2nd Annual Conference on Library and Information Studies (CLIS 2021) : Libraries in the Period of Uncertainties : Transitioning, Transforming, Upskilling

De La Salle University, Manila - Libraries

PNU Library and Information Science Alumni Association

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The conference aims to:

(1) Find out how libraries are coping with the demands of online learning;

(2) Determine innovative practices, programs, facilities, and services introduced by libraries in response to the instructional and research needs of clients, remotely;

(3) Present the different trainings carried out to prepare both the library personnel and the clients to adapt to emerging technologies; and

(4) Prepare libraries to gear up for the post-COVID world.
The Conference on Library and Information Studies aim to serve as a venue for librarians to hone their research skills through mentorship, research collaboration, and providing opportunities to share and disseminate results of completed research, initially through paper presentations and ultimately through publications either in national or international journals.
### Day 1

**July 1-2, 2021, via Zoom**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 am – 8:00 am</td>
<td>Online Check-in&lt;br&gt;Admission of Participants</td>
<td></td>
</tr>
<tr>
<td>8:00 am – 8:15 am</td>
<td>Opening Ceremony&lt;br&gt;Opening Prayer&lt;br&gt;Welcome Remarks&lt;br&gt;Opening Remarks&lt;br&gt;House Rules</td>
<td>Mr. Augusto C. Gallo, Jr.&lt;br&gt;Ms. Georgette V. Sempio&lt;br&gt;PNU LISAA&lt;br&gt;Mr. Julius J. Carangian&lt;br&gt;Ms. Sheila May R. Ayran&lt;br&gt;PNU LISAA&lt;br&gt;Ms. Christine Abrigo&lt;br&gt;PNU LISAA&lt;br&gt;Dr. Karryl Kim Sagun-Trajano&lt;br&gt;Nanyang Technological University, Singapore</td>
</tr>
<tr>
<td>8:15 am – 8:45 am</td>
<td><strong>Keynote Speech</strong>&lt;br&gt;Developing the Librarian’s Core</td>
<td>Minette R. Vinzon&lt;br&gt;De La Salle University&lt;br&gt;Rizalyn V. Janio&lt;br&gt;University of the Philippines Diliman</td>
</tr>
<tr>
<td>8:45 am – 9:00 am</td>
<td>Product presentation (including Q&amp;A)</td>
<td>Candy May N. Schijff&lt;br&gt;Jorge B. Bundalian&lt;br&gt;Veronica A. Bolos&lt;br&gt;Julietta F. Olivar&lt;br&gt;DLSU Libraries</td>
</tr>
<tr>
<td>9:00 am – 9:30 am</td>
<td><strong>Online Help!: Exploring Digital Reference Service in the Philippines During the Pandemic</strong></td>
<td>Minette R. Vinzon&lt;br&gt;De La Salle University&lt;br&gt;Rizalyn V. Janio&lt;br&gt;University of the Philippines Diliman</td>
</tr>
<tr>
<td>9:30 am – 10:00 am</td>
<td>F2F vs. ODL: A Case Study of Library Instruction for DLSU Senior High School</td>
<td>Cristian S. Mendoza&lt;br&gt;Marist School Marikina&lt;br&gt;Manuel S. Enverga University Foundation</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Online Library Instruction during the Pandemic: Current Practices and Challenges</td>
<td>Cristian S. Mendoza&lt;br&gt;Marist School Marikina&lt;br&gt;Manuel S. Enverga University Foundation</td>
</tr>
<tr>
<td>10:30 am – 11:00 am</td>
<td>Infodemia Guide: Information Dissemination of Health and Safety Protocols for the Indigenous Community Amidst the Pandemic</td>
<td>Cristian S. Mendoza&lt;br&gt;Marist School Marikina&lt;br&gt;Manuel S. Enverga University Foundation</td>
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<tr>
<td>11:00 am – 11:15 am</td>
<td>Health Break</td>
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<td>11:15 am – 11:45 am</td>
<td>Archiving Intellectual Capital and Much More: A Case Study of Animo Repository</td>
<td>Luis Ezra D. Cruz&lt;br&gt;Annabelle F. Aliwalas&lt;br&gt;De La Salle University</td>
</tr>
<tr>
<td>11:45 am – 12:15 pm</td>
<td>Revisiting Archives’ Roles: Perseverance in the Time of Pandemic</td>
<td>Marybel P. Caasi&lt;br&gt;Kristine N. Santos&lt;br&gt;University of the Philippines Manila</td>
</tr>
<tr>
<td>12:15 pm – 12:45 pm</td>
<td>Transitioning and Transforming Libraries into the New Normal: Describing Librarians’ Experiences Amidst the Pandemic</td>
<td>Rolingel P. Calilung&lt;br&gt;University of the Assumption&lt;br&gt;Heidie O. Cuenco&lt;br&gt;City College of Angeles&lt;br&gt;Amor C. Martin&lt;br&gt;Angeles University Foundation&lt;br&gt;Kate Lora Q. Cruz&lt;br&gt;Veronica A. Bolos&lt;br&gt;De La Salle University</td>
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<tr>
<td>12:45 pm – 1:15 pm</td>
<td>Situational Analysis of the Experiences of Librarians and Information Professionals in Alternative Working Arrangements in the Philippines</td>
<td>Kristine N. Santos&lt;br&gt;University of the Philippines Manila&lt;br&gt;Rolingel P. Calilung&lt;br&gt;University of the Assumption&lt;br&gt;Heidie O. Cuenco&lt;br&gt;City College of Angeles&lt;br&gt;Amor C. Martin&lt;br&gt;Angeles University Foundation&lt;br&gt;Kate Lora Q. Cruz&lt;br&gt;Veronica A. Bolos&lt;br&gt;De La Salle University</td>
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<td>1:15 pm – 1:30 pm</td>
<td>Open forum</td>
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A Change of Pace: The Changing Role of the Library as a Scaffold and Support in the Acquisition of Knowledge in the New Normal
William S.A. Frias
De La Salle University

