

The University of the Philippines
College of Engineering Library

I Need. I Value.
I Love My Library

by
Sharon Maria S. Esposito-Betan
Founder and Program Leader



I need. I value. I Love My Library.

Background

Library instruction, as a core to the development of relationships among libraries and their users, is one of the many efforts that libraries continue to improve to adapt to the changing information lifestyle and preferences of their users. Usually done through instructional programs teaching the users how to locate library resources efficiently, how to use research tools, what research methodologies to use, and the use of proper citation; library instruction is continuously being reformed through different approaches and methodologies.

The University of the Philippines College of Engineering Library, more commonly known as UP EnggLib, understands the importance of accommodating the changing behavior and learning styles of its users to its implementation of its library instruction. For years, the library has provided the users library instruction dealing with the resources and services which could support their research, scholarship, and learning. However, the library realized that an important factor has not been included in the previous library instructions done by the library. The library observed that the users, although well-informed on the proper use of library resources, services, and facilities; are not fully aware of the responsibilities that they have as library users.

With this observation, the library realized the need to establish a campaign to provide the users with awareness of their role as important stakeholders of the library. More than the information that they would get from the usual library instruction held by the library, UP EnggLib aims to inculcate values among the students for them to realize that their responsible use of the library resources and facilities is part of the library's progress and that they, as library stakeholders, are vital to the advancement of the library in achieving its mission and vision.

The I need. I value. I Love My Library Campaign

In a pursuit to establish an awareness campaign to be part of its library instruction which would help librarians educate users on their responsible use of the library, the *I need. I value. I Love My Library* campaign was launched by UP EnggLib in 2008.

"I need. I value. I Love My Library." is a library awareness campaign which promotes shared responsibility with library users (i. e., students, faculty, and researchers) in the care, upkeep and maintenance of library materials, facilities and equipment.

With its commitment to contribute to the development of library communities, UP EnggLib made the campaign available to be replicated by other libraries or institutions. The campaign has no copyright and can be freely adopted. Institutions and libraries which are interested to adopt the campaign only have to accomplish an Adoption Agreement Form which is provided by the Library.

Seven years after its establishment, the I need. I value. I Love My Library campaign is continuously being adopted by many library institutions both inside and outside the country.

Campaign History and Development

The campaign, a brainchild of UP EnggLib's Head Librarian, Ms. Sharon Maria S. Esposo-Betan, was conceptualized during one of her visits abroad. She was the one who proposed to put up an awareness campaign at the library to educate users on how to properly take care of the resources and

equipment inside UP EnggLib. Eventually, she realized that the idea may be shared among other libraries and thus, the “I need. I value. I Love My Library.” campaign was launched nationwide. She also led a team of student assistants from the UP School of Library and Information Studies (UP SLIS) to outline the “10 Commandments”, a set of guidelines on the proper use of library facilities and resources. The 10 Commandments was later on introduced as the 10-Simple Ways to Care and Love Your Library.

Through her able leadership, she developed the campaign’s identity to serve the common purpose of library communities to bring the users closer to the libraries.

Campaign Identity

Vision

To unite diverse library communities with an awareness campaign promoting the importance of the users’ responsible use of the library and their integral value as library stakeholders in the advancement of the institution

Mission

To take the lead in implementing and advocating the campaign to the UP College of Engineering Library community as well as to other library institutions by

- Integrating the campaign with the Library’s instruction program
- Establishing the campaign’s presence locally and internationally during events or activities held by library organizations and associations
- Providing a venue to disseminate strategies and methodologies to implement the campaign through a campaign website
- Creating, designing, and producing various merchandise to publicize the campaign
- Promoting the campaign through several forms of media

10-Simple Ways to Care and Love Your Library

UP EnggLib believes that the best people who would take care of the library are the users themselves. Through the collaborative efforts of the library staff, UP EnggLib outlined the 10-Simple Ways to Care and Love Your Library.

