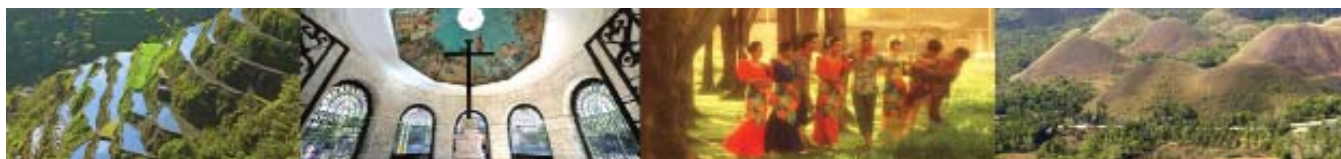
Jade has several publications and presentations to her record, including on such topics as balikbayan boxes (the subject of her folklore master's thesis), the role and representation of women in oral and written Cebuano literature, and the representation of women in traditional Filipino folksongs. She has also received a number of grants and scholarships; her two current grants are funding a comparative collection analysis of major Southeast Asian Studies collections in the US and research on the information needs of Pacific Islander college students. In September 2012, Jade will be doing three presentations—representing APALA on the Caucus Presidents Plenary Session, on a lightning round panel on library involvement in diversity, and on a panel she coordinated on collections and services to Native Hawaiians and Pacific Islanders—at the 2nd National Joint Conference of Librarians of Color (JCLC) in Kansas City, Missouri.

As an area studies librarian, Jade gets to go on an acquisitions trip to Southeast Asia every few years. During her first trip in 2009, she went to four countries, including the Philippines. She visited several libraries, local studies centers, vendors, and bookstores, as well as attended the Manila International Book Fair, during her week in the Philippines. She wrote about some of these places and activities in her blog, "Southeast Asian Dreamings" (<http://southeastasiandreamings.blogspot.com/>).

Jade is currently on a cooking and baking kick. While she loves Filipino food, especially Cebuano-style lechon and adobo and sticky rice desserts, she tries not to eat them much for health reasons. She features some of her cooking and other activities on her numerous blogs. Her library-related blog is called "Librarian's Dreamings" (<http://librariansdreamings.blogspot.com/>).

Jade, we wish you all the best. You make all Filipino librarians proud of your accomplishments.

3rd International Conference of Asian Special Libraries



The Special Libraries Association (SLA) - Asian Chapter in association with the Association of Special Libraries of the Philippines (ASLP) cordially invites you to the third International Conference of Asia Special Libraries (ICoASL 2013) on Special Libraries towards Achieving Dynamic, Strategic, and Responsible Working Environment to be held at the Philippine International Convention Center (PICC), Pasay City, Metro Manila, Philippines on 10-12 April 2013.

The major objective of the ICoASL 2013 is to provide a platform for exchange of knowledge and skills relevant to Information Professionals in Asia with a global perspective.

You are also encouraged to submit paper on the following topics:

- Special Libraries at the forefront of digital infrastructure
- Institutional repositories and digital curation
- Future of special libraries: Innovative designs towards a greener library
- Achieving competencies beyond the profession through empowering librarians and other library personnel
- Collaboration, cooperation and partnership among colleagues, institutions and business entities
- The future of the profession: Dynamic roles of library associations and academic institutions
- Going beyond the box: The role of public relations and marketing strategies to help promote the library
- Corporate social responsibilities and customer care: Addressing clients' changing needs and demands to be able to provide more responsive client services
- Virtual networking as a tool for bridging the gap of communication and learning
- New trends, techniques, and innovations in preservation and conservation
- Open access vs. copyright and intellectual property: Ethics and fair use
- Ethics and professionalism in library and

information services: Preparing, developing and strategizing leadership to bring about a culture of values and sense of accountability in the future leaders of LIS

Registration:

DELEGATES	LOCAL	FOREIGN	
		SLA MEMBERS	NON-SLA MEMBERS
ASLP MEMBERS	PHP6,500	\$175	\$225
EARLY BIRD	PHP6,500	\$175	\$225
REGULAR REGISTRATION	PHP7,500	\$200	\$250

You may deposit your payment in favor of the ICoASL in the following account:

ICOASL Account

Account Name: ICOASL THREE
 Savings Account No.: 1771-0640-15
 Swift Code: TLBPPHMM
 Bank: Land Bank of the Philippines
 Branch: BSP Branch, Mabini St., Manila

Important dates to remember:

Start of Online Registration	Aug. 1, 2012
Early Bird Registration Deadline	Dec. 30, 2012
Last Day for Registration	Feb. 28, 2013
Last Day for Full Paper Submission	Nov. 30, 2012
Announcement of Selected Papers	Dec. 30, 2012
Submission of Final Papers & Presentations	Jan. 30, 2013
Best Paper Award Announcement	Apr. 11, 2013

For details of the conference please visit <http://units.sla.org/chapter/cas/ICoASL-2013.htm> or email icoasl.three@gmail.com.



