We’ll Keep You Posted: an Assessment of the De La Salle University Library Newsette (Balitang Aklatan) by Karen Cecille C. Victoria

A library newsletter is a publication of no more than a few pages issued by a library to its clientele on a regular or irregular basis. True to this definition, the DLSU Library issues monthly newsletters called the De La Salle University Library Newsette: Balitang Aklatan which aims to disseminate information on new and ongoing initiatives and upcoming events and exhibitions and promotes the effective use of the library and its resources. The publication was pioneered by Mrs. Narcisa V. Muñasque in 1970 during her term as the Library Director. Printed issues are housed at the Archives while electronic issues from September 2001 up to the present are accessible and posted on the DLSU Library’s homepage. This is done primarily to encourage the utilization of technology in marketing the library’s resources and services and to cut on printing and postage costs.

The beauty of print copies is tangibility. Copies may be accessed even without a computer connected to the internet. On the other hand, technology has its share of benefits and nuisances but the library chose this medium to provide access to one of its marketing and promotional tools.

Objectives
The study aims to:
1. Present profile of the electronic copies of the newsletters in terms of the number of views/access.
2. Provide statistics of the most and least read issues on a monthly and yearly basis.
3. Determine the most read issue of the newsletter and find out what interested the readers most.
4. Present the significant changes in terms of format, graphics, and layout.
5. Evaluate the appearance of the newsletter in general using the rubric criteria.
6. Compare the past and present issues in terms of content.

Significance of the Study
Being published in a new format (electronic), the newsletter was assessed to gain insight on its effectiveness with the end in view of coming up with the decision whether to retain its present form or convert back to print or make it available in both print and electronic format. Awareness of the newsletter’s usage will also help determine whether the time spent in preparing the newsletter is proportionate to the number of times it was viewed or accessed which serves as an indicator of its effectiveness.

Scope and Limitation
This study focused on the January 2007 to December 2008 statistics of views/access of the electronic copies of the newsletters dated September 2001

We’ll keep you ... see page 3
New Pathfinders and Webliography Available

Webliographies and pathfinders are developed to facilitate research and other scholastic works. Retrieval of information on a particular subject is made easy with the help of these lists which are regularly updated. Additional subject guides are also continuously prepared to meet the demands of the clients. As the product of patience and dedication of the library staff to provide information on a wider scope of knowledge, new pathfinders and subject webliographies are now available and accessible through the library website.

Pathfinders:

- Translating and Interpreting - lists library materials and resources on the “application of bilingual skills to transferring meaning across two languages, accurately and impartially, in order to facilitate communication in a range of cross-cultural communication settings.” http://www.rmit.edu.au/programs/c6067
- Supply Chain Management - lists library materials and resources on “active management of supply chain activities and relationships in order to maximize customer value and achieve a sustainable competitive advantage” [Quoted from Introduction to Supply Chain Management. HF 38.5 H36 1999, Circulation Section]
- Leadership - lists library materials and resources on all aspects of leadership, the characteristics of being a leader, and the like
- Webliography
- Stem Cell Research - lists articles, reports, searchable sites and organizations pertaining to stem cell research, its pros and cons, controversies, stories, etc.

Untouchable on Her Position, Ms. Jo Balangue, still the PAARL Treasurer

Ms. Jocelyn Balangue, Acquisitions Librarian, maintained a strong and tough hold on her position as the treasurer of the Philippine Association of Academic and Research Librarians (PAAARL) for three consecutive years. She was first elected as treasurer of the association in 2007, was re-elected in 2008 for the same position and regained the prestigious position this year. Aside from being the treasurer, she also chairs the Ways and Means Committee of the Association. She was inducted on January 30, 2009 during the 36th Annual General Assembly of the Association at the National Library Auditorium along with other officers. Ms. Balangue is now serving her 31st year in the university and plays the important role of acquiring quality materials that support the programs offered by the university.
Methodology

To determine the number of views/access, the 2007-2008 statistics was extracted using the DLSU web statistics and then summed up. Evaluation of the appearance was done by comparing it against a rubric criteria. The contents were compared by getting all the news featured.

Summary of Findings

Results of the study were as follows:

1. Total number of views/access for all 76 issues of newsletters published online (dating from October 2001 to October 2008) for the last two years, i.e., 2007 and 2008, summed up to 81,215 or an average of 111.25 views per day (see Table 1 on page 6).

2. The September 2007 issue recorded the most number of views/access averaging 7.21 per day while the November-December 2001 has the least number of views/access with 0.12 per day (see Table 1 on page 6).

3. The most read issue (September 2007) headlined an article on the online pathfinder usage which the readers seemed to be most interested in.

4. The newsletter has significantly changed in terms of format, graphics and layout, thus based on the rubric it rated 3 or excellent (see Table 2 on page 7).

5. The past issues of the newsletter had very little news and focused mostly on news about trivial activities such as relocation and rearrangements in the library. News articles in the latest issues, on the other hand, were more in terms of quantity and substance, and the news categories were more varied (see Table 3 on page 7).