1. Handle equipment with care
2. Refrain from hiding, damaging and intentionally misshelving books
3. Return chairs back to their proper place after use
4. Maintain conversation at a minimum level
5. Dispose of garbage properly
6. Respect other users (behave properly inside the library)
7. Put my mobile phone on silent mode
8. Avoid damaging the shelves, tables, & chairs

9. Return the books on time
10. Place books back in the trolleys provided

Campaign Logo

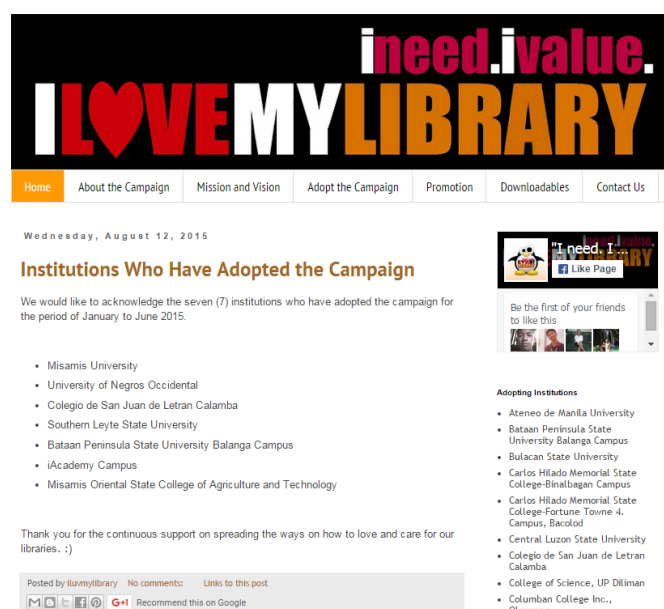
Since the campaign is being adopted and implemented by several institutions, the library realized the importance of branding it to achieve unity and consistency with all the stakeholders. The campaign logo was created and designed by UP EnggLib. Upon adoption of the campaign, the library only requests that the campaign logo be preserved and used as it is without any alteration.



I need. I value. I Love My Library campaign logo

Campaign Promotion and Marketing

To achieve its aim of widespread awareness of the campaign, the library has assisted the adopting institutions with ways on how to strategize the promotion of the campaign in their own communities. The library established a website for the campaign where it posts announcements, different activities held by the library related to the campaign, and promotional materials produced to market the campaign. Through the website, the library aims to inspire the adopting institutions to continue developing and implementing new ways to strategize the advocacy of the campaign.



I need. I value. I Love My Library Campaign website: <http://iluvmylibrary.blogspot.com/>

The following are some of the library's practices and recommendations in strategizing the promotion of the campaign.

A. During the Enrollment Period

EnggLib takes advantage of the enrollment period to introduce the campaign to new students every semester. New undergraduate and graduate freshmen are given brief orientations about the library's services, operations, and facilities. The orientation also includes an introduction and explanation of the campaign. Students are required to fill out the I Love My Library pledge form. At the end of the orientation, the students recite their pledge to the library. The pledge serves as a testament and a reminder of their commitment to participate in the campaign.

"I need. I value. I Love My Library" is a simple library awareness campaign which promotes responsibility among library users (faculty, students and staff) in the care, upkeep and maintenance of the library materials, facilities and equipment.

The campaign outlines 10-Simple Ways to care and love your Library. We believe that the best people who would take care of the Library are the users themselves.

"I Love My Library" so I will...

Handle equipment with care *****
Refrain from hiding, damaging, and intentionally mis-shelving books *****
Return chairs back to their proper place after use. *****
Maintain conversations at a minimum level *****
Dispose of garbage properly *****
Respect other users (& behave properly inside the library) *****
Put my mobile phone on silent mode *****
Avoid damaging the shelves, tables, & chairs *****
Return the books on time *****
Place books back in the trolleys provided *****


Student's copy

I LOVE MY LIBRARY PLEDGE

do solemnly swear that I will help preserve and maintain the College of Engineering Library's furniture, library materials, and equipment. I will abide by the rules and regulations therein. I will do my best to turn this Library into a place conducive for learning to benefit the future generation.

So help me God.

