

ASLP Newsletter

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

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3rd National Congress of Special Libraries of the Philippines: The Gathering of the Modern Librarians

Rhodora Valdez



The 3rd National Congress of Special Libraries of the Philippines with the theme "The Modern Strategist: Accelerating the Career Path of an Information Professional" organized by the **Association of Special Libraries of the Philippines (ASLP), Inc.**, was successfully held last October 24-25, 2013 at the Hotel H2O, Roxas Boulevard, Manila.

Library and information science experts shared their different stories with regards to their struggles, challenges and success in the field of librarianship.

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SEASON'S GREETINGS!

WE WISH EVERYONE A MERRY CHRISTMAS AND A HAPPY NEW YEAR
- ASLP BOARD



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3rd NCSLP. . . cont'd from page 1

The President of the **ASLP, Mr. Joseph Yap**, welcomed the participants and was grateful to the librarians, institutions, and sponsors for their support.

Day 1 (October 24, 2013)

Dr. VERNON R. TOTANES, Director of Rizal Library, shared his story on earning a PhD degree and its personal, institutional, and national implications. He also discussed why librarians should get a PhD, such as to conduct and contribute to research, upgrade LIS education, and boost prestige for the profession, among others.

"It's not about brains. It's about who can finish."

Earning a PhD Degree: personal, institutional, and national implications



Ms. JANICE PEÑAFLOR, Public Programs Librarian at De La Salle University (DLSU) Libraries, discussed what it entails to have librarianship as a chosen career. In today's digital age, the 21st century librarians must acquire and develop various skills in order to succeed.

Choosing librarianship as a profession: to be or not to be



Mr. MARCIAL BATIANCILLA, Director of Libraries at San Sebastian College-Recoletos de Cavite, talked about professional associations for librarians as learning communities or as communities of practice. Professional library associations exist to help members value and promote their profession as well as nurture their careers.

"Professional associations provide real, tangible value to those who belong to them. They become fellowships and institutions of learning, sounding boards and crisis counselors, and authoritative sources of information and nourishment for a career."

Balancing work and active participation in a library professional association



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3rd NCSLP. . . cont'd from page 2



Ms. KARRYL SAGUN, Assistant to the Director for Special Programs and Events at the Rizal Library, shared information on how to market the library the way it should be. Marketing used to be the domain of business organizations but now, even libraries should conduct marketing initiatives. Karryl Sagun is neither a renowned author nor a marketing guru, but she is a person who loves to tell people about libraries.

"Marketing is interrupting people—and saying, "Hey, here's a product. You need this. It will make your life better."

The components of a competitive librarian: marketing the library the way it should be



Ms. ELVIRA LAPUZ, Head Librarian, General Reference at UP Diliman, shared that career success is not that easy to achieve. It takes years of soul searching and lots of hits and misses. Traits like ambition and flexibility can help professionals become successful in their careers. Librarians should also think outside the box.

"If you are not moving forward, you are moving backward."

How to be at the top and live the librarian dream



Ms. FE ANGELA VERZOSA, Retired Librarian, De La Salle University, focused on her personal experience as an archivist working in different settings and the challenges that came her way. She also talked about the personal qualities, skills and qualifications for an archival career.

Being an archivist: fun and nurturing experience

Cont. on page 4

3rd NCSLP. . . cont'd from page 3

Ms. GLADYS JOY E. ENTICO, Unit Head, Medical Informatics and Archiving at Makati Medical Center, discussed what medical librarians do and what skills are required in order to succeed in the job. She also shared tips to those who are planning to shift or to pursue medical librarianship as a career.

"Teach Medical Informatics classes to the medical students on how to locate information, how to access the many electronic resources that are available for their use."

The librarian in a medical environment: experiences of an information analyst



Day 2 (October 25, 2013)

Ms. JESSERYLLE G. DE LA PEÑA and **Mr. STEPHEN ALAYON** (Information Assistant, SEAFDEC) discussed the experiences of SEAFDEC/AQD library staff in publishing an article in a peer-reviewed journal, the processes done to get the article published, and the lessons learned along the way. She also encouraged librarians and students to publish in a peer-reviewed journal and to develop a positive attitude towards writing.