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Turning Outward: Community Engagement and Outreach of Academic Libraries During COVID-19
Bryan Boy C. Cortez
University of the Philippines

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From Statistical Data to Solutions: Exploring Newspaper Readership in the Academia to Gear Up for the Post-COVID World
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Content Management Systems (CMSS) of Selected Academic Libraries in the Philippines: Trends on Library Website
Yugosto Balbas
De La Salle University

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We’re Engaged! : Analyzing Social Media Content and Engagement—The Benilde LRC Experience
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De La Salle College of Saint Benilde

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Measuring Effectiveness of an Academic Library Website: User Traffic Analytics and Trends as Basis for Website Redesign
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Janice DC. Peñaflor
De La Salle University Libraries

12:45 pm – 1:00 pm
Open forum

1:00 pm – 1:15 pm
Closing remarks
Micah Marie N. Bulig
Vice President, PNULISAA

Mennie Ruth A. Viray
Moderators

Raven Lester Esperanza
Dr. Karryl Kim Sagun-Trajano is a postgraduate lecturer at the Nanyang Technological University, Singapore. She carries more than a decade of experience in the knowledge services industry, and is a seasoned social sciences researcher, academic librarian, administrator, and project manager.

Her research, published in various international peer-reviewed journals, revolves around information culture, industries, and professions. Karryl also received further training in qualitative methodologies at the University of Essex, UK, and was one of the 2018 recipients of the Emerging Scholar Award presented by the Common Ground Research Network at the University of Pennsylvania, USA.
As libraries are compelled to close their building doors to the public due to the COVID-19 pandemic, libraries are finding innovative ways to serve their stakeholders. This paper explored the digital reference services in academic libraries.

The authors conducted a quantitative content analysis of the library websites of the 300 universities based on the Ranking Web of Universities. Web based contents were manually scanned. Data referring to the current practices of academic libraries in digital reference service through Instant Messaging, Email, Webforms, Frequently Asked Questions, Online Library Instruction, Social Media Platforms, and Blogs were recorded and analyzed. Social media fan page accounts were examined in the absence of a library website. NVivo, MaxQDA, John Davies Word Cloud Generator and MSExcel were used for data analysis and data visualization.

Results of this study may provide data in helping Philippine librarians find new, alternative and affordable ways in deciding which technologies they will adopt in providing library service delivery in a digital environment.
The De La Salle University Libraries provide library information literacy sessions to Senior High School (SHS) students enrolled in Practical Research (PracRes) to facilitate their library research needs for their research paper. These sessions are also part of their training to produce research papers presented during their Research Congress to complete their school credentials. This study describes the procedure for providing library instructions to DLSU Senior High School students and its transitions of information literacy sessions from face-to-face to online due to the COVID-19 pandemic. The study aims to: (1) provide documentation on how to provide library literacy instructions to SHS before and during the pandemic; (2) analyze SHS student performance based on information literacy sessions before and during the pandemic and; (3) know the effectiveness and efficiency of learnings based on student’s post-evaluation from the information literacy sessions. Results of the study will help the librarians improve their library literacy programs, whether in face-to-face or online environments.
This study explores the current library instruction practices of academic and school libraries during the COVID-19 pandemic. It also examines the challenges and opportunities associated with online library instruction when schools and libraries reopen completely. Specifically, this study aims to answer the following research questions: what are the current practices of academic and school libraries in delivering library instruction during the pandemic?; what are the library instruction-related duties performed by academic and school librarians during the pandemic?; and what challenges do academic and school librarians face when delivering online library instruction? The results of this study could help to better understand the experience of librarians in running online instruction classes in libraries. This study may benefit the profession by understanding teaching practices in academic and school libraries.

This exploratory study used the Google Forms survey to gather data from academic and school librarians in the Philippines. A survey e-mail invitation was distributed to 600 librarians from March to April 2021.
Members of the Philippine Association of School Librarians (PASLI) and the Philippine Association of Academic and Research Librarians (PAARL) were also invited on their social media platforms. Respondents were fully informed of the research intentions prior to providing their tacit consent. As of May 3, 2021, 245 respondents had responded to the survey. After reviewing the responses, only 226 librarians with experience in delivering in-person and online library instruction, were included in the sample. Most respondents are employed by academic libraries in private institutions in the National Capital Region. All data were analyzed using SPSS. Frequency and descriptive statistics (means and standard deviations) are reported at the item level and by demographics. Boxplots, histograms, graphs, and charts were used to visualize the data graphically.

The majority of the respondents have conducted library instruction in the online environment during the pandemic. More than half of the respondents have more than five years of library instruction, with between seven months and a year of online instruction experience. Nearly half of them have been teaching online for the past one to six months. It appears that many university and school libraries in the Philippines have recently launched online library instruction in the last quarter of 2020. Three-quarters of respondents delivered one to three online sessions per month, teaching their patrons on how to find and assess information, extract and manage sources of information, and use information ethically. In terms of mode of delivery, just over 50 per cent of respondents used both asynchronous and synchronous. School and academic libraries offered online video tutorials, how-tos web pages, subject guides, searchable FAQs, Ask-a-librarian, one-on-one research consultation, real-time library instruction classes/training/workshop. The most cited library instruction-related tasks are delivering synchronous or live library instruction classes, collaborating with teachers and administrators to integrate library instruction into the curriculum, advocates for the library’s role in student learning during the pandemic, collaborates in the development of campus-wide information literacy initiatives and goals, plans presentations, content and delivery, and analyses the curriculum and identifies the learning needs of the students to develop their information literacy. Respondents have experienced several challenges as they move to online library instruction, such as librarians’ access to technology, students’ access to technology, keeping students motivated and engaged, communication between librarians and teachers, librarians’ lack of teaching experience in an online environment, preparing content and teaching materials, assessing students’ learning progress.

Keywords: Online library instruction, school librarians, academic librarians, library instruction
This study aimed to assess the health information needs of indigenous people in Brgy. Tongko, Tayabas City, particularly in obtaining information from various sources on health during this time of the pandemic, and how librarians and Library disseminate health information that could contribute to addressing their needs. This also creates an opportunity to extend service to the community through effective COVID-19 information guides that can best serve the community.

