



Beyond the Bookstacks

Challenges, Issues, Strategies Open to Librarians of Today: The Road Map of Philippine Librarianship

Corazon M. Nera (Chair), Mila M. Ramos (Member) & Arabella M. Ananoria (Member),
Board of Librarians

Overview of the Road Map

- *The Mission and Vision of Libraries*
- *Librarians in various Roles in History*
- *The Role of Libraries in Society : why are Libraries important?*

Overview of the Road Map

- *Current Scenario/Challenges of the Digital Age*
- *Addressing the Challenges/
Strategies*
- *Pathways to Success*

The Mission of Libraries

- *The Library is a gateway to global information, enabling direct and remote access to Information resources in a variety of formats.*



The Mission of Libraries



- *The library is a dynamic partner in imparting knowledge to users, evolving to meet the changing needs of its diverse community of learners, while advancing institutional mission, values, and vision.*

The Vision

As a center of intense intellectual inquiry, the Library is envisioned to be the most dynamic learning environment in the world.

In this desired future, the Librarian ensures that :

- ***collections remain forward-looking, diverse in breadth and form, open to browsing, and of world-renowned quality.***

The Vision

- ***through marketing strategies,***
*people are made aware of the
resources available to them*
- ***through innovation,***
*access to these
resources is made faster and easier.*

The Vision

- ***to serve future users, information across all formats is preserved for the use of future generations.***
- ***to satisfy the new breed of users, the Library's physical and virtual spaces are well-equipped to respond to the changing habits of its users***

***This Vision is Explicit in Section 2 of R.A.
9246
(Philippine Librarianship Act)***

“The State recognizes the essential role of librarianship as a profession in developing the intellectual capacity of the citizenry thus making library service a regular component for national development. ...

Section 2 of RA 9246

*It shall through honest, effective and credible licensure examination and regulatory measures, undertake programs and activities that would promote and nurture the professional growth and well-being of **competent, virtuous, productive and well-rounded librarians** whose standards of practice and service shall be characterized by excellence, quality, and geared towards **world-class global competitiveness.**”*

Role of Librarians

*Librarians are steering Libraries towards the fulfillment of the urgent and complex mission of **sharing knowledge to users.***



Role of Librarians



*They create and implement programs and services that promote **successful lifelong learning strategies.***

Exciting Roles of Librarians in History

***Mao Tse Tung,
Chairman of the
Communist Party of
China and head of the
country for 27 years,
learned about Marxism
from working as an
assistant to the Chief
Librarian at Peking
University***



