



# ● NARRATIVE REPORT ●



## BACHELOR OF MULTIMEDIA ARTS

### CONTENTS:

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# CENTER FOR LEARNING AND INFORMATION RESOURCES



## LIBRARY SERVICES

Mapua Malayan Colleges Laguna's Center for Learning and Information Resources (Mapua MCL CLIR) created services, which has been an immense help for faculty members and students with their research and academic needs. These services include the following:

- Book-A-Librarian
- Connect with CORA
- Book Scanning Service
- Online Document Delivery Service
- Book Renewal and Reservation
- Renewal and Reservation
- Book-A-Seat Service
- Roving Reference Service

SCAN THE QR CODE



MAPUA MCL CLIR SERVICES



## VISION

The Mapua MCL Center for Learning and Information Resources (CLIR) exists in support of the teaching, research, and extension functions of Mapua MCL. It shall serve the needs of the academic community, specifically the students and the faculty members through equitable access to high-quality information resources and services.

## MISSION

Guided by the goals and objectives of Mapua MCL, CLIR affirms itself to be the resource center of excellence in information, especially in the field of technology through the following objectives:

- Procure, organize and provide a well-balanced collection to complement the academic programs of MCL;
- Provide and maintain appropriate facilities and equipment that shall enable users to fully utilize the center's resources;
- Produce skilled researchers by providing timely and instant access to various formats of information in any part of the country and of the world;
- Create an environment that encourages learning through quality services; and,
- Develop an efficient staff that shall guide students and other researchers in their quest for learning.

# LIBRARY HOURS AND LOCATIONS



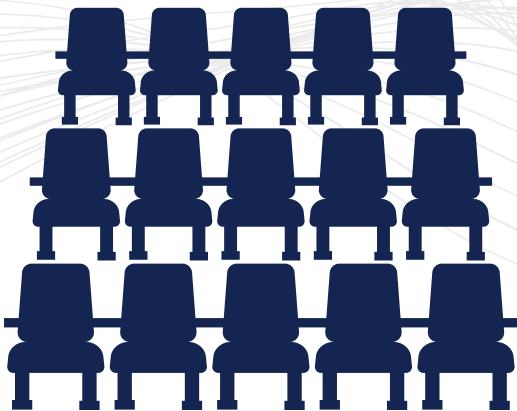
## LIBRARY HOURS

Monday to Saturday  
7:00 AM to 7:00 PM CLIR Einstein  
7:00 AM to 5:00 PM CLIR Rizal

## LOCATIONS

2nd floor, Einstein Building  
3rd floor, Rizal Building

# SEATING CAPACITY



## CLIR EINSTEIN

170 seats  
540.58 sq. m.

## CLIR RIZAL

150 seats  
295.93 sq. m.

# MAPÚA MCL CLIR RESOURCES



## BOOK-A-LIBRARIAN

A service that allows library users to schedule an appointment for a library orientation on available resources and services and training related to subscribed e-resources.

## CONNECT WITH CORA

A service that allows library users to inquire about resource accessibility and how to utilize services. Users can connect through CLIR webpage and MCL CLIR Facebook page from Monday to Saturday 7am to 5pm.



# MAPÚA MCL CLIR RESOURCES



## BOOK SCANNING SERVICE

A service that allows library users to request for scanning of book chapters and other print materials.



## ONLINE DOCUMENT DELIVERY SERVICE

A service that enables users to access information sources remotely and guides them in maximizing the utilization of the resource collection.



# MAPÚA MCL CLIR SERVICES



## BOOK RENEWAL AND RESERVATION

A service that allows library users with current loaned books to renew at the circulation desk or online through their library account in WebOPAC.

## RECOMMEND-A-PURCHASE

A service that enables library users to propose recommendations for new titles to the current collection of resources.



# MAPÚA MCL CLIR SERVICES

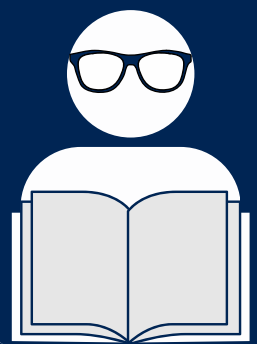


## BOOK-A-SEAT SERVICE

Finding the perfect study spot is now easier than ever with MMCL CLIR's Book-a-seat Service. This convenient service allows you to reserve a seat in the library, ensuring a dedicated space and a comfortable and focused environment for your academic endeavors.