The researcher employed a descriptive-quantitative method in assessing the health information needs. A random sampling technique was used in selecting 10% of the total population in the community. Thus, there were 50 respondents in this study and A self-survey questionnaire was utilized. Data were interpreted using the Likert scale approach.

It was revealed that prevention and control, signs and symptoms, and government advisories were among the most important information needed in the community in relevance to COVID-19. Though, they prefer more on various sources particularly on television and radio news programs with reliable sources of information. Moreover, text messaging, materials for programs, and guidelines such as flyers, pamphlets, and media information in CD/DVD formats are among the best strategies for the dissemination of information in the community. However, due to the excessive means of information, as well as misinformation is also spreading which creates panic in the community.

It is the best time for librarians and the MSEUF Library to extend its service as an outreach program to this community to sustain their needs through collaboration with local government units and health centers.
An institutional repository is a digital locus of the collective scholarly research and output of an organization – a continuing archive of its intellectual capital. Institutional repositories likewise aim to centralize, preserve, and provide access to knowledge generated by its institution to achieve various goals such as administrative convenience, higher research profile, and enhanced visibility. The primary purpose of this study is to present the roadmap for the establishment of an institutional repository at an academic library using Digital Commons by documenting and describing the planning, design, and development of Animo Repository, the recently deployed institutional repository for DLSU libraries. It also looks at the impact of setting up and integrating Animo Repository in the existing workflows of the library. This study also discusses the roles of the library management team and the University's Archives staff as well as the issues they experienced in the deployment and implementation of Animo Repository. In addition, this case study presents the future applications of Animo Repository to the university's publishing and conference management workflows, given the rich capabilities offered by the platform. The study utilizes a descriptive case study research design to determine the initial outcomes of adopting Animo Repository to existing library processes. Pertinent data will be culled from the results of focus group discussions with the Archives Staff and Animo Repository Core Team, the lead group tasked to implement and monitor the initial project deployment. Key library management personnel will also be interviewed and asked for relevant inputs to help the researcher in crafting a blueprint of future initiatives and services to be offered by the library while leveraging Animo Repository’s various additional features.
The main objective of this paper is to revisit archives’ roles and functions to help envision how the librarians and archivists might improve their archives’ capacity to bring learning experiences and innovative opportunities to their users. Further, this paper presentation will share some insights and best practices on how the academic archives stepped up to meet the users’ information and research needs of the institution. The authors will be highlighting the ways they have adapted to changes, restrictions, budget cuts, and other challenges created by the pandemic. Safety and healthy protocols they have taken, such as closures and changes in services or programs offered will be discussed.
Many libraries have been forced to close in compliance with government restrictions and guidelines to stop the spread of the Coronavirus (IFLA, 2020). Nonetheless, this has not stopped libraries and librarians to think of ways on how to serve their clients. Librarians have responded to the call of continual library and information services amidst the pandemic transitioning their programs and services for a better normal. Thus, turning pandemic into an opportunity to re-create, revitalize and reposition library services and programs that will respond to the needs of the clients. The study described the experiences of librarians in transitioning and transforming their libraries for a better normal particularly on the following areas: 1) Impact of pandemic in library and librarians’ work; 2) Strategies and new skills adapted among librarians in repositioning their library services and programs; 3) Experiences of librarians in transitioning and transforming their library services and programs from the old normal to a better normal; 4) Issues and challenges experienced by librarians in recreating, revitalizing and repositioning their library services and programs during the pandemic; and 5) Implementation of new library services and programs. The study utilized qualitative research design particularly thematic analysis by Clarke and Braun. Thematic analysis is the process of identifying patterns or themes within qualitative data according to Maguire & Delahunt (2017). In this particular study, thematic analysis was used to describe the experiences and challenges of librarians in Central Luzon Region and the strategies and new skills adapted by librarians in repositioning their library services and programs amidst the pandemic with the view of recommending measures on how to redesign libraries, services, and programs into a better normal in a post-pandemic environment.
The pandemic has forced the change in nature of conducting several activities. The academic field has not been spared of the effects of such movement and contact restrictions. Since March 2020, working from home has become a viable option for the continuity of academic support by librarians and library staff. The incessant fluidity of the situation has made libraries staff resort to working from home and rotational reporting to the office as alternative working arrangements in order to answer the call of educational service and support. This study will focus on the work from home option as an alternative to workplace presence. Through this study, the authors aim to (1) document the work from home experience and feedback from library staff working from home, availability, support, and use of digital technology, network and collaboration efforts and options in remote work; (2) measure of comfort and adaptation of library staff to the alternative working measures; and (3) come up with recommendations and benchmark adjustment and suggestions for a more productive and conducive WFH experience. Working from home and the availability of technical instruments and options have become an equalizing standard for library services delivery. Since libraries are service-oriented, the use of technology has been utilized in place of actual presence to lessen the limitations brought about by the restriction of movement during the pandemic.

The study illustrates that respondents were able to transition to working from home with ample technological support and knowledge. While notable improvements in technology and connectivity issues were presented, it is important to note that additional support can be provided to leverage service availability to the library community. Moreover, the library services community’s tenacity and the networking options to answer the call of information support have been commendable regardless of the limited technological and connectivity options available.
Academic law librarians have two primary responsibilities in the profession: to be faithful to the fundamental law of librarianship, and to be the frontrunners in implementing the law of the land. The Philippine copyright law tests the academic law librarians' purpose in accomplishing both responsibilities. In this pandemic, when most library services are on online modality, the academic law librarians' duty of providing information the fastest way possible may slow down due to their obligation to abide by the copyright law. To avoid this scenario and provide recommendations when this happens, the researchers of this study examines the overall perception of academic law librarians on the following: (1) the degree of which the copyright law in the country affects the librarians' provision of information service in this time of online modality; (2) the copyright law's impacts in fulfilling librarians' mission of carrying out the first fundamental law of librarianship; and (3) the extent of support the copyright law is providing the librarians while performing their tasks. Results are gathered using a 3-part survey questionnaire that tackles the demographics, perceptions, and concerns, and suggestions of the respondents. These are analyzed using percentages, weighted mean, and Pearson Correlation Coefficient. Salient results such as the low level of support the academic law librarians perceive they can get from the Philippine copyright law, and their conviction that the prevailing law needs additional provisions to protect librarians in providing information services while adhering to the fundamental law of librarianship, are significantly discussed in this study.