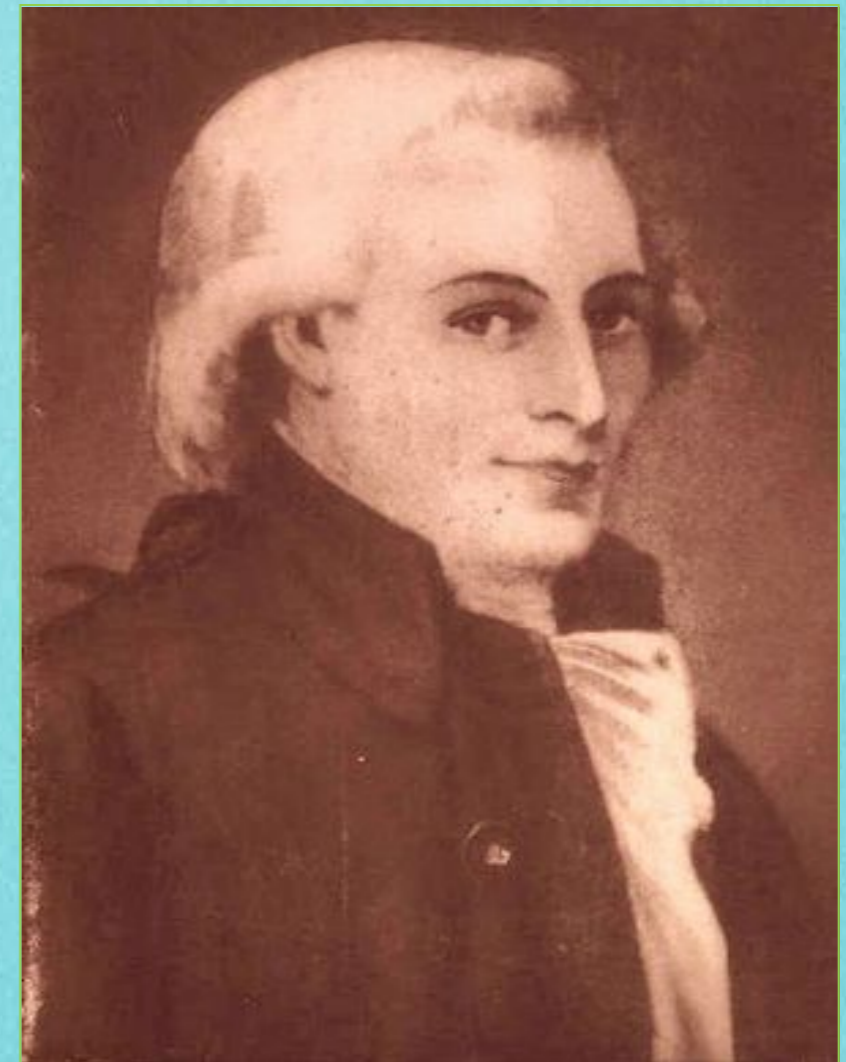
Exciting Roles of Librarians in History

Laura Bush, former first lady of the US, was a librarian and school teacher. She holds a Master's degree in Library Science earned from the University of Texas, Austin



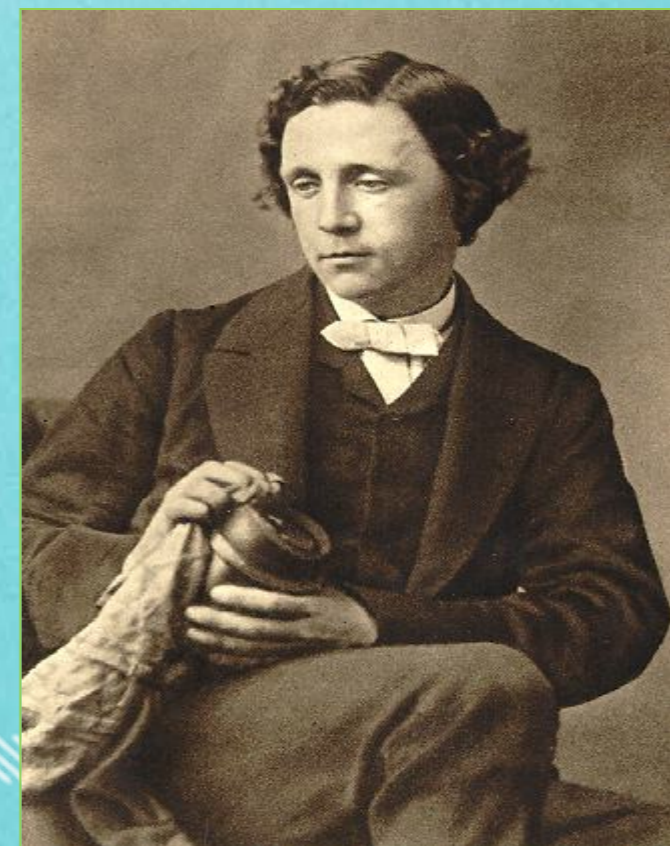
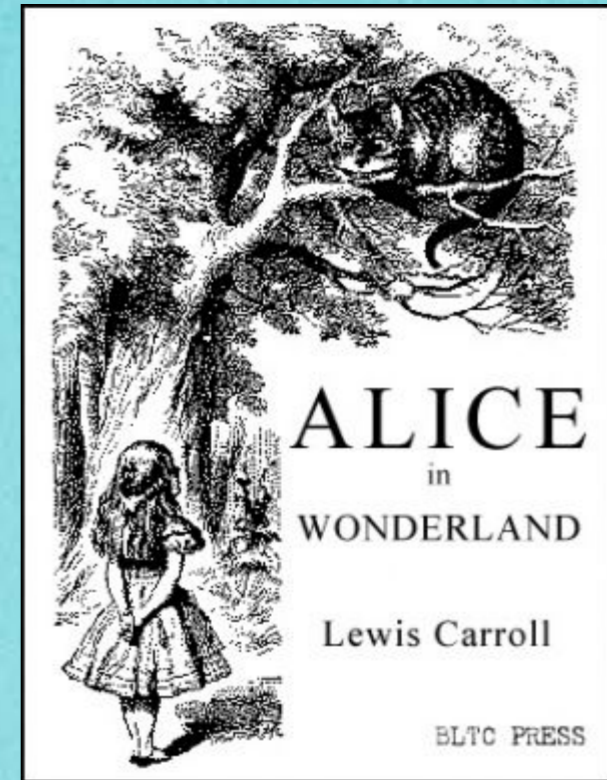
Exciting Roles of Librarians in History

