DIVISION MEMORANDUM
No. 335, s. 2018

Two-Day Seminar-Workshop with the Theme:
"Re-branding Libraries: Collaboration and Transformation
towards Diverse Learning Experience"

To: Chief, Curriculum Implementation Division
   Public Schools District Supervisors
   Elementary School Principals/Heads
   Junior High School Principals/Heads
   Senior High School Principals/Heads
   School Librarians/Library In-Charge

1. Pursuance to Regional Advisory No. 030, s. 2018 dated March 15, 2018, re: "Re-
   branding Libraries: Collaboration", this Office is reiterating the details of the said
   Advisory.

2. The San Pedro College – Learning Resource Center will hold a Two-Day
   Seminar-Workshop with the theme, "Re-branding Libraries: Collaboration and
   Transformation towards Diverse Learning Experience" on June 5-6, 2018 at the
   Learning Resource Center, 3rd Floor, St. Therese Building, San Pedro College,
   Davao City.

3. The target participants of the said seminar are librarians, library administrators,
   library support staff, library student assistants and Library & Information Science
   students.

4. Attendance to this seminar-workshop is on personal time and registration fee is on
   personal expense.

5. For information and guidance.

WINNIE E. BATOO, Ed. D.
Officer-in-Charge
Office of the Schools Division Superintendent

Ends: Regional Advisory No. 30, s. 2018, Letter from Mildred S. Bersabal
References: Regional Advisory No. 30, s. 2018, Letter from Mildred S. Bersabal
To be included in the Perpetual Index under the following subjects:
Curriculum Learning Resources Training
aca: Two-Day Seminar-Workshop with the Theme: "Re-Branding Libraries: Collaboration and
Transformation towards Diverse Learning Experience"
date: April 19, 2018

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DepED Region XI ADVISORY No. 30 Dated March 15, 2018

This advisory is issued for the information of
The Schools Division Superintendents of Region XI

Attached is the invitation of Mildred S. Bersabal, Chair-Seminar Committee, San Pedro College Incorporated dated March 14, 2018, re: "Re-branding Libraries: Collaboration and Transformation towards Diverse Learning Experience." Please be informed that attendance to said seminar is on personal time and registration fee is on personal expense.

For your information and guidance.

ATTY. ALBERTO T. ESCOBARTE, CESO III
Regional Director
March 14, 2018

ATTY. ALBERTO T. ESCOBARTE
Director, DepEd Region XI
F. Torres St., Davao City

Dear Atty. Escobarte:

Greetings of peace and solidarity!

The San Pedro College - Learning Resource Center will once again hold a two-day seminar-workshop with the theme, "Re-branding Libraries: Collaboration and Transformation towards Diverse Learning Experience" on June 5-6, 2018, 8:00am - 5:00 pm at the Learning Resource Center, 3rd Floor, St. Therese Building, San Pedro College, Davao City.

The aims of the three-day seminar-workshop are:

➢ To identify strategies of re-branding the library to cater diverse learners.
➢ To deepen understanding on collaboration concepts and formulate strategies for implementation.
➢ To develop self-awareness on personal and work related stressors and learn mechanisms to overcome them.
➢ To apply all the gained knowledge and experiences acquired to participants’ respective libraries.

The target participants of the said seminar are librarians, library administrators, library support staff, library student assistants and Library & Information Science students.

Highly regarded resource persons are invited to share their expertise and knowledge on the following topics:

Day 1: June 5, 2018

Input 1. **Branding your library and communicating its relevance and value**
Resource speaker: Hon. Lourdes T. David - Member, Professional Regulatory Board for Librarians

- To define and discuss the importance of having a library brand
- To create a library brand
- To discover exciting ways for library promotion

Input 2. **Managing and coping with complex changes in libraries**
Resource speaker: Hon. Lourdes T. David - Member, Professional Regulatory Board for Librarians

- To identify and recognize diverse groups of staff and users
- To appreciate diversity in teaching and service styles
- To create strategies in dealing with multiple generations of user
- To design tools to leverage physical and virtual presence of the library
Day 2: June 6, 2018

Input 3. Creating connections and collaboration to enrich library services and resources: Local, National, International

Resource speaker: Dr. Briccio M. Merced, Jr. - University Librarian, University of the Philippines, Mindanao

- To establish the importance of collaboration among libraries;
- To discuss the concept and processes of collaboration in building library collections;
- To identify possible collaboration with other institutions;
- To formulate agreement and other documents needed for collaboration;
- To enhance existing collaboration as means to extend reach in terms of research and;
- To establish the library’s relevance and expand its services and programs.


Resource speaker: Dr. Estela R. Dequito - Group Head, Knowledge Resource Management, Davao Doctors College Inc.

- To develop self-awareness on personal and work related stressors and learn mechanisms to overcome them;
- To acquire strategies in maintaining physical, mental and spiritual wellness for work productivity;
- To know the basics of ergonomics to help improve employee productivity.

There will be a registration fee of Php 1,500.00 for professional librarians, staff and students assistants, and Php 800.00 for students of Library and Information Science. It covers seminar kit, snacks and lunches.

CPD units for Librarians have been applied for. Interested participants must register online via https://goo.gl/forms/PCvMZ1PCiTPfienN2 on or before May 23, 2018. The organizers will send an email of confirmation and seminar registration fee instruction a day after your online registration. The seminar registration is non-refundable but transferrable.

With this, we would like to request your endorsement for the wide dissemination of the above undertakings and for the participation of employees from both private and public Elementary and Secondary Schools. For registration and further inquiries, please contact Ms. Zenaida M. Domasug at 0942-651-2807 or call Telephone number 221-0257 local #1511.

Thank you very much.

Respectfully yours,

MILDRED BERSABAL, RL
Chair, Seminar Committee

Noted by:

MARY G. DARIOSA, RL, LPT, MAEd-LS
Head, Learning Resource Center