RESEARCH TITLE:
"Examining Librarians’ Rights in the Philippine Copyright Law: The Academic Law Librarians’ Standpoint"

ABSTRACT:

Academic law librarians have two primary responsibilities in the profession: to be faithful to the fundamental law of librarianship, and to be the frontrunners in implementing the law of the land. The Philippine copyright law tests the academic law librarians' purpose in accomplishing both responsibilities. In this pandemic, when most library services are on online modality, the academic law librarians' duty of providing information the fastest way possible may slow down due to their obligation to abide by the copyright law. To avoid this scenario and provide recommendations when this happens, the researchers of this study examines the overall perception of academic law librarians on the following: (1) the degree of which the copyright law in the country affects the librarians' provision of information service in this time of online modality; (2) the copyright law’s impacts in fulfilling librarians' mission of carrying out the first fundamental law of librarianship; and (3) the extent of support the copyright law is providing the librarians while performing their tasks. Results are gathered using a 3-part survey questionnaire that tackles the demographics, perceptions, and concerns, and suggestions of the respondents. These are analyzed using percentages, weighted mean, and Pearson Correlation Coefficient. Salient results such as the low level of support the academic law librarians perceive they can get from the Philippine copyright law, and their conviction that the prevailing law needs additional provisions to protect librarians in providing information services while adhering to the fundamental law of librarianship, are significantly discussed in this study.
Libraries have played a significant role in education and giving access to information and knowledge to different clientele. Many users of the library see it as a place where books and other materials are kept and made available for use. However, the new normal has forced many libraries to revisit their roles to remain relevant and responsive in addressing the needs of the clients they serve. This qualitative research is aimed at describing the changing role of librarians as scaffold and support in the acquisition of knowledge in the new normal. Data were gathered from 10 selected studies on the roles of libraries from 1975 to 2021 and were organized through Creswell and Plano-Clark’s qualitative analysis framework (2018) which is composed of four (4) stages: Deduction, Induction, Verification, and Emergence of themes. Data were analyzed in the light of the research objectives using thematic analysis. Findings show that librarians in today’s normal evolved into becoming collaborators, knowledge developers, content curators, trainers, and information managers. Based on the findings, it is concluded that how librarians perform their roles contributes to the emerging overall value of the library.

The study recommends that librarians should continue to invest on capacity building particularly on data curation, digital literacy, research, and collaboration.

Keywords: Changing roles, librarians, change, knowledge economy, thematic analysis.
In response to the COVID-19 crisis, libraries are proactively pivoting their community engagement and outreach efforts online and are finding new ways to serve faculty, students, and partners. Libraries are committed to strengthening the resilience and recovery of the community through working collaboratively with its members and building partnerships with relevant organizations. This paper aims to investigate the types and scope of community engagement and outreach activities of academic libraries while the physical library spaces remain closed or operating on a limited capacity. It also looks at the tools and methods employed to implement such activities. The paper also attempts to uncover patterns or emerging themes as libraries explore innovative ideas and take new initiatives for the betterment of the community they serve.

The study employs a website and Facebook page survey of AUN (ASEAN University Network) Inter-Library Online (AUNILO) member-libraries. The following six outreach categories will be utilized: (1) Collection-Based Outreach; (2) Instruction & Services-Based Outreach; (3) “Whole Person” Outreach; (4) Just for Fun Outreach; (5) Partnerships and Community-Focused Outreach; and (6) Multi-Pronged Themed Events and Programming. Said categories were derived from Farrell and Mastel (2016) paper entitled “Considering Outreach Assessment: Strategies, Sample Scenarios, And A Call to Action.

Findings of the study will offer some insights on how libraries strengthen their roles in transforming societies as they provide opportunities to bring about positive change in their communities. Moreover, this paper will also challenge libraries to take a closer look at their own activities and consider how they can design creative and inspiring ways to connect with their communities.
ABSTRACT:

For many years, newspapers remain one of the significant sources of information by a lot of people, most especially in the academe. In 2006, a study by Cheney et al. indicated that there is a decline in newspaper collections in academic libraries due to the increased acquisition costs coupled with the availability of news on the Internet and television. 13 years later, this was superseded by the research of Chyi and Tenenboim (2019), which revealed that despite the emergence of various technological advancements, printed newspapers continue to be the considered as the most read format compared to its online counterpart. Fast forward to 2021, does this notion still hold true, particularly in the Philippine academic library landscape given the prevalence of online distance learning due to the Covid-19 pandemic? This is where this paper gets its motivation. The objectives of this paper are to (1) examine the newspaper usage at the De La Salle University (DLSU) Libraries, (2) determine if the printed and online newspaper readership is increasing or declining, and based on the salient findings, (3) recommend feasible strategies for newspaper usage increase and in preparation for the post-pandemic world to better serve the academic community. The study will be useful primarily to the acquisition decisions of the DLSU Libraries when it comes to purchasing periodicals, particularly newspapers. Further, the Acquisition Unit will be able to recognize significant newspaper titles preferred by the community and therefore, allot budget more strategically. The Periodicals Section will also benefit from this research as this will provide an opportunity to create a more responsive approach to disseminating information and current news, as well as improved visibility in the community. Additionally, this study will be vital to the DLSU community, as the findings and recommendations will be targeted towards their information needs. Lastly, this study will also benefit the library and information science (LIS) community for them to explore and gain insights into the current landscape of newspaper readership in academia.
The Novel Coronavirus Disease (COVID-19) pandemic changed how libraries operate. Physical libraries were closed, and librarians were forced to look for alternative ways to engage and deliver services to their clients. Facebook (FB), a social media platform, is one of those alternatives. In relation to this, the study aims to find out how an academic library uses FB, and investigate its effectiveness as a platform for user engagement. The study will also look into the clients’ perspectives and preferences in connecting with the library through FB. Content analysis and qualitative method of data gathering through individual interviews were used to analyze the content of the library’s FB page, and know the experiences and observations of the clients. Results from the content analysis showed that there are inconsistencies in the number of posts of the library throughout the semester, and is focused on highlighting the services and events. Neither posts to promote the in-house collection nor those that enable clients to share their comments and ideas were created. From the interviews, it was found out that interactive contents and demonstration posts on the library’s e-resources were highly appreciated by the respondents. On the other hand, they find repetitive posts and contents with a plain background, boring and uninteresting. Overall, the clients were satisfied and convinced of the effectiveness of the library’s FB page as a user-engagement platform in the new normal. Recommendations based on the findings are discussed.
When the De La Salle-College of Saint Benilde offered the Benilde Online Learning Term as a response to the COVID-19 global pandemic, the Br. Fidelis Leddy Learning Resource Center (LRC) was positioned to find alternative ways of making its presence and support felt by the now-virtual learners and library patrons. After all, these trying times demand libraries to live by the catchphrase, “You need to be where your users are.” The LRC was no exception as it finally made its debut in widely-used social media platforms.