*Giacomo Casanova,
(1725-1798) Venetian
adventurer and
writer, the world's
greatest lover, spent
the last 14 years of his
life as a Librarian for
Count von Waldstein
in Bohemia.*

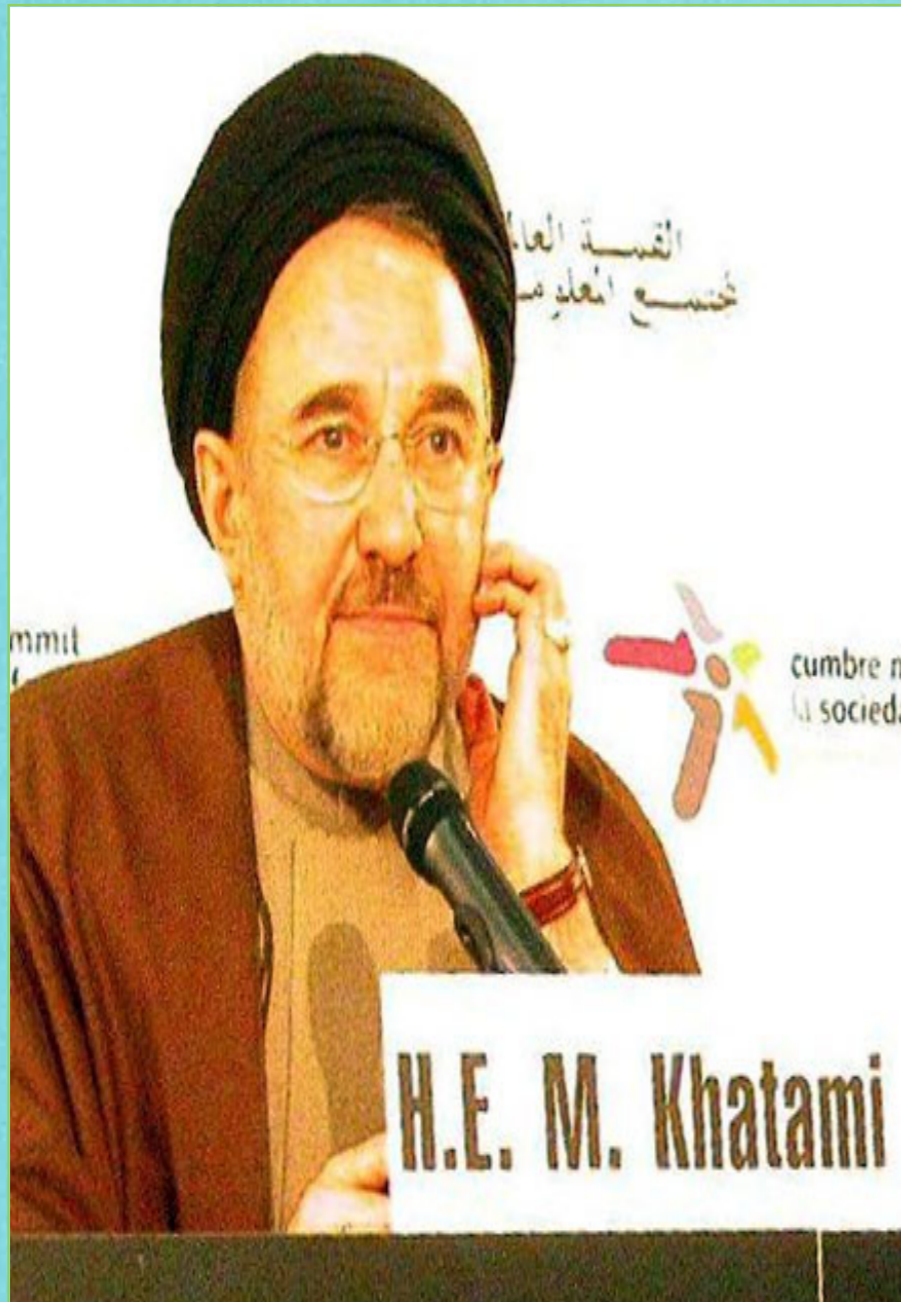


Exciting Roles of Librarians in History

*Charles Lutwidge
Dodgson, aka Lewis
Carroll, was
Librarian at Christ
Church College,
Oxford before writing
Alice in Wonderland*