## CLIR LIAISON

CLIR liaisons are also involved in activities such as developing collections to support the teaching, learning, and research needs of the students and faculty, introducing public available resources or open access materials for additional reference, serving as the department contact person when they have library-related questions, communicating changes in library services and resources, and sending announcements about library services and relevant programs or events to the community, as well as making sure that CLIR has an expansive database that isn't out of date.





## LIBRARY SERVICES RELEVANT TO THE NEEDS OF THE PROGRAM

CLIR exists to support the teaching, research and extension functions of MMCL. Its goal is to maximize the accessibility of the resources and provide online services for research and digital learning support. CLIR provides various services like in support to users' needs to information studies, such as the types and kinds of resources there is and what constitutes them, they may book a session with a librarian through the Book-A-Librarian service to provide guided virtual tours of any of resources, searching strategies, and citation managers.

A chat reference service called CORA or CLIR Online Reference Assistant where users can ask questions on how to access their resources and how to avail themselves of their services is provided from Monday to Saturday, 7:00AM to 5:00PM through CLIR webpage and/or Facebook page.

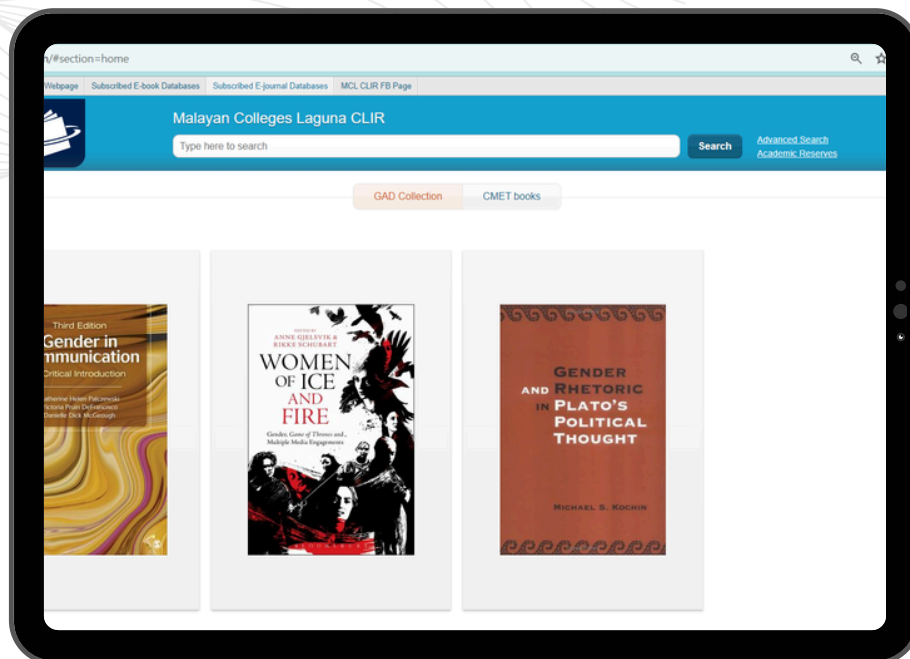
Lastly, in assistance to library users through provision of access to e-copies of theses, e-journals, and scanned copy of book chapters Online Document Delivery Service or ODDS is available.

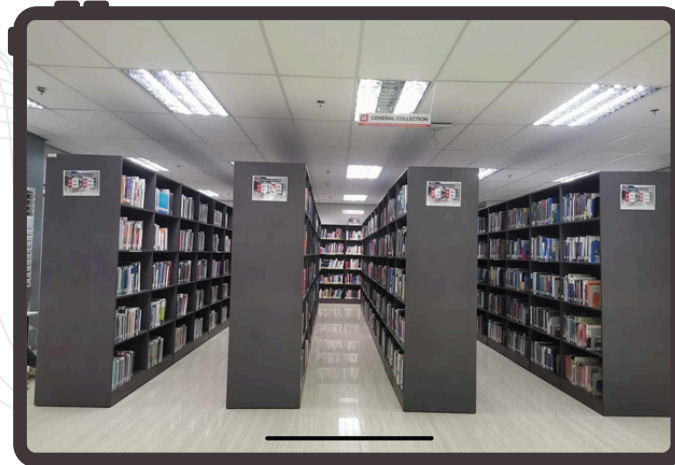
# MAPÚA MCL CLIR RESOURCES

The Center for Learning and Information Resources (CLIR) is committed to supporting Mapúa Malayan Colleges Laguna's (MMCL) dedication to quality education. We will achieve this by providing a comprehensive collection of electronic resources designed to be a powerful tool for your academic success.

## SEARCH THE AVAILABLE PRINT COLLECTION THROUGH WEB OPAC

OPAC stands for Online Public Access Catalog. Through WebOPAC library users may search the available print books, theses and soon e-journals. It is also a platform where library users can login to their library account for reserving, renewing and monitoring borrowed books and fines.