This study aimed to investigate the adoption of the use of social media by the LRC in intensifying library marketing efforts and augmenting virtual reference services delivery. From a first-hand account of events, it narrated how the LRC planned and implemented its social media project dubbed as “LRC Goes Social.” Through content analysis, this research examined the post types and posting patterns on LRC’s Facebook page. Data extracted from Facebook Page Insights were analyzed to provide information on audience demographics and user engagement.

Based on the findings, this paper offered data-driven recommendations for the improvement of social media management practices in order to increase user engagement with LRC’s content.
The pandemic has forced academic institutions to make unprecedented use of technology, especially when it comes to research, learning, and the provision of information content to students, faculty, and staff. This study aimed to assess the content management systems (CMSs) of the academic libraries of the top four (4) Philippine universities, based on the 2020 QS Asia University Rankings HEIs. In this study, the researchers examined the academic libraries’ websites and the CMSs they were using, the various functions and features, and how it helped in research, learning, and information dissemination especially in this time of pandemic. Other challenges and advantages of CMS for library website management were also determined. Criteria from various related literature were used to assess their respective CMSs. Based on the analysis, it was found out that all four academic libraries use CMS as a tool such as WordPress, Drupal, Adobe Muse and Microsoft ASP.Net for website management and as software support for web-based applications. SpringShare was also being used as an additional library CMS. Moreover, these libraries found their CMSs as a useful tool for communicating with their library patrons as it is customizable and easy-to-use. Although information related to their services, collections, and policies were already included in their websites, only one library has a dedicated library guide on making use of the library and its services in the new normal. Since their websites alongside their various social media platforms serve as their main communication channel, all four libraries have tried their best to utilize their CMS and ensure that information about collection and services were made available to their patrons in just a click away.
When Covid-19 pandemic hit many countries around the world last 2020, closures of physical libraries became inevitable. More than ever, academic libraries have to leverage their web presence as they are accelerating the shift of their activities and services online. During this transition, library websites have played a key role as a delivery mechanism for resources and services and as a communication tool for both the library and its users.

As the library website serves as a main gateway for users to access information, online services, and resources, it is essential to examine its effectiveness to measure its overall performance to enhance user experience.

This study shares the results of a user traffic analytics conducted to examine the performance of the XXXX Library website during the pandemic. User traffic analysis is a method of collecting and analyzing website data. Using Google Analytics, this paper employed quantitative methods of data analysis such as trend, distribution, user behavior/activity, engagement, and clickstream analysis. It looked at the strengths and weaknesses of the website and revealed user behavior by examining the most popular content or pages users often engaged in and how they are engaging with those contents. Moreover, the user traffic analytics also showed the channels that bring website traffic.

The results of the evaluation and analysis of the user traffic are helpful in determining the issues in the library website and offer valuable information for content and design ratification. It gives relevant data that may serve as a basis for website upgrade and redesign. With the prolonged closure of the physical library spaces, implementing such improvements will make more services and resources visible, usable, and accessible thus enhancing customer service and user experience. In addition, this study will add to the existing literature on library website analytics as similar studies are still limited as of writing.
ABOUT THE RESOURCE SPEAKERS

DIA MARIE A. ABRIGO is a practicing school librarian and was once a practicing corporate librarian prior going full time in school librarianship. She earned her Bachelor and Master degree in Library and Information Studies from the School of Library and Information Studies, UP Diliman (UP SLIS). Her graduate thesis entitled Marist School Integrated Information Literacy Program (MasInForm Program): Integration of Information Literacy Skills and Library Lessons in a School’s curriculum was awarded as Best Thesis in 2018. It was then presented in 2019 at the National Conference of Philippine Association School of Librarians, Inc. (PASLI) held in Century Park Hotel, Manila. It was also published in the Journal of Philippine Librarianship Vol. 38 (2018). She joined Marist School Marikina in 2010, with work assignments in conducting library instruction, collection development and technical services such as cataloging and indexing. This 2020, she was appointed as LRC Coordinator of the Learning Resource Center of Marist School Marikina in which she is tasked in overseeing overall operations and other responsibilities associated with it. While performing her work, she also serves the profession through her involvement in professional organizations. Currently, she is the President of the University of the Philippines Library Science Alumni Association (UPLSAA).

ANNABELLE F. ALIWALAS is the Archives Coordinator at the De La Salle University Libraries. She obtained her BSE Major in Social Science and Minor in Library Science from National Teachers College and her MA in Library Science at Centro Escolar University. She has extensive experience in various LIS specializations such as in Archives Administration, Technical Services, and Collection Development.