Conclusions

1. The time spent in preparing the newsletter is proportionate to the number of times it was viewed/access/read.

2. Online editions of the newsletters serve as effective promotional materials.

3. Readers were most interested on news that feature new services offered by the University Library.

4. Latest issues of the newsletters are visually appealing.

5. The newsletter significantly improved throughout the years specifically in terms of contents.

Recommendations

1. Provide links to the archival issues of the newsletter to make it accessible to more readers.

2. Find a way in which the viewers may be able to identify at once headlines that most interest them without necessarily opening links to the issues one by one.

3. To further make the newsletter an effective promotional instrument, especially for library materials and resources, the inclusion of a regular section on book and AV reviews is recommended.

4. Focus more on featuring news articles on new and existing services. This will help promote the service and will keep the readers informed of services they can avail of.

5. Provide continuous training for the person in charge of the preparation of the newsletter to enable him/her to produce quality newsletters.

6. Conduct an online survey to gather feedback and suggestions from the readers.

We'll keep you ... from page 1
We'll keep you ... from page 3

The Library Newsette's transformation, from 1990s to 2000s

January 1990 issue

July-September 1995 issue

January 1997 issue

May-June 2002 issue

October 2008 issue
Table 1
Views/Access Profile of the Library Newsette in Electronic Format from January 2007 to December 2008

<table>
<thead>
<tr>
<th>Newsette Issue</th>
<th>Number of Views</th>
<th>Total Number of Days Posted</th>
<th>Ave. Views/Day</th>
<th>Rank</th>
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</tr>
<tr>
<td>October-01</td>
<td>94</td>
<td>730</td>
<td>0.13</td>
<td>60</td>
</tr>
<tr>
<td>November-December 2001</td>
<td>84</td>
<td>730</td>
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<td>730</td>
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<td>10</td>
</tr>
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Table 1 (cont.)
Views/Access Profile of the Library Newsette in Electronic Format from January 2007 to December 2008

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<th>Newsette Issue</th>
<th>Number of Views</th>
<th>Total Number of Days Posted</th>
<th>Ave. Views/Day</th>
<th>Rank</th>
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<td>1.45</td>
<td>31</td>
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<td>43</td>
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<td>4</td>
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<td>81,215</td>
<td>730</td>
<td>111.25</td>
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We'll keep you ... from page 6

### Table 2
**Rating of the Library Newsette Based on the Rubric**

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<thead>
<tr>
<th>Criteria</th>
<th>Issues</th>
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</thead>
<tbody>
<tr>
<td>Layout</td>
<td>No balance between texts and images due to lack of images</td>
</tr>
<tr>
<td>Rating</td>
<td>1</td>
</tr>
<tr>
<td>Masthead/Banner</td>
<td>with logo, name of the newsletter distinguished from the rest of the texts</td>
</tr>
<tr>
<td>Rating</td>
<td>3</td>
</tr>
<tr>
<td>Formatting</td>
<td>one column</td>
</tr>
<tr>
<td>Rating</td>
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</tr>
<tr>
<td>Font and Size</td>
<td>typewritten, fonts were of the same size, emphasized by capitalization</td>
</tr>
<tr>
<td>Rating</td>
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</tr>
<tr>
<td>Graphics</td>
<td>no graphics</td>
</tr>
<tr>
<td>Rating</td>
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</tr>
<tr>
<td>Overall Rating</td>
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### Table 5
**Breakdown of Newsletters’ Contents by News Category**

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<th>Publication Range</th>
<th>Studies</th>
<th>Trainings</th>
<th>Policies</th>
<th>People/Personalities</th>
<th>Reports</th>
<th>Events</th>
<th>Services</th>
<th>TOTAL</th>
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<td>1</td>
<td>7</td>
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<td>2</td>
<td>0</td>
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<td>2000-2004</td>
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J. Olivar and J. Balangue Attend Forum in FEATI University

Juliet Olivar and Jocelyn Balangue attended a public forum on Assessment Techniques and Principles in Applying Standards for Academic Libraries on February 5, 2009, held at the FEATI University Library.

The forum started with the singing of the national anthem led by the FEATI University Chorale and followed by a prayer led by Sr. Ma. Gloria B. Pasamba. The welcome remarks was delivered by the President of FEATI University, Dr. Adolfo Jesus R. Gomez. Ms. Elvira Lapuz, PAARL president, gave the opening remarks and introduced the resource speakers.

The forum aimed to provide insights on: (1) Accreditation/ISO Standards; (2) UQuaME/CHED RQUAT Standards; (3) PRC-BFL Standards for Academic Libraries; and, (4) PAARL Standards.