Signature

 **THIS IS YOUR LIBRARY.
USE IT. LOVE IT.**

Library's copy

I LOVE MY LIBRARY PLEDGE

do solemnly swear that I will help preserve and maintain the College of Engineering Library's furniture, library materials, and equipment. I will abide by the rules and regulations therein. I will do my best to turn this Library into a place conducive for learning to benefit the future generation.

So help me God.

Signature

Campaign pledge form given to students during the enrollment period.

The enrollment period is not only a good time to inform the users of the library services, operations, and facilities, but also to welcome them as part of the library community while acquainting them with advocacies they can also partake in.

B. I Love My Library Week

Aside from celebrating the National Book Week during the month of November, UP EnggLib pondered on dedicating a certain month for the users to express their love for the library. The Library decided to dedicate the month of February for the campaign as it is also the month of love. For three years now, the Library has continuously facilitated different competitions where students can show their love for EnggLib.

In February 2013, the first I Love My Library Week was launched along with the *I Love EnggLib Video Competition* which allowed the students of the Engineering community to express their love for the Library. Several entries were received by the library with the students expressing their love and care for UP EnggLib in their own creative ways. To further spread awareness of the competition, video entries were posted on the Library's official Facebook page allowing non-participating students to also view the entries.



Participants of the I Love EnggLib Video Competition

The success of the library activity for the first I Love My Library Week was seconded with the *I Love EnggLib Photo Essay Contest* held on February 2014. The contest's purpose was to showcase and highlight what students love about their library through photos depicting a story.



Entries of the Photo Essay Contest were presented for public viewing

For the current year, the library launched another activity that aims to promote love and appreciation for the library by soliciting messages or testimonials in the form of notes from the users regarding EnggLib. These notes were hung on a tree, the EnggLib Tree of Love, to also allow public viewing. *GivEng'g Love: Your messages to EnggLib* was successfully held on February 2015.



Winning participants struck a pose with the EnggLib Trees of Love and the Library's Head Librarian, Ms. Sharon Maria Esposito-Betan

C. Promotion of the Campaign During Library-Related Events or Programs

Another initiative done by UP EnggLib to promote the campaign is establishing the advocacy's presence during library-related events or programs where librarians and information specialists from different library communities and institutions gather. The library sets up booths which serve as venues for librarians to know more about the campaign, to share their ideas regarding library promotion and marketing, and to consider adopting the campaign for their own community or institution.

The library has continuously brought the campaign to several library events, seminars and conferences. Among these are the Philippine Association of Academic and Research Librarians (PAARL) Seminars, Manila International Book Fair (MIBF), Philippine Academic Book Fair, International Conference of Asian Special Libraries (ICoASL), UP Library Science Alumni Association Forum, LIS Congress, etc.

Not only is the campaign promoted, but also, this initiative contributes to the strengthening of library communities - creating a network of driven librarians with appreciation of their profession and love for their libraries.

D. Promotion of the Campaign Through Various Merchandise

The library encourages adopting institutions to create and produce promotional materials for the campaign. UP EnggLib has produced promotional materials such as tarpaulins, posters, and brochures for the campaign. It has also produced merchandises which are sold to library users (e.g. shirts, lanyard, pins, etc.). The library also brings the campaign's merchandise during promotion at library-related events or programs.

Adopting Library Communities and Institutions

The campaign has been attributed with responsive receptions from adopting library communities. Through the library's efforts and dedication to the promotion of the campaign, 71 institutions have collaborated with UP EnggLib to adopt and implement the campaign to their communities - two (2) of which are part of the UP System, 65 from local institutions across the country, and four (4) international ones from India, Indonesia, and the United Kingdom.

The Library commits to having continuous contact with the adopting institutions regarding their activities to promote the campaign. Through this, UP EnggLib is able to provide assistance with ideas and marketing paraphernalia to the adopting institutions while also being able to evaluate the growth of the campaign.

Promotion of the campaign by adopting institutions

The adopting institutions have been creative in their very own ways in promoting the campaign in their communities. Most of them are observed to apply the same practices of UP EnggLib in their promotion.