VERONICA BOLOS is currently a Readers’ Services Librarian at De La Salle University Libraries. She graduated Bachelor of Library and Information Science in 2013 at the University of Santo Tomas, and presently completing her Master’s Degree from the same university. She is also an active member of the Philippine Librarians’ Association, Inc. Her research interest includes school library, reference service, and information literacy.
ABOUT THE RESOURCE SPEAKERS

JORGE B. BUNDALIAN finished his Master’s degree in Library and Information Studies at the University of the Philippines in 2016. He is employed in De La Salle University since 1994 and presently working as a Reader’s Services Librarian of College Library, Laguna Campus.

MARYBEL P. CAASI’s achievements during the last 20 years have been motivated by a vision of University Library, University of the Philippines Manila as the country’s and Asia’s top health sciences library. In 2009, Ms. Caasi earned her Master of Arts in Education from the Philippine Normal University. In 2003, she obtained a Graduate Diploma in Education, which is equivalent to a Master of Arts in Teaching Library Science. In 2011, she enrolled in a non-degree course at the University of the Philippines Diliman’s School of Library and Information Studies with a specialization in Archives and Records Management. She was recognized as an Outstanding Administrative Employee of the UP College of Allied Medical Professions (UP CAMP) for her exceptional performance in her capacity as librarian, commitment to professional advancement, and noteworthy work ethic and professional relationships with colleagues and students. On the occasion of UP CAMP’s 50th anniversary, she got the UP CAMP service award. In 2009 and 2011, she was also a recipient of the UP Manila Gawad Chancellor’s Award. On October 28, 2019, Ms. Caasi was honored as a 20-year service awardee at the UP Manila Foundation Day Celebration. In 2013, she received an invitation from the Philippine Normal University to teach archives management. She’s also a seasoned lecturer and consultant in the fields of records management and archives administration. As a mentor of the International Network of Emerging Library Innovators (INELI) she facilitated mentoring, presented collaborative projects, and participated INELI-ASEAN conferences in Singapore, Vietnam, and Thailand. She also serves as a co-mentor for the Network of Emerging Filipino Library Innovators (NEFLI) Cohort 1 and 2, a leadership training program for public librarians in the country.
ABOUT THE RESOURCE SPEAKERS

A holder of Master of Education in Library and Information Science from the Philippine Normal University, **ROILINGEL P. CALILUNG** is presently the Director of Libraries and BLIS Program Chair of the University of the Assumption in Pampanga. He writes poems and short stories in Kapampangan and Filipino. His book with other two authors titled, Diwang Kayanakan Kawatasan Kapampangan was a finalist in the National Book Awards in 2013. He is one of the translators in Zoilo J. Hilario’s book Bayung Sunis published by the Komisyon sa Wikang Filipino in 2015. His poems Crash and Pagnasan have been published in Ubod (2016).

**BRYAN BOY C. CORTEZ** is a Registered Professional Teacher and a Registered Librarian. He earned his Bachelor’s Degree in Library and Information Science at Baliuag University and is currently finishing his Master’s Degree in Library and Information Science at the University of the Philippines Diliman. He successfully completed the Paralegal Training Program provided by the University of the Philippines Law Center. He is currently working at the University of the Philippines College of Law Library as a Librarian. He is also serving the College as an internal auditor for the ISO 9001-2015 - Quality Management System. Outside work, he serves different organizations as his contribution to the profession and to the nation. He is the current Vice President of the Association of Special Libraries of the Philippines and the Founding Secretary of the Network of Academic Law Librarians. He is also the Finance Director of Project Saysay, Inc, an advocacy that spreads the ideals and values of our great forebears. He is an alumnus of the Ten Outstanding Students of the Philippines and Ayala Young Leaders Congress. In 2019, Bryan was accepted as one of the recipients of the International Federation of Library Associations and Institutions (IFLA) young professional grant and attended the World Library and Information Congress (WLIC) held in Athens, Greece. Bryan is a young professional with a great passion to serve the country through his advocacies.
ABOUT THE RESOURCE SPEAKERS

A proud graduate of the University of the Philippines, KATE LORA Q. CRUZ has enjoyed working for various types of libraries and the corporate world for 15 years handling both technical and people-facing positions. She is now a proud member of DLSU Libraries’ technical services team.

LUIS EZRA D. CRUZ is an Academic Service Faculty of the De La Salle University Libraries and is currently the Media Librarian assigned at the Media and Systems Services Section. He has more than a decade of experience working as a professional librarian in various areas such as acquisitions, customer services, library systems, and library media technology in different academic library settings. He finished both his bachelor’s and master’s degree in Library and Information Science at the University of the Philippines Diliman.

HEIDIE O. CUENCO, is a public servant, adviser, teacher, and librarian by profession. She is the Bachelor of Library and Information Science (BLIS) Program Coordinator of City College of Angeles. She holds a Masters Degree in Library and Information Science and Masters Degree in Education major in Educational Management. Currently, she is the Vice President of the Philippine Librarians Association Inc. Central Luzon Regional Librarians Council (PLAIcEeLRLC) and a member of the Philippine Association for Teachers and Educators (PAFTE). As an active member of the faculty, she is also an accredited professional member of the Asia Pacific Institute for Events Management (APIEM), Leeds, United Kingdom.

MARIAN RAMOS-ECLEVIA works at the DLSU Libraries as Assistant Director for Operations. She holds a bachelor’s and master’s degree in library and information science from the UP School of Library and Information Studies. She has more than a decade of experience in the field of reference and information services in an academic library setting. Her research interests focus on use and user studies, information literacy, digital reference services, collection analysis, bibliometrics, and leadership in LIS education.
ABOUT THE RESOURCE SPEAKERS

ROANA MARIE FLORES is an academic service faculty at the De La Salle University, Manila, and is currently working as an Associate American Corner Librarian. She is a passionate library and information science (LIS) practitioner for over 6 years with experience in school, academic, and the national library. Her work experience comprises event management, information literacy, public relations and marketing, community outreach, social and cultural services aimed at people from all walks of life, most especially to the under-served population. Her research interest includes inclusivity and diversity in libraries and library management.