Dr. Teresita Hernandez, chief librarian of the Centro Escolar University (CEU) shared their experience in applying for the ISO where she pointed out the difference between accreditation and being an ISO compliant. Mrs. Corazon M. Nera, on the other hand, talked about the roadmap to quality higher education which proposes that Phase 1 (AY 2009-2010) of all existing 5-year programs with PRC licensure examinations (including Education and Nursing) shall follow the 10+2+3 while Engineering and Architecture programs shall follow the 10+2+(3 or 4) in accordance with the APEC Registry. Included in the Phase 1 of Education is the Bachelor of Library and Information Science Program. Ms. Fe Angela Verzosa, retired DLSU archivist and former DLSU Library Director, was the third speaker and talked about the PAARL Standards. She presented the history of PAARL Standards, and the standards for mission, goals and objectives (MGO), administration, human resources, collection development, collection maintenance, reader services and utilization, physical facilities, financial resources, and linkages and networking. At the end of her talk, Ms. Verzosa presented the things to be considered in revising the PAARL standards.

K. Victoria Takes Over the Library Public Programs

Ms. Karen Victoria, former GSB-RCBC librarian, is now the public programs coordinator of the University Library. The position was vacated by Ms. Cresencia Valenzuela who retired in August 2007. For more than a year, the duties and responsibilities of the public programs coordinator were shared by 4 faculty librarians namely Ana Fresnido, Marita Valerio, Jocelyn Ladlad, and Reynaldo Jimenez. Beginning term 3, Ms. Victoria has taken the responsibilities of facilitating library tours, preparing library newsletter, putting up monthly exhibits, and supervising the maintenance personnel, security, and depository clerks as well as photocopying machine operators, among others.

The AGH Library Houses Law Collections; BBLRC Takes in the Education Collection

The AGH Library located on the 2nd floor of the Andrew Gonzalez Hall now serves as a law library and houses the entire law collection of books, journals and vertical file materials and provides access to Lex Libris. The Education collection, on the other hand, which used to be housed at the AGH Library had been relocated to the Br. Benedict Learning Resource Center (BBLRC) at the 18th floor of the same building together with the holdings of books and audio visual materials and equipment donated by the Natividad Galang Fajardo Foundation.

These relocations aim to better support programs that hold classes at the AGH and allow users instant access to the needed information considering that they are far from the main library.

K. Victoria in her new office

Education books at the BBLRC

SCRA and other law books now at the AGH Library
Joint National Congress and Assembly for Guidance Counselors and Librarians in the City of Love

The Library Director, Ms. Ana Fresnido, and five other faculty librarians, namely, Marita Valerio, Agnes Barsaga, Vivian Soriente, Elizabeth Padilla and Karen Victoria, attended a joint national congress and assembly for guidance counselors and librarians organized by the Private Secondary School Administrators Association of the Philippines (PRISAAP) last February 28 to March 1 in Iloilo City. The librarians’ congress theme was: The Library as a Resource Center: Responding to the Needs of Learners of the Digital Age which aimed to update and upgrade the librarians professionally.

The joint assembly started with a prayer lead by Dr. Gloria Salvador. The national anthem was conducted by Mrs. Araceli Muleta, PRISAAP Assistant Secretary and P.R.O. respectively. Dr. Loureli C. Siy, President of PRISAAP, guided the participants in blessing the body parts of their co-participants. She also shared the equation of having good attitude toward life and work which makes an individual 100% complete. The keynote speaker, Dr. Lolita M. Andradra, Director of Bureau of Secondary Education, talked about the critical roles of librarians and guidance counselors in helping learners to succeed where she presented the Academic Achievement Paradigm and Human Development Paradigm and challenged the participants to be well-rounded individuals. Since the librarians and guidance counselors will have two separate congresses, they were separated before the session started.

The first speaker for the librarians’ congress was Mrs. Corazon Nera, Chairman of the Board for Librarians (BFL) and the current Director of the Library of Lyceum of the Philippines, who shared the idea of having a library as a resource center responding to the needs of learners in today’s digital age, based on the BFL standards. On her second topic, she talked about the competencies of being a modern librarian, where she emphasized the importance of access over ownership. The third and fourth sessions had Mrs. Elizabeth Peralejo, member of the Board for Librarians and EMC Coordinator of Ateneo High School, as the speaker. She expertly conversed on managing a school library strategically. Specifically, she mentioned their practices at the Ateneo High School. She also talked about teacher-librarian collaboration/partnership, particularly the areas, benefits, roadblocks, and strategies for making it successful.

Day two was also a very enriching experience for all the participants. It was kicked off by the first day’s recap, delivered by Ms. Elizabeth Padilla, Readers Services Unit Head and Periodicals Librarian of De La Salle University. The next speaker was Dr. Juan C. Buenrostro Jr., a very well-known personality in the field of librarianship and currently Chief Librarian of Baliuag University. He shared his expertise on the current trends in school library collection development by citing practices done in the United States. He also discussed on what should be included in the core collection of an ideal school library. The last speaker, Dr. Nida T. Gomez, Chief Librarian of Western Visayas College of Science and Technology, talked on how libraries and librarians can help develop the reading habits of students.

Before the congress ended, the librarians and guidance counselors were once again merged and the participants were called to share some insights and impression.