## GENERAL COLLECTION

The General Circulation Collection is located in CLIR-Einstein. The collection is composed of books in varied subject areas supporting both the basic and professional courses from the different program offerings of Mapua Malayan Colleges Laguna.



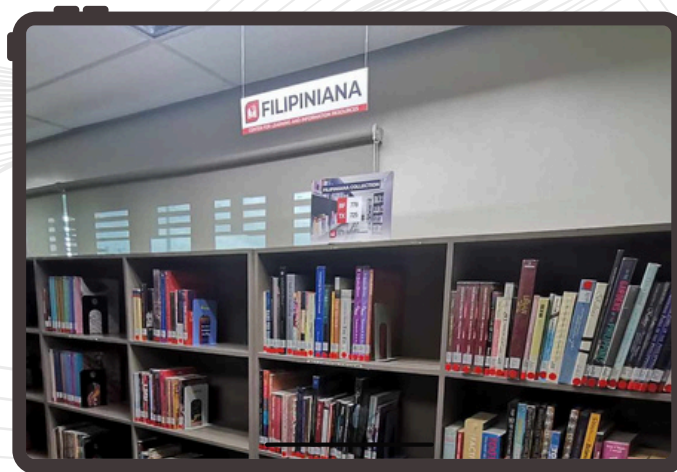
## REFERENCE COLLECTION

These collections are intended for quick consultation and finding information rather than cover-to-cover reading. These typically include encyclopedias, dictionaries, atlases, almanacs, and handbooks on various subjects.



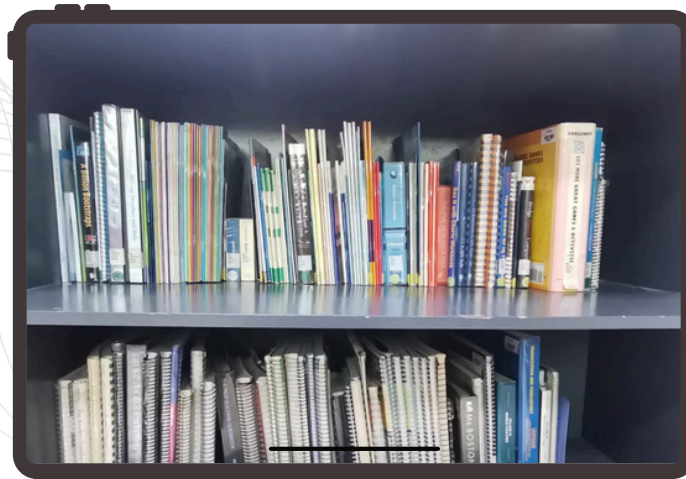
## FICTION COLLECTION

This collection is a library dedicated to creative writing, including novels, short stories, plays, and poetry. These works are not intended to be factual accounts and explore themes and stories through imagination. This collection allows patrons to borrow books for enjoyment and personal reading.



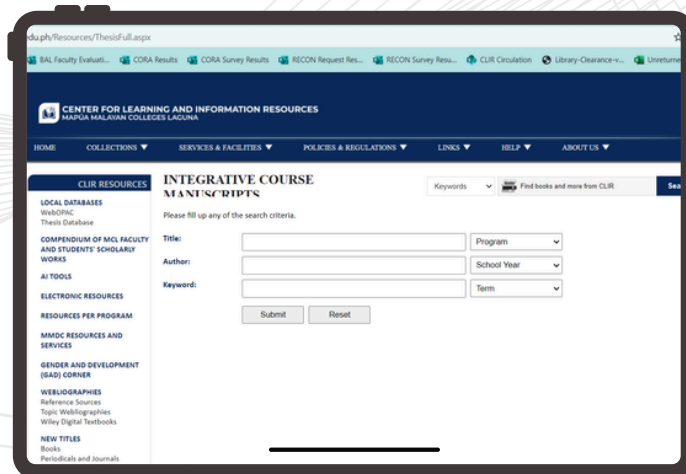
## FILIPINIANA COLLECTION

The collection is composed of local print books supporting most of the basic courses and some professional courses from the different programs offered by Mapua Malayan Colleges Laguna.



## RESERVE COLLECTION

Placed in the counter area of CLIR-Einstein. The collection is composed of books suggested as references by faculty members for the different courses and books considered as in-demand by the library staff based on circulation history.



## INTEGRATIVE COURSE MANUSCRIPTS

A collection of research studies conducted by MMCL students from all programs. It is available online and can be requested through the Online Document Delivery Service.