"Good writing is reader-based, purposeful, clear, concise, correct, and simple"

How to write your first LIS publication



Mr. MICHAEL PINTO, Director of Libraries at University of Saint Louis, shared his experiences as a young Chief Librarian. He also said that leadership is about making a difference. Leadership is not about age, it's about maturity.

"I would rather want to go home hoping that my staff will pray for my safety rather than cursing me"

Becoming a young chief, how it can work best for you



3rd NCSLP. . . cont'd from page 4



Mr. RANDOLF MARIANO, Librarian at Thomas Jefferson Information Center, shared the qualities of a diplomat. He also discussed the qualities that a librarian working in a multicultural environment should possess.

Librarian's role in promoting Cultural Diplomacy



Ms. ZARAH GAGATIGA, Teacher Librarian at Beacon Academy, was assigned a particular topic but changed it instead. Why? Because she wanted to share what is close to her heart... and that is blogging! Ms. Gagatiga discussed how blogging made her a lifelong learner. Bored with everyday routine? She encouraged the librarians to try blogging. This is one way of marketing the library and librarians. Voice out opinions, share what you know, interact with other librarians in and out of the country. In blogging, you will also have a chance to meet likeminded people.

Blessings from blogging: how blogging made me a lifelong learner



Ms. KAREN CECILLE NATIVIDAD (Coordinator, University Archives, De La Salle University). Career, work, family, social life, studies, relationships? How do you balance it all? Ms. Natividad shared tips on how to achieve work-life balance.

Beating deadlines and challenges: managing a work-life balance

Cont. on page 6

3rd NCSLP. . . cont'd from page 5



Mr. LAUREN KIPAAN, University Library Director at Benguet State University, presented the strategies and experiences of Benguet State University in the establishment and sustainability of a digital library to preserve and provide access to its digital collections.

Digital publishing: the trials and experiences of a modern librarian



Ms. DONNA LABANGON, Associate ASRC Librarian at De La Salle University, shared her brief journey on her budding library and information science career: how she ended up choosing LIS, the preconceptions about LIS, and how she used it as leverage to do her best in her chosen field.

My personal journey as a library and information professional: loving LIS as a profession



Mr. JOSEPH YAP (Associate Librarian, Information-Reference, De La Salle University). The purpose of his presentation was to conduct wide dissemination and awareness about the revised standards for special libraries in the Philippines. The Board for Librarians created a Task Force that was in-charge of revising the 2007 standards for special libraries in the Philippines.

Standards for Special Libraries in the Philippines 2013

The event was sponsored by Philmont, Magazine Zone, ce-Logic, National Book Store, Powerbooks, and Filway Marketing.

For more information about Association of Special Libraries of the Philippines, Inc. (ASLP), please visit their website <http://aslpwiki.wikispaces.com/>

To read the full story, visit this link: <http://definitelylibrarian.blogspot.com/2013/12/3rdnational-congress-of-special.html#.UqpbwSdYWSp>

..the speakers



..the event



Filipiniana Online: History at Your Fingertips



In celebration of the 2013 National Book Week (NBW), the Association of Special Libraries of the Philippines (ASLP) conducted a half-day forum entitled, "Filipiniana Online: History at Your Fingertips." It was held at the National Library of the Philippines last November 26, 2013, 1:00 - 3:00 PM.

The topic is in line with the 2013 Library and Information Services month and NBW theme, "Libraries: Preservers and Promoters of Culture and Arts."

All three speakers came from the Filipinas Heritage Library and they were Ms. Suzanne Yupangco, Senior Manager; Ms. Micaella Angelica R. Gonzales, Senior Associate for Library Services; and Ms. Marie Julienne B. Ente, Senior Marketing Associate. The three ladies discussed the new online collection of the Filipinas Heritage Library. They were able to digitize rare Filipiniana books, periodicals and other materials which date back from 1600-1900 that accounts to around 1,400 titles. After they have digitized their assets which will become part of the online repository, the materials undergo a strict preservation process.