The speakers, (from the top, L-R): Ms. Corazon Nera, Ms. Elizabeth R. Peralejo, Ms. Elizabeth Padilla (who was assigned to give a recap of the first day’s discussions), Ms. Ana Maria B. Fresnido, Dr. Juan C. Buenrostro Jr., and Dr. Nida T. Gomez.

The Participants from DLSU: (Front row l-r) Ms. Marita Valerio; Ms. Elizabeth Padilla; Ms. Vivian Soriente; (Back row l-r) Ms. Ana Fresnido; Ms. Agnes Barsaga.
Ms. Cynthia Cordova, the New Satellite Libraries Coordinator

Ms. Cynthia Cordova, the librarian in charge of the AGH Library and Br. Benedict Learning Resource Center has been designated as the coordinator of satellite libraries. This means that aside from the 2 libraries under her, she will also be responsible for the operation of two other satellite libraries such as the GSB-RCBC in Makati City and GSB-LSGH in Greenhills, Mandaluyong City. The two libraries cater to GSB students who are holding classes on the said extension campuses.

Ms. Cordova started as an assistant librarian at the Circulation-Reserve Section in 1992. From 1993-1996, she was assigned at the Information-Reference Section. In the middle of 1996, she was promoted to the rank of academic service faculty (ASF) and was appointed as the Bibliographic Control Librarian. In 1998, she was transferred at the Circulation-Reserve Section as the section librarian. She also handled the Filipiniana Section in 2001. Having a vast experience in library management, Ms. Cordova is sure to deliver a very satisfactory job in supervising and organizing the satellite libraries.

Visitors

January

01- Emma Pablo and Fe Palma, L.E., Philippine Publishing House
30- Librarians and LS Graduate Students from Saint Mary’s University, Bayombong, Neua Vizcaya

February

06- Septoratno Siregar, Professor, Maranatha Christian University, Bandung, Indonesia
06- Rudy Wawolumaja
13- 2 Professors from CLSU, Nueva Ecija
27- Jun P. Flores, Professor, DHVCAT, Bacolor, Pampanga

The DLSU-M Library would like to acknowledge with great appreciation the following donors:

- Adamson University
- Canceran, Delfino
- College of St. Benilde-Learning Resource Center
- Farrell, Teresita
- Gonzales, Raymond
- Lutheran World Federation
- Japanese Literature Publishing & Promotion Center
- Parmisano, Janna
- Philippine Christian University Library
- Quevada, Nikko
- Santiago, Edwin
- Razon, Luis
- Scheiter, Joseph FSC
- Wright, Gregory FSC
- Uy, Nancy

Recent Acquisitions

1. Books

AM - Museums (General). Collectors and collecting (General)


B - Philosophy (General)


BC - Logic


BD - Speculative philosophy


BF - Psychology


Analysing qualitative data in psychology. edited by Evanthia Lyons and Adrian Coyle. BF76.5.A5 2007. 3rd floor, Circulation.


Qualitative psychology: a practical guide to research methods. Edited by Jonathan A. Smith. BF76.5.Q34 2008. 2nd floor, Information-Reference.


BR - Christianity


BS - The Bible


BT - Doctrinal theology


Living with nature in our times. [Abercio V. Rotor]. BT695.5 .R68 2007. 4th floor, Filipiniana.

BV - Practical theology


BX - Christian denominations


The Catholic directory of the Philippines. BX1656.A3 C3. 4th floor, Filipiniana.


CT - Biography


D - History (General)


DP - History (Spain)


DS - History (Asia)


Highlights of relations between the Philippines and Switzerland. by Agathon Aerni and Marilyn J. Alarilla. DS673. S9 A47 2006. 4th floor, Filipiniana.


Re-shaping the world : Philip II of Spain and his time. Damaso de Lario, editor ; [the contributors Jose S. Arcilla ... et al.]. DS673.8 .R4 2008. 4th floor, Filipiniana.


**E - America (General)**


**F - United States local history**


**G - Geography (General). Atlases. Maps**


**GB - Physical geography**


**GC -Oceanography**


**GE - Environmental science**

Asian environment outlook. GE160 .A78 A74. 2nd floor, Information-Reference.


**GN - Anthropology**


**GV - Recreation. Leisure.**


**H - Social Science (General)**


**HA - Statistics**


**HB - Economics**


HC - Economics history and conditions


HD - Economics history and conditions. Industrial management. Production.


Contribution to Philippine agricultural modernization : selected papers of Fulbright-Philippine agriculture scholars. Edited by


A Game as old as empire: the secret world of economic hit men and the web of global corruption. Edited by Steven Hiatt; introduction by John Perkins. HD2755.5.G36 2007. 3rd floor,


The leader’s guide to skills : unlocking the creativity and innovation in you and your team. Paul Sloane. HD53 .S57 2006. 2nd floor, Information-Reference., GSBRCBC, GSB-LSGH.


Preparing to work abroad: Filipino migrants’ experiences prior to deployment. [principal investigator, Maruja M.B. Asis ; with the assistance of Michele Taguinod and Ma. Cecilia Guerrero]. HD5856 .P6 A84 2005. 4th floor, Filipiniana.


