



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III

CHEDRO-III MEMORANDUM

No. 122 s. 2023

RELEASED
JUL 20 2023
CHEDRO III

For : **ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS
IN REGION III**

Subject : **TALAMITAM 2023**

Date : **19 July 2023**

This Office endorses the subject undertaking **Talamitam 2023** organized by the University of the Assumption with the theme, "**Relearning, Rebranding, Reshaping Library Readers' Services**" to be held on **Tuesday, July 25, 2023** at the College Audiovisual Room, Cinense Library, 2/F Galang Building, University of the Assumption, City of San Fernando, Pampanga.

By the end of the training program, participants should be able to:

1. Understand the evolving needs and expectations of library users in the digital age.
2. Apply innovative strategies to rebrand and enhance library readers' services.
3. Implement effective techniques for engaging and promoting library resources to a diverse user base.
4. Utilize technology tools and platforms to enhance the delivery of library services.
5. Collaborate with colleagues to develop and implement new initiatives that address the changing landscape of library services.
6. Evaluate the impact of relearned and reshaped library readers' services on user satisfaction and engagement.
7. Create an action plan for implementing changes and improvements based on the concepts learned during the training.

Target participants are School Administrators, Librarians and Staff. For confirmation of attendance and registration details, kindly be informed to coordinate directly with Mr. Roilingel P. Calilung, Director of Libraries, University of the Assumption through cinense.library@ua.edu.ph or call telephone number (045)-961-2286 loc 206.

For the voluntary participation of all concerned.

Wide dissemination of this memorandum is desired.

For: **MS. LORA L. YUSI**
OIC-Office of the Director IV

By: 
MS. EDEN DL. CAPATI
Chief Administrative Officer



UNIVERSITY of the ASSUMPTION

Unisite Subdivision, Del Pilar, City of San Fernando, 2000, Philippines



Relearning, Rebranding, Reshaping Library Readers' Services College Audio Visual Room, Cinense Library, 2/F Galang Building July 25, 2023 | 9:00 AM to 2:30 PM

Proposed Program of Activities

Date and Time	Activities
July 25, 2023	
8:00 AM – 8:30 AM	Registration
8:31 AM – 9:00 AM	Opening Ceremonies Opening Prayer Philippine National Anthem
9:01 AM – 9:15 AM	Welcome Address and Opening Remarks FR. OLIVER G. YALUNG, DL, PH.D. Vice President for Academic Affairs University of the Assumption
9:16 AM – 10:15 n.n.	Learning Session 1: Relearning, Rebranding, Reshaping Library Readers' Services ANNA LORIZA D. SAJONA Head, Readers' Services College of St. Benilde
10:16 NN – 11:15 PM	Learning Session 2: ICT Integration in Library Readers' Services PROF. JOEMAR N. SAJONA Director, Management Information Systems and Services Office Philippine Normal University
11:16 PM – 12:00 NN	Open Forum and Writeshop
12:01 PM – 1:00 PM	Health Break
1:01 PM – 2:00 PM	Presentation of Output
2:01 PM – 2:30 PM	Closing Remarks ROILINGEL P. CALILUNG, RL, M.Ed., MBA Director of Libraries University of the Assumption
2:30 PM onwards	Homeward bound