ELIZABETH B. PADILLA served the De La Salle University Libraries for 33 years and she is now currently assigned as Readers’ Services Librarian. She earned her master’s degree at Philippine Normal University in 2009. She is also an active member of professional organizations like the Philippine Librarians Association (PLAI), Inc., Philippine Association of Academic Research Librarians (PAARL), Inc., and Philippine Normal University Library and Information Science Alumni Association (PNULISAA) where she holds various positions.

WILLIAN S.A. FRIAS is the Law Librarian of the De La Salle University. She finished her bachelor’s and master’s degrees in UP Institute of Library Science (now School of Library and Information Studies). She has been in the library profession for more than two decades, where she occupied different librarian posts, including assistant directorship. She is a regular member of the International Association of Law Libraries (IALL), where she first won the Bursary Award that enabled her to participate in the organization’s Annual Course in 2017 in Atlanta, Georgia. She has been producing research outputs in librarianship, disseminated either through conference presentation or journal publication, the latest of which entitled “Legally bound: Advancing the competencies of academic law librarians in the Philippines”, was published in a Scopus-indexed journal, the Journal of Literature and Librarianship. She is now focused on honing her skills in law librarianship and, being the founding president of the Network of Academic Law Librarians (NALL), she is determined to create a name for the group of academic law librarians as a respectably recognized organization in the country.
ABOUT THE RESOURCE SPEAKERS

RIZALYN B. JANIO is a Reference Librarian and the section head of Information Services and Instruction, University Library, University of the Philippines Diliman. Ms. Janio received her Bachelor and Master’s degrees on Library and Information Science from the School of Library and Information Studies, University of the Philippines Diliman in 2002 and 2015 respectively. She currently pursues her Ph.D. in Public Administration at the Pamantasan ng Lungsod ng Marikina. She has presented papers on bibliometrics and citation analysis at Qualitative and Quantitative Methods in Libraries (QQML)-London, 2016 and Italy, 2019 and Research Applications, Information and Library Studies (RAILS)-Australia in 2017.

DONNA LYN G. LABANGON has over a decade of experience and training as a practicing academic librarian with her work primarily focused on program development planning, innovation projects, and managing key areas and initiatives within the University. Her research interests highlight the project initiatives of the Libraries—the human library, maker spaces, and community engagement as well as topics that emphasize library management and media and information literacy. She actively serves the LIS community through her involvement in professional library organizations in the Philippines.

ROSELLE S. MAESTRO is the Content Marketing and Metadata Librarian of the De La Salle-College of Saint Benilde Learning Resource Center. She obtained her Bachelor of Library and Information Science degree from the Philippine Normal University and ranked third in the Licensure Examination for Librarians in 2013. She is currently completing her Master of Library and Information Science degree at the University of the Philippines Diliman. Her seven-year-old career in librarianship harnessed her knowledge and skills in information and reference services, cataloging, public programs, and project and events management. She also has a background in archives and special collections management. Her research interests include reference and information services, information literacy, institutional repositories, library marketing, collection assessment, and LIS education. She loves spending her free time sitting on a comfy chair with a good book in her hand and a cat on her lap.
ABOUT THE RESOURCE SPEAKERS

JOSEPHINE J. MAGHARI is currently employed as Library Assistant at De La Salle University-Manila. She earned her Bachelor of Science in Agriculture in Central Luzon State University-Nueva Ecija, her Certificate of Library Science taken at Philippine Normal University-Manila, and is currently taking her Master’s degree in Library and Information Science at the Polytechnic University of the Philippines-Sta. Mesa. She started working in the library in 2001.

MARVIN FACTOR is currently employed as a Library Assistant at De La Salle University Libraries - Manila. He graduated with a degree of Bachelor of Science in Computer Science from Mabini Colleges - Daet, Camarines Norte and is currently taking his Master’s Degree in Library and Information Science at the University of the Philippines - Diliman. He started working in the library in 2011. He helps in the development, implementation, and evaluation of programs for the efficient and effective delivery of the Libraries’ multimedia and systems services.

APRIL MANABAT is an Expert-Librarian at Nazarbayev University, Nur-Sultan, Kazakhstan. She is currently the Subject Librarian for the NU School of Sciences and Humanities. She earned her Bachelor’s degree in Library and Information Science from Polytechnic University of the Philippines and her Master’s degree in Library and Information Science from University of the Philippines - Diliman. She has more than a decade of experience in librarianship and has written and presented papers on collection development, media and information literacy, and academic librarianship.

AMOR C. MARTIN was the Library Director of Angeles University Foundation (AUF) – University Library from 2009 to April 30, 2021. She holds a master’s degree in Library and Information Science from the School of Library and Information Studies of University of the Philippines – Diliman. Her bachelor’s degree is in the field of Secondary Education major in Library Science at Holy Angel University – Angeles City. Prior to assuming her position as library director, she was appointed and assigned to serve various positions in the University Library as Acting Director (May 1, 2009 to
ABOUT THE RESOURCE SPEAKERS

April 2010), Assistant Director (June 1, 2008 to April 30, 2008), Acting Assistant Director (June 1, 2007 to April 30, 2008), Executive Assistant to the Library Director (June 1, 2005 to April 30, 2007) – concurrent Circulation Librarian (May 2005 to April 30, 2009), and Filipiniana/Periodicals Librarian (November 8, 2001 to May 2005). Her decision in joining AUF opened doors for other opportunities which anyhow further enrich her experiences in the profession, such as ISO internal quality auditor, PAASCU accreditor, contributor/collaborator/ project leader in designing and formulation of forms, policies, work instructions, training modules, accreditation documents, lecturer of library user education activities, trainer of new library personnel (2002 to 2008), facilitator/member of organizing team and NOMELEC chair (2004-2008) and president (2019-2021) of Central Luzon Librarians Regional Council and vice president for Luzon of the PLAI NBOT, etc. Furthermore, she was given also the opportunity to serve as School Branch Librarian of O.B. Montessori Center, Inc. – Angeles City from October 1995 to October 2001.