During the enrollment period, libraries of the Carlos Hilado Memorial State College (CHMSC) in Bacolod City, Negros Occidental and its constituent campus in Binalbagan promote the campaign through printed flyers, brochures, and bookmarks which are given to students during the library orientation program. Moreover, these institutions spread their promotion by providing the campaign visibility in their Open Public Access Catalog (OPAC) interface. A High School library which has also adopted the campaign, the Philadelphia High School Library in Metro Manila, promotes the campaign through their library website. Likewise, in the library of Misamis University in Misamis Occidental, the campaign is promoted to the users by posting references about it to their bulletin board. Similar to the mentioned institutions' practices, Lipa City Colleges Learning Resource

Center has made it an annual activity to include the campaign in all the library orientations held by the library.

Since the campaign launched in 2008, the interests of library communities to engage in the campaign have been evident. The library's shirt merchandise is used by adopting institutions as their uniform or even as their official wear when attending library conferences, workshops, or seminars. CHMSC for one, wears the campaign shirt every Friday as part of their promotion. Correspondingly, the Columban College, Inc. library in Olongapo City wears the campaign shirt when attending library-related events and activities. The mentioned institution has even called the campaign shirt as "the shirt of 'change'".



Librarians and staff from Columban College, Inc. of Olongapo City wore the ILML shirt during the 19th Philippine Academic Book Fair.

How the campaign helped adopting institutions

The adopting institutions observed that there have been significant changes with the behavior of their clientele since they adopted the campaign. The libraries of Philadelphia High School and Columban College stated that the campaign has primarily brought awareness of the importance of the library to their users and also made them appreciate the space that the library has for them. The latter also described the campaign to have minimized book fines and kept the library materials safe from damage. Misamis University library noted that the campaign helped a lot not only in the preservation of their library collections, but also to the preservation of the library environment as a whole. Comparatively, the libraries of CHMSC also affirmed that the campaign has reminded the users of the practice of proper behavior when inside the library. More importantly, the mentioned institution expressed that the "practices and values of responsibility, honesty, conservation, and preservation will be embedded" to their users as they grow to be lifelong learners.

Advantages of the campaign

Not only did the campaign brought about changes in the users' behavior, but also, it helped changed their perception towards the value of libraries as their partner in their academic needs. Misamis University library expressed that among the advantages of the campaign is that the library

users saw the importance of the library and how to take good care of it as they are constantly reminded through the campaign of their responsibilities as library users.

The campaign was described by the libraries of CHMSC as very user-friendly, simple, clear, and with great impact. Furthermore, they stated that the campaign is easy for the users to internalize and implement in their daily library habits. The mentioned institution attributes the increase of their library goers to the increase of the users' awareness regarding the value of libraries to their daily learning activities as students. Philadelphia High School, being an institution catering to younger people, stated that the advantage of the campaign is that the students are educated with the library rules and regulations in a "cool way".

Status of the campaign in the adopting institutions

All the mentioned institutions have affirmed that the campaign has been of great importance to their library communities and thus, they would continue to implement it in their library instruction programs and activities. Misamis University noted that importance of the campaign especially in their Bachelor of Library and Information Science (BLIS) subjects as it serves as a guide for effective discussions. They have also observed how effective the campaign has been during library instructions and orientations. Similarly, the libraries of CHMSC expressed that they are "adamant to keep it (campaign) up" and further produce merchandise to advocate the campaign.

Impact to the Library Community

Libraries and institutions which have adopted the campaign credit the campaign's ability to inculcate proper behavior among their users and to provide strong impact to their communities. Misamis University Library has observed that students have been more receptive towards practicing proper behavior in the library. Similarly, in the libraries of CHMSC, users were observed to be more sensitive towards other library goers. Moreover, the mentioned library observed that books and other library materials are properly returned, and that the overall damage to physical facilities have been minimized since their adoption of the campaign. In the mentioned institution, to evaluate the users' understanding of the campaign, the students are required to state their responsibilities as major stakeholders of the library during clearance signing. Due to the raised importance and value of the library in the academic community, the libraries of CHMSC believes that the appreciation of the users towards the campaign and the library has been evident. Aligned to this belief, Columban College affirms that the campaign could further improve the relationship of the library and the users by giving importance to the users' participation in the growth of the institution.