Highlights of the Filipiniana Online ebook collection include digitized versions of Jose Rizal's writings and Blair and Robertson's *The Philippine Islands*, which are significant research materials on Philippine history.

Filipiniana Online is now available for subscription. Features include: Flipbook interface, search capability for both standard and mobile versions, and is accessible anywhere. You can also do highlights and save bookmarks. The mobile application for iPad and Android tablets may be downloaded from Google Play or iTunes.

Key benefits of Filipiniana Online include: preventive preservation, upgrading education, and communicating nation, self and citizenship in a medium of today. Truly, with the advent of internet and technology, history is now at your fingertips.

ASLP Presents at the PLAI National Congress



Instituting possibilities for a parallel-session sponsored by the library associations, the Philippine Librarians Association, Inc. invited ASLP and other national library groups to conduct a one and a half hour session based on this year's theme: "Libraries: Preservers and Promoters of Culture and Arts." The objectives of the congress are the following: (1) hasten the development, maintenance and sharing of local materials through a stronger library and cultural coordination and cooperation; (2) enhance the librarians' capability in formulating and carrying out cultural programs and activities; 3) boost the valuing of local cultural thesaurus by the librarians.

ASLP invited Prof. Mary Allen Mae P. Oral to discuss "Local studies center as place for historical and genealogical research." Prof. Oral is the librarian of the Cebuano Studies Center, Josef Baumgartner Learning Resource Center, University of San Carlos, Talamban, Cebu City.

Her presentation tackled the preservation practices done by the Cebuano Studies Center from local manuscripts to oral traditions. She also shared the programs, services and collection of the center. The Congress was attended by 367 librarians and information professionals from around the country.

Aside from this parallel-session, ASLP thru PLAI donated P10,000 to Yolanda survivors as inspired by the call of action by the PLAI President, Ms. Elizabeth Peralejo.

Yap and Fresnido's paper published

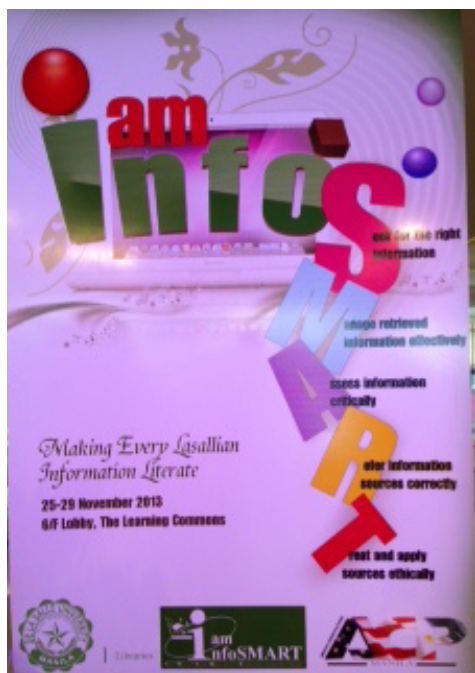


Mr. Joseph M. Yap and Ms. Ana Maria B. Fresnido recently published their paper entitled, "Academic library consortia in the Philippines: hanging in the balance" in volume 35, issue 1/2 of *Library Management*.

Access to the full-text article is available for subscribers of Emerald: <http://www.emeraldinsight.com/journals.htm?issn=0143-5124&show=latest>

Ang Paglulunsad ng *Information Literacy Awareness Campaign* sa Pamantasan ng *De La Salle*

Joseph M. Yap
Associate Librarian
De La Salle University



Ang pagtukoy at paggamit ng tamang impormasyon ay isang mahalagang bagay na dapat matutunan ng isang umuusbong na mag-aaral. Ang kaalaman sa impormasyon o *information literacy* ay isang kasanayan na unti-unting hinuhubog upang makuha mo ang tamang pamamaraan sa pagkuha ng tamang impormasyon sa tamang oras at tamang lugar.