Hong Kong Library Conference May 2013: Academic Librarian 3: The Yin-Yang of Consortial Collaboration and Competition

In celebrating the 50th Anniversary of The Chinese University of Hong Kong (CUHK), the University Library System at CUHK and The Joint University Librarians Advisory Committee (JULAC), a consortium that joins together in partnership the eight publically-funded Hong Kong institutions of higher learning, will hold a combined conference on 30th and 31st May 2013, that will be of interest to academic librarians and library administrators from around the world, as well as consortium directors and staff. The conference is entitled "Academic Librarian 3: The Yin-Yang of Future Consortial Collaboration and Competition"

On behalf of the Conference Organizing Committee, we are now inviting **Call for Papers** for the conference. If you are interested, please visit our website for further details and contact information if you have any questions concerning the Call for Papers. Email enquiries can be directed to [alyy2013@lib.cuhk.edu.hk](mailto:toalyy2013@lib.cuhk.edu.hk) and visit the website at <http://www.lib.cuhk.edu.hk/conference/alyy2013/info/index.htm>.

10 July 2012	Call for papers
8 Oct 2012	Last day for submitting abstracts for proposed papers and brief biography
8 Nov 2012	Notification of acceptance of papers

Call for Contributors

The ASLP Newsletter Editorial Board are inviting its members and associates to contribute articles regarding special libraries in the Philippines or any event related to the special libraries and librarianship. Below are some of the topics:

Overview of your institution including news, programs, services and various events

Different special libraries in the Philippines

Library management

Library personnel needs in a special library

LIS Education for special libraries

Current trends and development

Other topics reserved for LIS

Personal experiences such as attendance and new knowledge gained in a seminar or training are possible entries for the newsletter.

Interested contributors may submit their manuscripts to any member of the Editorial Board listed at the last page of the newsletter and send it to the ASLP's official e-mail address at aslpboard@yahoo.com.ph.

What are you waiting for? Submit your articles now!

2006 ASLP President - Gawad Br. Cecilio Hojilla FSC Awardee

Congratulations Ms. Jocelyn Ladlad!

Ms. Ladlad is the 2006 ASLP President and she is the current Special Collections Librarian of De La Salle University. She received the Gawad Lasalyano - Gawad Br. Cecilio Hojilla FSC Award.

Gawad Br. Cecilio Hojilla FSC recognizes faculty, staff, parents, alumni and external partners who contribute to the propagation of the Lasallian values of faith, zeal for service, and communion in mission by volunteering their time, talent and treasure as a formator.

Gawad Lasalyano recognizes achievers and promotes excellence in the fields of leadership, sports, campus media, culture and arts, military service, discipline formation, faith formation, and community engagement.

The Award was given last Aug. 10, 2012 - Gawad Lasalyano 2012 Awards Night



Reference: http://www.dlsu.edu.ph/offices/osa/awards/gawad_lasalyano/

ASLP Calendar of Activities for 2012

Don't miss the last activities of ASLP for 2012!

SEPTEMBER 13, 2012	<p>MIBF FORUM</p> <p>LOOK GOOD FEEL GREAT ALWAYS: EMPOWERING TIPS FOR LIBRARIANS AND INFORMATION SPECIALISTS</p> <p>SPEAKER: CONGRESSWOMAN LUCY TORRES-GOMEZ</p> <p>VENUE: SMX CONVENTION CENTER</p>
NOVEMBER 2012	LIS MONTH / BOOK WEEK
NOVEMBER 22-23, 2012	OUTREACH – MARIANO MARCOS MEMORIAL ELEM SCHOOL, BATAV, ILOCOS NORTE

For more information, please visit the link: <http://aslpwiki.wikispaces.com/Programs+and+Activities>

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Follow the steps:

1. Go to the ASLP Wiki site at <http://aslpwiki.wikispaces.com/> and download the form.

2. Fill-out the downloaded form.

3. Deposit your payment for your membership fee. You may deposit it to our our Land Bank Savings No. 1771-0359-70 at BSP Branch, Mabini St., Manila.

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4. Send the scanned copy of the deposit slip to claim official receipt from ASLP.

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