Social entrepreneurship: new models of sustainable social change. edited by Alex Nicholls. HD60 .S569 2006. 3rd floor, Circulation.


Think rich--quick!: how to become a Pinoy real estate millionaire. By Trace Trajano and Larry Gamboa ; Edited by Rissa Singson- Kawpeng ; with a foreword by Bo Sanchez. HD1375 .T7 2007. 4th floor, Filipiniana.

The Triple bottom line, does it all add up?: assessing the sustainability of business and CSR. Edited by Adrian Henriquez and Julie Richardson. HD60 .T74 2004. 3rd floor, Circulation.


HE - Transportations and communications


HF - Commerce

101 smart questions to ask on your interview. Ron Fry. HF5549.5 .I6 F79 2007.2nd floor, Information-Reference.


All you need is a good idea!: how to create marketing messages that actually get results. Jay H. Heyman. HF5415 .H477 2008. 2nd floor, Information-Reference.

The AMA guide to the globe: managing the international marketing research process. Holly B. Edmunds. HF5415.2 .E355 2006. 2nd floor, Information-Reference.


Ethics, the heart of leadership. Edited by Joanne B. Ciulla; foreword by James MacGregor Burns. HF5387 .E84 2004. 3rd floor, Circulation.


Managerial accounting : information for decisions. Thomas L. Albright, Robert W. Ingram, John W. Hill. HF5657.4 .I54 2006. 3rd floor, Circulation.


Street smart franchising: [a must read before you buy a franchise!]. Joe Mathews, Don DeBolt and Deb Percival. HF5429.23 .M37 2006. 3rd floor, Circulation.

Think two products ahead: secrets the big advertising agencies don’t want you to know and how to use them for bigger profits. Ben Mack. HF5415.15 .M34 2007. 3rd floor, Circulation.

The three tensions: winning the struggle to perform without compromise. Dominic Dodd, Ken Favaro. HF5386 .D64 2007. 3rd floor, Circulation.


The winner’s attitude: change how you deal with difficult people and get the best out of any situation. Jeff and Val Gee. HF5415.5 .G446 2006. 3rd floor, Circulation.


HG - Finance


The business and investment environment in Taiwan and Mainland China: a focus on the IT and high-tech electronic industries. Chen-Min Hsu, Wei-Guo Zhang, Leslie Lok. HG5782 .H78 2007. 3rd floor, Circulation.


Project financing: asset-based financial engineering. John D.

Quarterly procurement statistics ... .HG3881.5 .A75 A887. 2nd floor, Information-Reference.


Top 7000 corporations business profiles. Philippine Business Profiles and Perspectives, Inc. and Center for Research and Communication. HG4244.8 .T69. 4th floor, Filipiniana., GSB-RCBC.


HJ - Public finance


HM - Sociology


HQ- The family. Marriage. Woman


HV - Social pathology. Social and public welfare. Criminology


JA - Political Science (Collections and general works)

Encyclopedia of political communication. [Editors], Lynda Lee Kaid, Christina Holtz-Bacha. JA85 .E64 2008. 2nd floor, Information-Reference.


JF - Political Science (General works. Comparative works)


JQ - Political science (Asia. Africa. Australia. Oceania)


K - Law (General)


KPM - Philippine Law


LA - History of education


LB - Theory and practice of education


Finding funding : grantwriting from start to finish, including project management and Internet use. Ernest W. Brewer, Charles M. Achilles ; with contributions from Nancy S. Headlee and Stephen D. Stockton. LB2342.4 .U6 B74 2008. 2nd floor, Information-Reference.


LG - Education (Asia, Africa, Oceania)


N - Visual arts (General)


NC - Drawing. Design. Illustration


NK - Decorative arts. Applied arts. Decoration and ornament including antiques in general.


NX - Arts in general


P - Philology and linguistics (General)


PE - Philology and linguistics (English)


PL - Languages and literatures of Eastern Asia, Africa, Oceania


Halugagay sa dalampasigan. Raul Funilas ; inedit at may in-stroduksiyon ni Roberto T. Anonuevo. PL6165.4 .F85 H34 2006. 4th floor, Filipiniana.


**PS - American literature**


SOL : [a legend about the sun]. written by Agay Llanera.; illustrated by Farley Del Rosario; Filipino translation by Susan De Guzman; edited by Joselito Zulueta. PS9993 .L525 S64 2007. 4th floor, Filipiniana.


Q - Science (General)


QA - Mathematics


GUI bloopers 2.0 : common user interface design don’ts and dos. Jeff Johnson. QA76.9 .U83 J64 2008. 2nd floor, Information-Reference.
Handbook of usability testing: how to plan, design, and conduct effective tests. Jeff Rubin, Dana Chisnell. QA76.9.U83 R8 2008. 2nd floor, Information-Reference.


The practical guide to defect prevention: [techniques to meet the demand for more reliable software]. Marc McDonald, Robert Musson, Ross Smith.QA76.76 .R44 M34 2008. 3rd floor, Circulation.