Exciting Roles of Librarians in History



*H.E. Seyed
Mohammad
Khatani, the 5th
President of Iran
from 1997-2005, was
the Head of the
National Library of
Iran from 1992 until
winning the
presidency.*

Exciting Roles of Librarians in History



*Sts. Jerome and
Lawrence are known
as patron saints of
libraries and
librarians.*

*St. Jerome wrote.
Cataloged and
translated
biblical scrolls*



*St. Lawrence was in
charge of archiving
early church
records.*

Prominent Filipino Librarians

***Carlos L. Quirino
(1910-1999)***

*Prominent historian,
writer, and national
artist. He was the
Director of the
National Library
from 1961-1966*

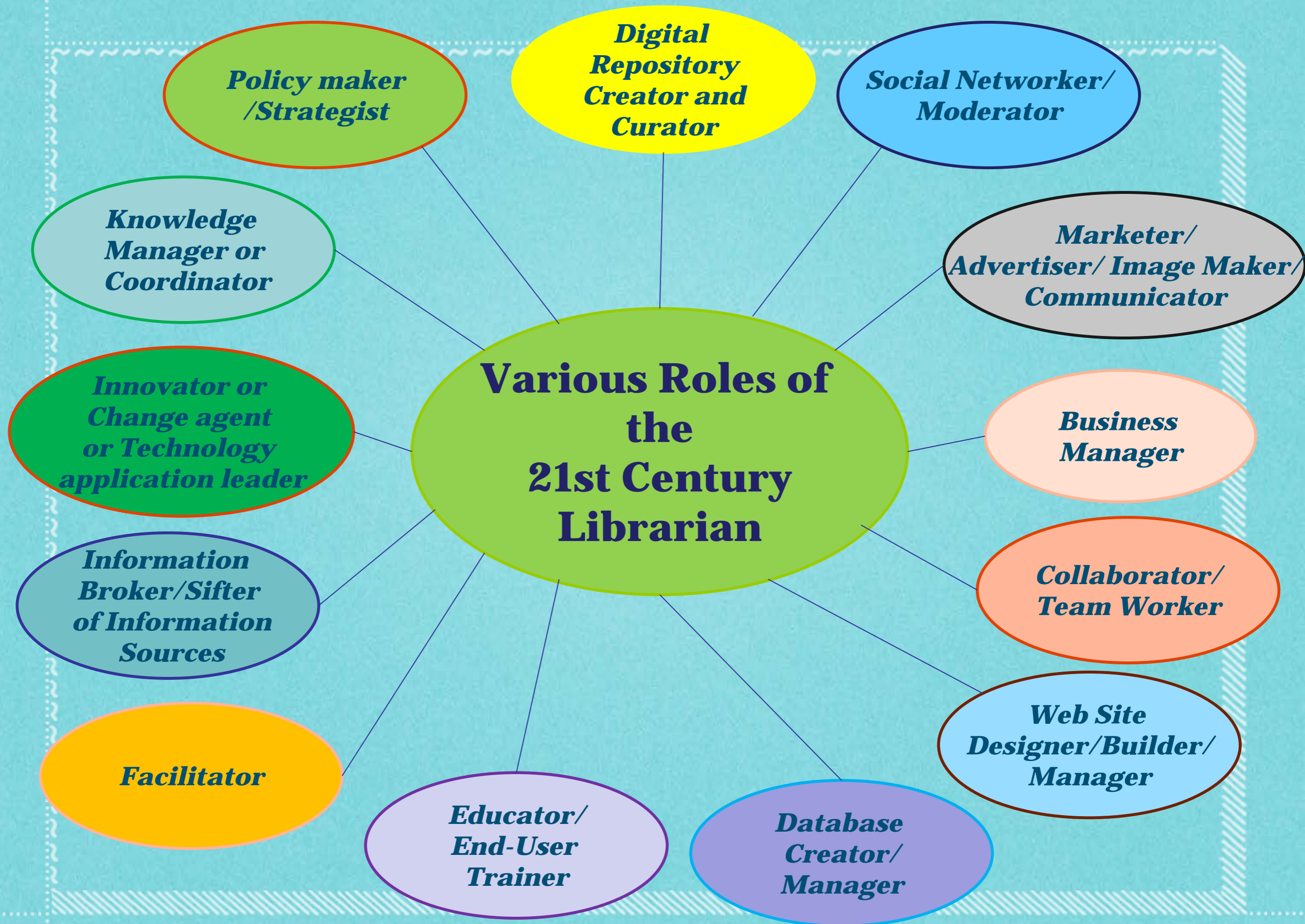


Prominent Filipino Librarians

Efipanio de los Santos

Noted historian, literary and art critic, prosecutor, jurist, journalist, antiquarian, bibliographer, archivist; He was the Director of the Philippine Library and Museum in 1925





New Breed of Librarians

- Digital Services Librarian
- Metadata Librarian
- Emerging Technologies Librarian
- Systems Librarian
- Etc.