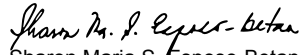
Aside from effectively spreading the campaign to diverse library communities, the Library takes pride in advocating a campaign which has been sustainable for many years up to the present. UP EnggLib believes that users can be brought closer to the library if they are aware of the value of their involvement in the library. Users who are informed that they are important stakeholders of the library would be able to have appreciation not only of the knowledge resource but also of the library profession. Libraries would only be able to realize this if they are apt to adapt to the changing information lifestyle of its users to be able to engage them with the library's advocacies and campaigns.

UP EnggLib aims not just to promote the campaign, but also to impart values and behavior to the users which could sustain them with their lifelong learning. Moreover, through this campaign and with the involvement of several libraries and institutions, a community of dedicated librarians and

information specialists can ensure that the relationship between libraries and users would further be strengthened.

The I need. I value. I Love My Library campaign, being incessantly and continuously adopted by disparate library communities and institutions, is here to stay.

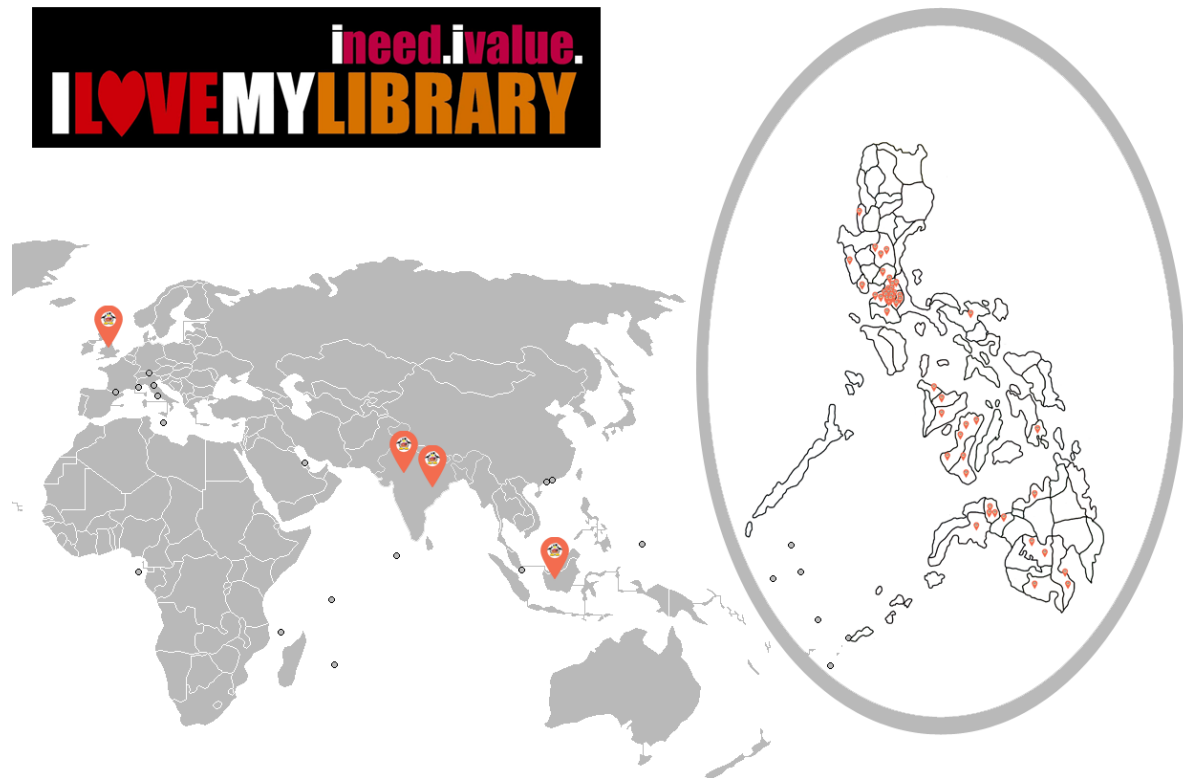
by:


Sharon Maria S. Esposito-Betan
Founder and Program Leader

Appendix A. Adopting Libraries and Institutions as of October 2015

<p>Within the UP System (2)</p> <p>UP Diliman College of Science Library UP Manila College of Medicine Library</p> <p>International Institutions (4)</p> <p>Babasaheb Bhimrao Ambedkar University – Lucknow, India Center for International Forestry Research (CIFOR) - Bogor, Indonesia University of Delhi-India Woodland Christian HS-Cambridge, United Kingdom</p> <p>Local Institutions (65)</p> <p>Asian Institute of Maritime Studies Aklan State University Assumpta Technical High School Ateneo de Manila University Bataan Peninsula State University, Balanga Campus Bulacan State University Carlos Hilado Memorial State College – Bacolod Carlos Hilado Memorial State College - Binalbagan Campus Central Luzon State University Central Philippines University - Jaro, Iloilo Colegio de San Juan de Letran Calamba Colegio dela Purisima Concepcion - Roxas City Columban College Inc., Olongapo De La Salle University, Manila De La Salle University, Ozamiz City De La Salle, Canlubang De La Salle, Dasmariñas, Cavite Don Bosco Center of Studies Don Bosco, Makati Don Mariano Marcos Memorial State University Elizabeth Seton School Main Emilio Aguinaldo College IAcademy Library Informatics J.H. Cerilles State College-Dumingag Campus, La Salette of Roxas College</p>	<p>Lipa City Colleges LPU Culinary Institute Lyceum of the Philippines University, Laguna Makati Hope Christian School-Makati City Marvelous College of Technology - Cotabato Mindanao State University-IIT Misamis Oriental State College of Agriculture and Technology Misamis University Naga College Foundation Library National Council for Small Development New Era University Nuestra Señora de Aranzazu Parochial School - San Mateo, Rizal Olivarez College Tagaytay Our Lady of Lourdes Catholic School Ozamis City School of Arts and Trades Philadelphia High School Philippine Rice Research Institute PNP Crame Library San Idelfonso College - Tanay, Rizal San Sebastian College Recoletos de Cavite City SAP Online Siliman University Southern Christian College - Cotabato Southern Leyte State University St. Benilde International School St. Paul College-Pasig Sta Cecilia Parochial School - San Mateo, Rizal Sta. Clara Parish School Technological Institute of the Philippines University of Batangas Union Church of Manila University of Mindanao Library University of Negros Occidental University of Southeastern Philippines - Davao City University of Southern Mindanao Visayas State University Library West Visayas State University Western Philippines University Western Visayas College of Science and Technology</p>
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Appendix B. An Infographic presenting the spread of adopting institutions nationwide and worldwide.



The campaign has reached participants locally and abroad.

Appendix C. Examples of Accomplished Adoption Agreement Forms

Adopting Institution's Copy



ABOUT

"I need. I value. I love my Library." is a library awareness campaign which promotes shared responsibility with library users (faculty, students and researchers) in the care, upkeep and maintenance of library materials, facilities and equipment.

MISSION

To promote the value of libraries by spreading the "I need. I value. I LOVE MY LIBRARY" campaign in all libraries in the Philippines.

DESCRIPTION

The "I need. I value. I love my library." campaign has no copyright. Institutions are free to adopt the campaign for local implementation as well as produce merchandise using the logo. Sample materials are available at the UP College of Engineering II website's downloads section at <http://www.engglib.upd.edu.ph/index.php/lib-media/downloads>

The campaign has no copyright and can be freely adopted by other institutions. The Library only requests that the campaign logo be preserved and used as it is without any alteration.

CAMPAIGN OVERVIEW

For years, libraries have provided resources and services in support of the research, teaching and learning needs of people. People go to libraries to access information for their personal and professional growth. However, users tend to take libraries for granted and neglect them. This is because users themselves are usually not aware that they are very important stakeholders when it comes to the maintenance of libraries. Thus, unenlightened about their responsibilities as library users, they intentionally do not return books on time, mis-shelve books, irresponsibly damage library facilities and commit other library violations without concern for other library users and for the library itself. This campaign is an initiative of the UP College of Engineering Library II.