Ayon sa salin sa Filipino mula sa depinisyon ng *American Library Association*, ang kaalaman sa impormasyon ay ang “kakayahan upang kilalanin, hanapin, suriin, at gamitin ang impormasyon ng mabisa at naayon sa etika.”

Ayon naman sa *United Nations Educational, Scientific and Cultural Organization* o UNESCO, ang kaalaman sa impormasyon ay nagbibigay ng kakayanan sa mga tao na magsalarawan at gumawa ng mga maalam na desisyon bilang mga gumagamit ng iba’t ibang uri ng impormasyon, gayundin bilang

mga taga-likha ng impormasyon sa kanilang sariling kakayanan. Ang kapasidad ng tao na sumuri at alamin kung saan makukuha ang tamang impormasyon ang makapagbibigay sa mga ito ng tamang desisyon sa kanilang pang-araw-araw na pamumuhay.

Bilang pagtugon ng *The Learning Commons* ng Pamantasan ng De La Salle (*De La Salle University – Manila*), naglunsad ito noong Nobyembre 2013 ng isang taunang aktibidad para sa mga miyembro ng pamantasan – para sa mga mag-aaral, guro at empleyado nito. Layunin nitong ipaalam sa bawat isa ang mga serbisyo, programa at koleksyon ng *The Learning Commons*. Para sa karagdagang detalye tungkol sa *Information Literacy awareness campaign*, ugaliing sumubaybay sa *blog* nito: <http://librarynewsette.lasalle.ph/2013/11/upcoming-iaminfosmart-making-every.html>

PLAI @ 90



In celebration of its 90th anniversary, the Philippine Librarians Association, Inc. (PLAI) held an event entitled "Multi-PLAI : Celebrating 90 Years of Involvement" on November 30, 2013 at Cherry Blossoms Hotel, Manila.

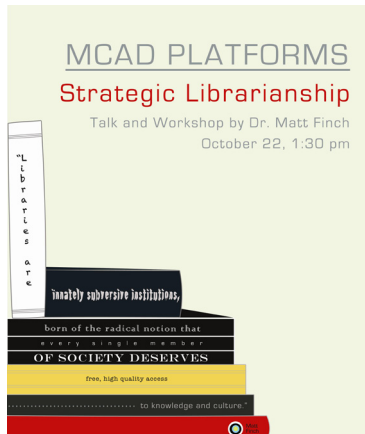
The recently held Gala Dinner and Awarding Ceremonies was graced by the presence of officers from the different library associations and library professionals from various institutions. ASLP officers also attended and supported the event. The new members of the Professional Regulation Commission (PRC) Board for Librarians (BFL), Hon. Yolanda C. Granda (Chairman), Hon. Agnes F. Manlangit (Member), and Hon. Lourdes T. David (Member) were also present in the occasion.

Various awards were presented to a number of librarians for their support, service, and achievements that contributed to the betterment of Philippine librarianship.

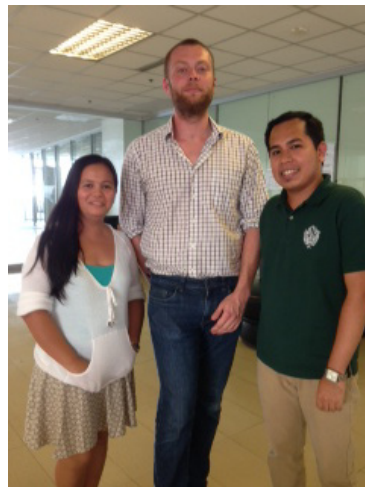
Congratulations to the awardees and happy 90th anniversary, PLAI!