Practical Web 2.0 applications with PHP. Quentin Zervaas. QA76.73.P224 Z47 2008. 3rd floor, Circulation.


Turbo C: make programming easier! Marmelo V. Abante. QA76.73 .C15 A24 2008. 3rd floor, Circulation.


QB - Astronomy


El terremoto de Manila de 1863: medidas políticas y economi-
QC - Physics


QE - Geology


QL - Zoology


QP - Physiology


R - Medicine (General)


RA - Public aspects of medicine


RC - Internal medicine. Practice of medicine


**RJ - Pediatrics**


**RM - Therapeutics. Pharmacology**


**SB - Plant culture**


**SD - Forestry**

Communities and forest stewardship: regional transitions in Southeast Asia. Mark Poffenberger, Rowena Soriaga, Peter Wallpole; [edited by Kate Smith-Hanssen]. SD657 .S644 P64 2006. 3rd floor, Circulation, GSB-RCBC.

**T - Technology (General)**


**TA - Engineering (General). Civil engineering (General)**


Linear feedback control : analysis and design with MATLAB. Dingyu Xue, YangQuan Chen, Derek P. Atherton. TA345 .X84 2007. 3rd floor, Circulation.


**TD- Environmental technology. Sanitary engineering**


**TE - Highway engineering. Roads and pavements**


**TG - Bridge engineering**


**TH - Building construction**


**TJ - Mechanical engineering and machinery**


TK - Electrical engineering. Electronics. Nuclear engineering


CNET do-it-yourself home networking projects : 24 cool things you didn’t know you could do!. Jim Aspinwall. TK5105.75 .A87 2008. 2nd floor, Information-Reference.


Linear circuit design handbook. edited by Hank Zumbahlenas ; with the engineering staff of Analog Devices. TK7867 .L56 2008. 2nd floor, Information-Reference.


Professional Web parts and custom controls with ASP.NET 2.0. Peter Vogel. TK5105.8885 .A26 V64 2006. 3rd floor, Circulation.


Web services in finance: [a developer’s guide to Web services in the finance industry]. Paul A. Watters. TK5105.88813 .W37 2005. 3rd floor, Circulation, GSB-LSGH.


TL - Motor vehicles. Aeronautics. Astronautics


TP - Chemical technology


TR - Photography


TS -Manufacturers


TT - Handicrafts. Arts and crafts


TX - Home economics


UA - Armies. Organization, description, facilities, etc.


Z - Books in general


2. Archives Resources

A. Faculty Papers

• Acorda, Lorna P.
  - Admissions
  - Apply to graduate
  - CFO-helpdesk-asset module
  - Create barcode for diploma
  - Create Barcode for Transcript of Records [TOR]
  - Employment information
  - Faculty attendance monitoring
  - Faculty evaluation
  - ID management
  - Online payment
  - Online request for documents
  - Oracle financials

• Africa, Aaron Don M.
  - Quantitative evaluation of open source content management systems

• Alba, Michael M.
  - Why has the Philippines remained a poor country?: some perspectives from growth economics

• Aliwalas, Annabelle
  - List of author numbers for the DLSU faculty publication

• Ap-apid, Rigan
  - Using simulation to update poverty maps

• Arboleda, Nelson B., Jr.
  - Dissociation and sticking of H2 on Mg(0001), Ti(0001) and La(0001) surfaces
  - First principles studies for the interaction of hydrogen with a Li(100) surface
  - First principles study of hydrogen atom adsorption and diffusion on Pd3Ag(111) surface and in its subsurface
  - Inducing spin polarization in carbon materials by introducing magnetic adsorbates-Fe2 on a planar C10
  - Probing local surface reactivity with hydrogen molecules-realizing an atom/molecule scanning probe
  - Scattering and dissociative adsorption of H2 on the armchair and zigzag edges of graphite
  - Site-dependent vibrationally assisted sticking effect on H2-Si(001)2 × 2 surface interactions
  - Vibrational effects on the dissociative adsorption of H2 on metal surfaces

Baluran, Fe Violeta
The view from Taft. Wanted: good leaders

Belino, Manuel C.
Adopting a global perspective in designing graduate programs in engineering education
Applying DACUM concept and principles in revising the CHED Mechanical Engineering Program
Assessment of chemical contaminants and particulate matter and improvement of air quality in air-conditioned urban buses
Balancing the technical and ethical towards global practice of engineering
Educating ethical engineers: the De La Salle University-College of Engineering initiatives
Einstein and ethics
Ethical issues on technology and media
Interior air quality studies of air-conditioned surface transportation in Manila
Investigation of indoor air quality in selected grade school classrooms in Metro Manila
“It’s not too late to teach ethics to graduate students”
Let the little children come to Jesus, let us give them clean air to breathe: an IAQ investigation of grade school classrooms
Liberating technology: an intersection of engineering and theology
Making the first year of the engineering program interesting and exciting through an engineering orientation course
Mechanical engineering education in the Philippines: accreditation, reforms and future directions
PIMEE Journal of Mechanical Engineering Education, volume 1 (no. 1), March 2007
Professionally excellent mechanical engineers: technically competent and ethically responsible
A program of major or concentration in the undergraduate mechanical engineering curriculum:
a must in the training of mechanical engineers of today and tomorrow
- Promoting engineering ethics through the academe and professional organization
- Promoting industrial safety and health concerns among undergraduate engineering students at De La Salle University-Manila
- Redesigning the Philippine mechanical engineering program to promote regional development
- Servecom at 15: promoting social and ethical responsibility and values education through the past 15 years
- A shift in pedagogical framework: from transmission to transformation system of education in engineering at DLSU-Manila
- Strategies and programs to upgrade engineering education in the Philippines
- Teaching engineering ethics effectively: using the case study method
- Towards a world-class engineering ethics education
- How to use a printer attached to a Windows XP computer in Mac OS X