Please visit the campaign blog for more information.
Phone 9818500 local 3251-3252
Email library@engglib2.upd.edu.ph
Website <http://ilovemylibrary.blogspot.com/>

EnggLib's Copy

I would like to adopt the campaign for my school's library.

Name: Dr. M. P. Singh

Institution: BBAU, Lucknow INDIA

Position: Associate Professor

Address: Dept. of Lib. & Inf. Science
BBAU, Lucknow, U.P. India

Email: mpsingh111@gmail.com


Landline: _____


Fax: _____

Mobile number: 09415951264

I understand that

1. I am adopting the campaign from UP College of Engineering Library free of charge, with no royalty or joining fee;
2. I shall not alter the logo in any form;
3. Our library shall strategize to promote the campaign to students, faculty, school staff and other institutions;
4. Should there be other libraries interested in adopting the campaign, I shall refer them to UP EnggLib for documentation purposes.


 (signature over printed name)
9/11/2013 *
 (date)



Adoption Form accomplished by Dr. M. P. Singh for the Babasaheb Bhimrao Ambedkar University in Lucknow, India. Signed September 11, 2013.

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Please visit the campaign blog for more information.

Phone: 9818500 local 3251-3252

Email: library@engglib2.upd.edu.ph

Website: <http://iluvmylibrary.blogspot.com/>

I would like to adopt the campaign for my school's library.

Name: Dr. Gajendra Singh
 Institution: University of Delhi INDIA
 Position: ASSISTANT PROFESSOR
 Address: SATYAWATI COLLEGE, UNIVERSITY
of Delhi, Delhi, India 110052
 Email: equality.gsa@gmail.com
 Landline: _____
 Fax: _____
 Mobile number: +91 99810576584

I understand that

1. I am adopting the campaign from UP College of Engineering Library free of charge, with no royalty or joining fee;
2. I shall not alter the logo in any form;
3. Our library shall strategize to promote the campaign to students, faculty, school staff and other institutions;
4. Should there be other libraries interested in adopting the campaign, I shall refer them to UP EnggLib for documentation purposes.


 (signature over printed name)

10-04-2013 dk
 (date)



Adoption Form accomplished by Dr. Cajuedsa Singh for the University of Delhi-India in India.
 Signed October 11, 2013.

Appendix D. Example of a testimonial provided by an adopting institution

Carlos Hilado Memorial State College- Bacolod testimonies on the adopted the I Love My Library Campaign of UP College of Engineering Library

How did you promote the campaign?

First and foremost, I would like to commend the brains behind this superb useful and effective promotional library campaign. Our institution adopted this campaign since 2013; the 10-Simple Ways to care and love the Library campaign outlines was printed in flyers/brochures and in bookmark forms. It was distributed to students during enrolment period and orientation program. Library Staff wore the campaign T-shirt every Friday (civilian day) in order to spread the love for libraries.

How did it help your library?

This promotional campaign helps our library in the preservation and care of its materials, equipment and facilities. Also, it reminds every one of the proper behavior they will display inside the library and at the same time for them to be aware of their responsibilities as users.

These practices and values of responsibility, honesty, conservation, and preservation will be embedded to them and be a life-long learners.

What are the advantages of adopting our campaign?

Since the campaign is very user-friendly, it is easy for the staff to promote the message and for the user to internalize and implement it in their everyday library habits.

What is the status of the campaign in your institution right now?

Since the campaign is very helpful to our institution, we are adamant to keep it up and further have some merchandize available for those who want to have it.

What is the impact of the campaign based on your student's feedback on the 10 commandments of I Love My Library?

The campaign got the attention of the students, faculty, and staff in the campus. They have high awareness on the simple ways to care and love the library books, facilities, and other materials for majority of the students could answer our questions regarding their responsibility as major stakeholder of the library during clearance signing.

During library hours, it was observe that students follow the rules and regulations; they were sensitive to fellow researchers by being quite, and they properly return their borrowed books and other library materials in proper places.

Also, the importance and value of the library in the academic community was raised since marketing strategies like this was invoked and effectively carried on.

Appendix E. Promotional activities and merchandise by adopting institutions



Adopting libraries and institutions have spread the awareness of the campaign in their own creative ways