CRISTIAN S. MENDOZA, a licensed librarian. He is currently working as Acting Junior Librarian at Manuel S. Enverga University Foundation where he finished his Bachelors and Master’s degree in Library and information science. He also earned units in education. He is designated to handle the Library Users Information System Section, the e-library services of the University Libraries where exhibits his passion in computer application such as photo and video editing. He is also assigned at the MSEUF Calauag campus as a librarian. He is engaged in conducting research to explore the new trend, techniques, and practices in library management. He is also active in participating and initiating community and extension service inside and outside the campus. A member of Rho Tau Gamma Organization whose passion is to help others and serve the community of Quezon.

CHRISTLER AARON R. MIRANDA is currently affiliated with Vicente Sotto Memorial Medical Center as Librarian II. He earned his bachelor’s degree at University of San Jose-Recoletos, and is currently finishing his master’s degree at Cebu Normal University. With his four years of LIS experience, he served as a library
ABOUT THE RESOURCE SPEAKERS

IRVIN DAN M. REGIDOR is a graduate of Bachelor in Library and Information Science from the University of San Jose- Recoletos and is finishing his Master’s Degree in Cebu Normal University. He is currently the Basic Education Librarian of Don Bosco Technical College-Cebu and a part-time instructor at the Department of Psychology and Library and Information Science in the University of San Jose- Recoletos.

JULIETA F. OLIVAR took her Master’s degree in Library Science at Manuel L. Quezon University in 2008. She has been with DLSU for the past 16 years. Guided by her zest for life, sense of wonderment, and love for children, she is currently the Preschool Librarian in De La Salle University Integrated School, Laguna Campus.

JANICE D.C. PEÑAFLOR is currently the Assistant Director for Support Services at the De La Salle University Libraries - overseeing the Archives, Special Collection, Public Programs and Media and System Services. She earned her Bachelor’s and Master’s degree in Library Science from the Philippine Normal University and has been in the profession for over 15 years now. Her research interests include but not limited to evidence-based practice, collection assessment, bibliometrics, user services as well as library marketing and social media in libraries.

YUGOSTO A. BALBAS is currently the Media and System Services Coordinator at the De La Salle University Libraries. He earned his Master’s degree in Library Science from the Polytechnic University of the Philippines and has been in the profession for over 8 years now. Her research interests include, but not limited to, digital librarianship, database administration, web design and media production in libraries.
ABOUT THE RESOURCE SPEAKERS

KELVIN SAMSON is a Technical Services Librarian at De La Salle University-Taft. Previously, he was the Learning Resource Center Coordinator of Colegio San Agustin-Makati where he worked for almost 10 years. He is also an Accréditeur of the Philippine Accrediting Association of Schools, Colleges, and Universities (PAASCU) and one of the officers of the Philippine Association of School Librarians, Inc. (PASLI). He finished his Master of Library and Information Science from the University of the Philippines Diliman where he also finished his bachelor’s degree. Most of his research works focused on information literacy. One of which was published in the Journal of Philippine Librarianship entitled, “Information Literacy Competencies of English 10 and Kasaysayan 2 Students and Their Perceptions Towards Information Literacy as a General Education Course”. Another collaborative research was also selected and was presented in Research Applications in Information and Library Studies (RAILS) Conference 2019 at Canberra, Australia, with a title, “Information Literacy Programs of School Libraries in the Philippines: Proficiencies of School Librarians Nationwide”.

KRISTINE SANTOS is presently a librarian at the University of the Philippines Manila’s College of Nursing. She graduated from Philippine Normal University with a Bachelor’s degree in Library Science and is currently pursuing a Master’s degree in the same field. She is also a member of different library organizations such as ASLP, MAHLAP, PLAI, and PNULISAA. From 2018 to 2020, she also worked at the UP Manila Archives Record Depository. She was in charge of identifying archival materials that would be suitable for long-term preservation, as well as participating on the Chancellor’s Special Project on UP Manila Historical Buildings committee. She also assisted in the creation of virtual archives at the University during the pandemic.

CANDY MAE N. SCHIJF is a graduate of Saint Louis University in Baguio City, Philippines. She is currently affiliated with the De La Salle University Libraries. Her research interest includes collection management, program assessment, school library, and information literacy.
ABOUT THE RESOURCE SPEAKERS

KARRYL KIM SAGUN-TRAJANO is a postgraduate lecturer at the Nanyang Technological University, Singapore. She carries more than a decade of experience in the knowledge services industry, and is a seasoned social sciences researcher, academic librarian, administrator, and project manager. Her research, published in various international peer-reviewed journals, revolves around information culture, industries, and professions. She also received further training in qualitative methodologies at the University of Essex, UK, and was one of the 2018 recipients of the Emerging Scholar Award presented by the Common Ground Research Network at the University of Pennsylvania, USA.

MINETTE R. VINZON is currently the Special Collections Librarian at De La Salle University Libraries. She has more than twenty years of experience in the field of librarianship. She earned her Bachelor of Library and Information Science from Polytechnic University of the Philippines and Master of Library and Information Science from the University of the Philippines Diliman. She has conducted several seminars and training locally and presented her research in Research Applications in Information and Library Studies (RAILS) Conference 2017 in Adelaide, Australia, Qualitative and Quantitative Methods in Libraries (QQML) International Conference (2019) in Florence, Italy and International Conference on Emerging Global Trends in University Library Development (ICEGTULD2019) in Nur-Sultan, Kazakhstan. Her research interests include citation analysis, library assessment, bibliometrics, information literacy, and special collections.

MENNIE VIRAY completed both her Bachelor’s and Master’s Degree in Library and Information Science from the University of the Philippines School of Library and Information Studies. She became a registered librarian in 2009 and spent her formative years as a junior high school librarian at Colegio San Agustin Makati. In 2017, She ventured into digital archival management and pursued archival research and digitization projects in the US. She has been a Readers’ Services Librarian at De La Salle University Manila since 2019. As a librarian, her interest includes promotion of literacies and lifelong learning through instruction and collaborative events, enhancement of user experience, and strengthening of reference services.