***Libraries/Librarians are
Necessary In Spite of
Computers and the WWW***

- 1. Librarians link digital
knowledge with users***
- 2. Libraries are a first step
toward literacy***

More Values

3. Libraries are the most democratic institutions

4. Librarians provide training in information literacy - Librarians help people use the internet .

More Values

***5. ... and librarians help
people use the internet
better***

***6. Libraries are a gathering
place***

And More Ways Libraries Matter in the Digital Age

***7. Libraries are hubs for
preserving the past.***

***9. Libraries offer the
human touch.***

Source: <http://www.americanlibrariesmagazine.org/inside-scoop/10-ways-libraries-matter-digital-age>

Goals of the Road Map

- *Mindful construction of a road map will benefit library practice and lead professionals to follow the right path towards meeting the vision of librarianship.*

Goals of the Road Map

- *The road map is expected to showcase challenges, and to formulate policies, strategies, and action programs geared toward addressing issues and problems of Librarians.*

Current Scenario in our Ever-Changing Society

- *More sophisticated information-seeking behavior and expectations of information seekers – the millennials*
- *Automation of the information infrastructure - better modes of dissemination*



Current Scenario in our Ever-Changing Society

- *Geometric increase in the volume of information in digital and other formats (multimedia)*
- *Greater access to a wider range of and more reliance on digital information sources available via the WWW*



Current Scenario

- *Proactive collaboration and the increasing popularization and deepening of computer and communications networks*
- *Use of social media in knowledge management – blogs, wikis, tweets, etc.*



The information seeker in the digital age



Major Challenge: the New Breed of Information Seekers – the Millennials



- *Students/professionals born from 1982-2002, who are at home with computers and digital media*
- *Confident and have high expectations*

Major Challenge: the New Breed of Information Seekers – the Millennials



- *Format-agnostic – do not care about format or media that carries the information they need, but prefer digital sources*
- *Nomadic – expecting services and resources instantly when and where needed*

***Major Challenge: the New Breed
of Information Seekers – the
Millennials***



***The Librarians' ability to link
them with information is a
measure of continued relevance***

Challenges Faced by Librarians

- ***More complex library tasks – urgent need to improve IT skills***
- ***Less people are using the library***

Challenges Faced by Librarians

- ***There is a need to justify a library's existence - to show how the Library contributes to the overall mission of the organization***
- ***The diminishing budget and the increasing costs of electronic resources***

More Challenges

- *The identity and image crisis of librarians*
- *The shortage of Librarians*
- *The quality of higher education for LIS professionals*



Addressing the Challenges: Strategies (1)

Sustained
Capacity
Building/CPE

Review/
Update accreditation
standards

**Improving the
image/status/
competencies**

Strict
implementation
of established
Library standards

Sanction non-
compliance w/
Code of Ethics

Create a matrix
of personal &
professional
competencies

Addressing the Challenges: Strategies (2)

Shortage of Licensed Librarians/Unqualified professionals in Librarian posts

CHED to include LIS in scholarship program

Proactive marketing strategies

Involve APO, CHED, DepEd, and all stake holders

Increase LLE passing %

Supply and Demand for Librarians

*Elementary
Schools*
37,338

Secondary
Schools
6,002

Tertiary
Schools
4,323

Licensed librarians –
6,200
Actual demand –
50,0000

Top
corporations
1,000

Local
government
offices
43,755

National
government
offices 1,000

Performance of Library and Information Professionals in the LLE, 2004-2011

Year	Number of Examinees	Number of Passers	Number of Non-Passers	Passing Percentage
2004	599	174	425	29.05
2005	762	240	522	31.50
2006	825	303	522	36.73
2007	868	278	590	32.03
2008	1,003	237	766	23.63
2009	947	284	663	30
2010	699	191	508	27.32
2011	764	211	553	28
Averages	808	240	569	30

Legal Strategies to address the shortage of Librarians

Create
Plantilla
Positions of
Librarians in
Public Schools
and SUCs

Amendment
of some
sections of
RA 9246

Strict
implementation
of R.A. 7743 or
the Public
Libraries Act

Propose
item for
Librarians in
the Local
Government
Code

Republic Act 9246

An Act modernizing the practice of librarianship in the Philippines thereby repealing Republic Act no. 6966, entitled: "An Act regulating the Practice of Librarianship and prescribing the qualifications of librarians," appropriating funds therefore and for other purposes.