MCAD Platforms: Strategic Librarianship



Last October 22, 2013, ASLP was invited by Ms. Mary Ann E. Pernia, Head of Education and External Projects, Museum of Contemporary Art and Design to a talk by Dr. Matt Finch entitled, "Strategic Librarianship". Dr. Finch shared his expertise on creating innovative and interactive programs for libraries. He is an award-winning British writer and is now based in the Pacific.



Participants shared what they think a library should have in order for a library to function well and provide better services for everyone.

The talk was sponsored by the Museum of Contemporary Art and Design (MCAD) of the De La Salle - College of Saint Benilde. Present in the talk were ASLP President Mr. Joseph Yap and ASLP Director Ms. Mercedita Servida.

ASLP Secretary – the New NCA Secretary



The 2013 ASLP Secretary, Ms. Gladys Joy Entico was elected as the Secretary of the incoming National Committee on Archives (NCA) Executive Council for 2014-2016.

Congratulations Ms. Entico!

Your ASLP Family is so proud of you!

ASLP Vision, Mission, Objectives, and Resolutions

The ASLP Vision/Mission was approved by the members of the board on September 12, 2013 and was signed into a resolution set on a special meeting on October 24, 2013 in Manila.

Vision

The ASLP aims to stimulate the professional enhancement of its members and their personnel by providing advanced learning, propagate theoretical knowledge and strengthen partnerships and linkages among special libraries in the Philippines and abroad.

Mission

ASLP is a national library association of librarians and information professionals working in special libraries which upholds the dignity of the library profession and observes professional ethics at all times.

Objectives

- To promote understanding of the nature, scope, and importance of special libraries;
- To foster cooperation, fellowship, and closer relations among its members;
- To encourage the establishment of special libraries;
- To help librarians, particularly in special libraries, improve their services, and to stimulate the professional enhancement of its members;
- To uphold the dignity of the library profession and enjoin members to observe professional ethics at all times;
- To provide continuing education program for librarians and other personnel of special libraries, and;
- To establish, maintain and strengthen partnerships and linkages with institutions and organizations within the Philippines and abroad for the welfare and benefit of special libraries and librarians of the Philippines.

Resolutions signed in 2013

Resolution no. 01 series of 2013:
2013 Advisers

Approved January 5, 2013
Notarized January 8, 2013

Resolution no. 02 series of 2013:
2013 Signatories of the ASLP

Approved: January 16, 2013
Notarized: January 16, 2013

Resolution no. 03 series of 2013: ASLP Journal

Approved: July 13, 2013
Notarized: July 15, 2013

Resolution no. 04 series of 2013: ASLP Vision/
Mission

Approved: October 24, 2013
Notarized: November 11, 2013

2014 ASLP Executive Board

After the canvassing of votes on December 4, 2013 at the Supreme Court of the Philippines, the ASLP NOMELEC had announced the official election results the following day. Below is the list of members of the ASLP Executive Board for 2014.

President

MA. LUISA R. MADLANGBAYAN
Supreme Court of the Philippines

Vice-President

BRINERDINE G. ALEJANDRINO
US Library of Congress,
Representative Office-Manila

Secretary

JUSTIN HAROLD A. HINGCO
Presidential Communications
Development and Strategic Office,
Office of the President

Treasurer

EDELIZA C. GALLO
Supreme Court of the Philippines

Auditor

MARIA CECILIA I. AYSON
Filipinas Heritage Library

Public Relations Officer

RANDOLF D. MARIANO
Thomas Jefferson Information Center

Directors

EUGENE JOSE T. ESPINOZA
House of Representatives

HUWARAN MAPALARIN-SINAG C. GALORA
STI College-Caloocan

MERCEDITA B. SERVIDA
Lopez Museum & Library

ALMA MILA D. PROSPEROSO
World Health Organization

Ex-Officio

JOSEPH M. YAP
De La Salle University

Advisers

SHIRLEY I. CRUZ
Commission on Appointments

MILAGROS S. ONG
Supreme Court of the Philippines

ALICIA S. PARAISO
Goethe-Institut Philippinen

Congratulations to the new set of officers!

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