capuno, aaron b.
- Install surveillance camera in our front desk
- Provides basic technical training to 10 CCS students

Carpio, Kristine Joy E.
- Long-range dependence of continuous-time Markov chains on a countable state space
- Long-range dependence of Markov chains in discrete time on countable state space
- Long-range dependence of positive Harris chains
- Long-range dependence of stationary processes in single-server queues
- Mathematics makes me wonder

Cezar, Euclid S.
The five year business plan of INKMORE-Ink Service Company Incorporated
- Coordinating system for personal digital assistants
- Filipiniana.NET: supporting community research activities within an indexed digital library.

Cheng, Danny
- Application of cost-benefit analysis and data envelopment analysis to evaluate the municipal solid waste management project in Metro Manila
- Awareness and preparedness for emergencies at local level for an industrial cluster
- The causality study of customer focus, work designs and occupational health and safety on worker productivity in the Philippine textile industry
- Evaluation of worker productivity improvement using ISM and FAHP
- Game theory approach to the analysis of eco-industrial water conservation, reuse, and recycle networks
- Managing globalization for sustainability in the 21st Century
- Optimizing material selection of aerospace design with cleaner production by using value engineering
- Promoting cleaner production through local government: the Philippine clean cities project
- A strategic decision framework for eco-efficient system design
- Strategies for sustainable development of industrial park in Ulsan, South Korea: from spontaneous evolution to systematic expansion of industrial symbiosis
- A structural equation model of total quality management and cleaner production implementation

Chua, George
Business options. Game plan for 2009
Business options. Maximizing utilization of assets
- Free enterprise. Hurrah for Christmas
- Free enterprise. You’re fired

• **Claveria, Florencia G.**
  - Serological survey of toxoplasma gondii infection among urban (Manila) and suburban (Dasmariñas, Cavite) residents, Philippines

• **Concepcion, Antonio**
  - Asia : the importance of vertical and horizontal linkages
  - Greenlight. Marketing information system

• **Cruz, Elfren S.**
  - Framework. A code of conduct
  - Framework. Does science matter?
  - Framework. Family business succession
  - Framework. Make it a true profession
  - Framework. Math models vs human judgment
  - Framework. Scenarios for 2009
  - Framework. The story of Black America

• **Cruz, Isagani R.**
  - Mini critique. 1 out of 100
  - Mini critique. Agony in the hospital
  - Mini critique. Amorsolo at Yuchengco
  - Mini critique. The bile lady
  - Mini critique. Cutting ribbon
  - Mini critique. Prayers work
  - Mini critique. Terrible, marvelous year

• **Culaba, Alvin B.**
  - Energy use and emissions of two stroke-powered tricycles in Metro Manila

• **Dadios, Elmer P.**
  - An optimized multi-output fuzzy logic controller for real-time control

• **Dayag, Danilo**
  - Contrastive rhetoric and second language teaching
  - Exploring the intelligibility of Philippine English
  - In-service teacher training for second language teachers of colleges and universities: the Philippine experience
  - Metadiscourse, argumentation, and asian englishes: contrastive rhetoric approach
  - News reporting in the Philippines: an analysis of English print media
  - Philippine English : its status, functions, and lexical properties

• **De Castro, Renato C.**
  - 21st-century Philippines-US security relations: managing an alliance in the war of the third kind
  - De Jesus, Leonora
    - Explaining and predicting Filipino industrial workers’ performance and satisfaction: The socio-psychological perspective
    - A practical guide to completed staff work

• **De los Reyes, Conrado T.**
  - Draft of student-developer guidelines
  - Event tracking system
  - Faculty Scholarly Output [URCO]
  - HRDO SMS application
  - Medical-Dental System [MDS]
  - Microsoft Visual Studio 2008 team system and team foundation server
  - New technical exam for applicants to software architect position
  - Online course profile [OCP]
  - Revision of DLSU-M website

• **Demeterio, Feorillo A.**
  - A comparative study on the theme of human existence in the novels of Albert Camus and F. Sionil Jose