(Signed into law by former Pres. Gloria Macapagal Arroyo on February 19, 2004)

Republic Act 7743

***An Act providing for
the establishment of
congressional, city and municipal
libraries and barangay reading
centers throughout the
Philippines, appropriating the
necessary funds therefore and for
other purposes.***

Enacted on June 17, 1994

***Local Government Code of
the Philippines***

***No provision for
Librarian positions in
LGU Libraries***

Addressing the Challenges (3)

Sub-Standard quality of LIS education in many HEIs in the country

Regular review of the BLIS and MLIS curricula

Study of Non-performing HEIs

System of rewards/sanctions for HEIs

Pathways to Success (1)

Strategies	Timeline	Responsibility
1. Promote Capacity Building activities/Make CPE Mandatory	2012-2013	BFL, APO, Congress, CPE providers
2. Update library standards	2012-2013	BFL, APO, Accrediting Agencies

Pathways to Success (2)

Strategies	Timeline	Responsibility
3. Create a matrix of personal and professional competencies	2012-2013	BFL, APO, other national library associations
4. Active Marketing of the profession	2012 – continuing	BFL, HEIs, APO, and other national library associations

Pathways to Success (3)

Strategies	Timeline	Responsibility
6. Improve LLE passing percentage	2012-2015	BFL
7. Regular Review of BLIS and MLIS curricula	2012-continuing	BFL & CHED Technical Panel

Pathways to Success (4)

Strategies	Timeline	Responsibility
8. Conduct of policy research projects	2012 – continuing	BFL

Pathways to Success (5)

Strategies	Timeline	Responsibility
<p>9. Legal strategies</p> <ul style="list-style-type: none">•Amendment of R.A. #9246•Implementation of R.A.# 7743•Create plantilla positions in public agencies	<p>2012 and continuing</p>	<p>BFL, APO, Other national associations for lobbying; Congress for amendment and enactment</p>

*The Road Map
in Capsule*

Beyond the Bookstacks: The Philippine Librarianship Road Map 2012-2020



The Goal to 2020



Pathways to Success



Challenges Faced by
the Profession

6,200 Librarians, 45 HEIs

Philippine Librarianship Act of 2003 (R.A. No. 9246)

Beyond the Bookstacks: The Philippine Librarianship Road Map 2012-2020



Challenges Faced by the Profession

1. Acute shortage
2. Identity and image crisis
3. Substandard quality of LIS graduates



6,200 Librarians, 45 HEIs
Philippine Librarianship Act of 2003 (R.A. No. 9246)

Beyond the Bookstacks: The Philippine Librarianship Road Map 2012-2020



Pathways to Success

1. Solutions to acute shortage

- Proactive marketing and promotion strategies
- Involvement of all stake holders
- Increase LLE passing percentage
- Include LIS in CHED priority scholarship
- Legal strategies: amendments of R.A. 9246, implementation of R.A. 7344 or Public Libraries Act, inclusion of librarians item in the LGU code, creating plantilla positions of librarians in public schools and SUCs

2. Improve the image, status and competencies

- Sustain capacity building/CPE
- Strict implementation of library standards
- Create a matrix of personal and professional competencies
- Sanction non-compliance with technical standards and Code of Ethics
- Review/update government regulation and accreditation standards

3. Improve quality of LIS education

- Regular review of BLIS and MLIS curricula
- Study of non-performing LIS HEIs
- Reward system/sanction of LIS HEIs

6,200 Librarians, 45 HEIs

Philippine Librarianship Act of 2003 (R.A. No. 9246)

Beyond the Bookstacks: The Philippine Librarianship Road Map 2012-2020



Goal to 2020

To produce 50,000 competent, virtuous, productive and well-rounded librarians whose standards of practice and service shall be characterized by excellence, quality and geared towards world-class global competitiveness, to man 37,308 elementary schools, 6,000 secondary schools, 2,200 tertiary schools with an average of 2 librarians, 43,755 local gov't offices, 1,000 national gov't offices and 1,000 top corporations. Librarians who can fully develop the intellectual capacity of citizenry thus making library service a regular component for national development (R.A.# 9246).

6,200 Librarians, 45 HEIs

Philippine Librarianship Act of 2003 (R.A. No. 9246)