• **Diño, Wilson A.**
  - Glycine adsorption on single-walled carbon nanotubes
  - Mg-H dissociation of magnesium hydride MgH2 catalyzed by 3d transition metals
  - A nanoscale understanding of the adhesion of polybutylene terephthalate on aluminum

• **Domingo, Eduardo M.**
  - The survival of animistic religions in the Philippines

• **Dulay, Ann E.**
  - Implementation of a portable automobile exhaust emission analyzer

• **Dungca, Jonathan**
  - Empirical equations of lateral resistance of a single pile subjected to laterally spreading liquefied ground
  - Liquefaction potential assessment using SPT data
  - Shaking table tests on the lateral response of a pile buried in liquefied sand

• **Espiritu, Benjamin**
  - Greenlight. Lessons from the crisis

• **Echavez, Evelio**
  - Managing for society. The urgent need to combat climate change (part 1)

• **Flores, Mary Jane C.**
  - First detection of babesia gibsoni infection in Philippine stray dogs by immunochromatographic test (ICT)
• **Fontanilla, Aniceto**
  - The view from Taft. The design people

• **Francisco, Josefa S.**
  - The study of upland minority women: evidence from the field

• **Fresnido Ana María B.**
  - List of author numbers for the DLSU faculty publication

• **Gallardo, Susan**
  - Biodegradability and toxicity assessment of trans-chlordane photochemical treatment

• **Garcia, Mark Anthony A.**
  - The bandwidth of tower graphs Tm.2 and Tm.3
  - Lecture notes in interval estimation of parameters
  - Lecture notes in probability

• **Gaspillo, Pag-asa D.**
  - Nitrous and nitric oxides and the effect of oxygen level and nitrite concentration on its emission from nitration and nitrification-denitrification reactors

• **Gervacio, Severino V.**
  - The euclidean dimension of the join of two cycles
  - Graphtex 2.0: 2-D and 3-D drawings and graphs in TEX and LATEX
  - Partial order on a family of k-subsets of a linearly ordered set
  - Planar unit-distance graphs having planar unit-distance complement

• **Goco Cruz, Genaro R.**
  - Ang misteryo sa pambihirang buhok ni Raquel
  - Buhayin ang awiting pambata
  - Dalawang kuwentong pambata tungkol sa HIV-AIDS
  - Doktor at manikurista, pareho lang ba?
  - Lipunan: instrumento sa paghubog ng kaisipan

• **Intal, Ponciano S., Jr.**
  - Environmental indicators for small and medium enterprises in the Philippines: an empirical research
  - Sustaining the Philippine manufacturing sector

• **Jimenez, Pilar R.**
  - Child health in armed conflict: time to rethink

• **Joseph, Michael, Jr.**
  - Greenlight. Empowerment

• **Juico, Philip Ella**
  - Sports for all. Clear statements reflect clear mind
  - Sports for all. Fascinating golf history
  - Sports for all. Forgiving unity through sports

• **Lagman, Ma. Carmen**
  - Managing beyond boundaries: the management of coastal fisheries in the Southeast Asia

• **Lagman, Oscar P., Jr.**
  - To take a stand. Lower house opens sitcom series
  - To take a stand. Open letter to Catholic educators
  - To take a stand. Talk to your doc

• **Lagua, Benel**
  - The view from Taft. CSR and lending to mSMEs

• **Lee, Romeo**
  - Delivering maternal health care services in an internal conflict setting of Maguindanao, Southern Philippines
  - Filipino exercise of ritual male circumcision: knowledge and insights for anti-circumcision advocacy
  - Filipino women’s use of intra-uterine device and some contextual variables: knowledge for commercial promotion
  - How do positive life changes influence mean’s sexual behavior change? Insights for HIV/AIDS prevention
  - Mainstreaming adolescent reproductive health in the workplace
  - Promoting the use of family planning methods through radio: a Philippine experience
  - The role of men in family planning in the Philippines: an assessment

• **Limjap, Auxencia**
  - Diversity of students’ beliefs about biological evolution

• **Lu, Mary Lizabeth**
  - Fiction writing for the non-writers
  - Introduction to pixel art

• **Lugtu, Reynaldo, C., Jr.**
  - Greenlight. Challenges in the power sector
  - Mirror image. Can outsourcing be stopped?

• **Luz, Caroline Joy R.**
  - A key to the letter to the Filipinos

• **Mallari, Loveleah M.**
  - MLS new menu
- Official transcript of records-barcode
- Official transcript of records-Oracle report
- Online enrollment

• Mallari, Noriel C.
- PicoDuo: Implementation of 8-bit microcontroller development platform implemented on FPGA using IP cores

• Mariano, Christine B.
- A comparative study of the American and Japanese management
- Entrepreneurship in small industries: a strategy for national growth
- Management of small and medium enterprise development in the Philippines
- The quantity theory of money-a restatement (an analysis)

• Monroy, Teddy G.
- Characterization of nickel catalysts on various support materials for the dry reforming of methane
- The effect of various support materials on the catalytic activity of nickel in the low temperature steam reforming of methane
- Implementing a computing laboratory-aided engineering algebra course: the DLSU experience
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