# MAPÚA MCL CLIR E-BOOKS



## BRITANNICA ACADEMIC

A rich combination of the venerable Encyclopedia Britannica, academic magazines and periodicals provides a variety of reliable resources designed to meet the research and productivity requirements of colleges and academic libraries.

## C&E PUBLISHED E-BOOKS

The world's leading digital content platform, providing secure delivery of e-textbooks accessible through Vital Source Explore platform using the MCL Blackboard account.





# MAPÚA MCL CLIR E-BOOKS



## CENGAGE E-TEXTBOOKS

Cengage leads to affordable learning: digital learning platforms, and unlimited access to Higher Education E-textbooks. It is accessible through Vital Source Explore platform using the MCL Blackboard account.

## PEARSON E-TEXTBOOKS

Pearson E-textbooks offer flexible and affordable digital learning solutions for higher education. It can be accessed through Vital Source Explore platform using the MCL Blackboard account.





# MAPÚA MCL CLIR E-BOOKS



Taylor & Francis

## TAYLOR & FRANCIS SELECTED E-BOOK

Taylor & Francis eBooks is a single destination platform with eBooks in science, technology, engineering, medical, humanities and social science.

## WILEY DIGITAL TEXTBOOKS

An extensive collection of over 17,000 textbooks across 10 subject areas. It can be accessed through Vital Source Explore platform using the MCL Blackboard account.





# MAPÚA MCL CLIR E-BOOKS



## SCIENCEDIRECT E-JOURNALS

Science Direct provides numerous research articles, journals, and scientific and medical publications. Also, it provides abstract to full-text access to more than 24 subject areas, which may help students and faculty members with their research and other academic activities.

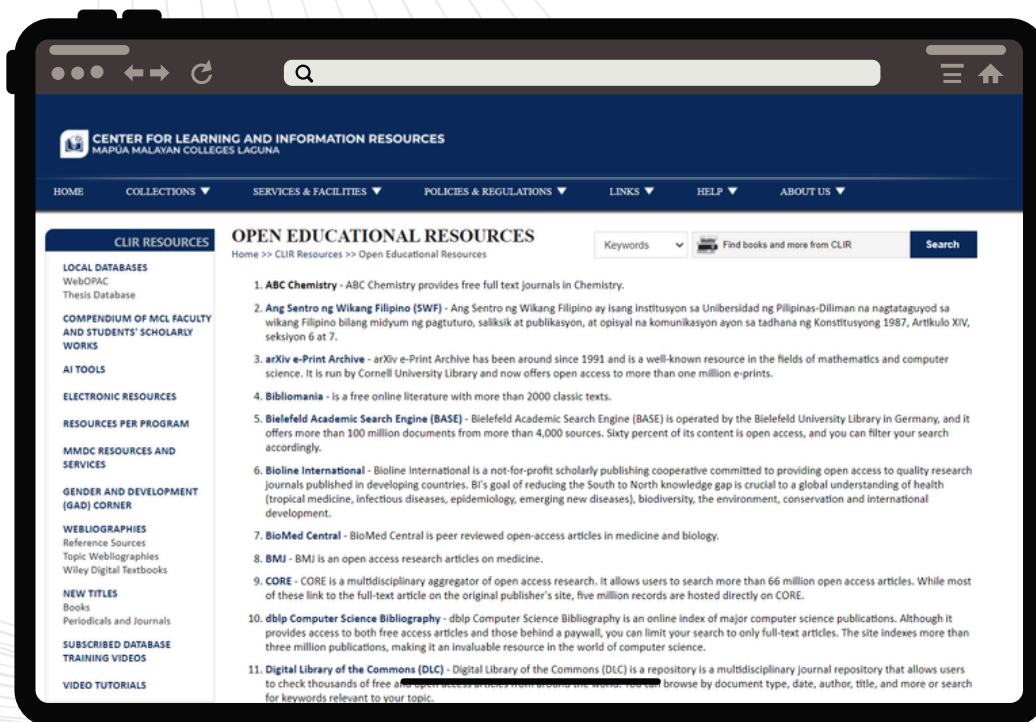
## PHILIPPINE E-JOURNALS

This platform promotes research done by Filipinos under different academic disciplines such as Science, Engineering, and Humanities.





# OPEN EDUCATIONAL RESOURCES



Mapua MCL CLIR offers Open Educational Resources (OERs) to support your studies! These openly available resources encompass a variety of formats, including textbooks, eBooks, e-journals, and websites. This diverse collection provides students with a great learning experience and empowers them to access high-quality educational materials at no cost.

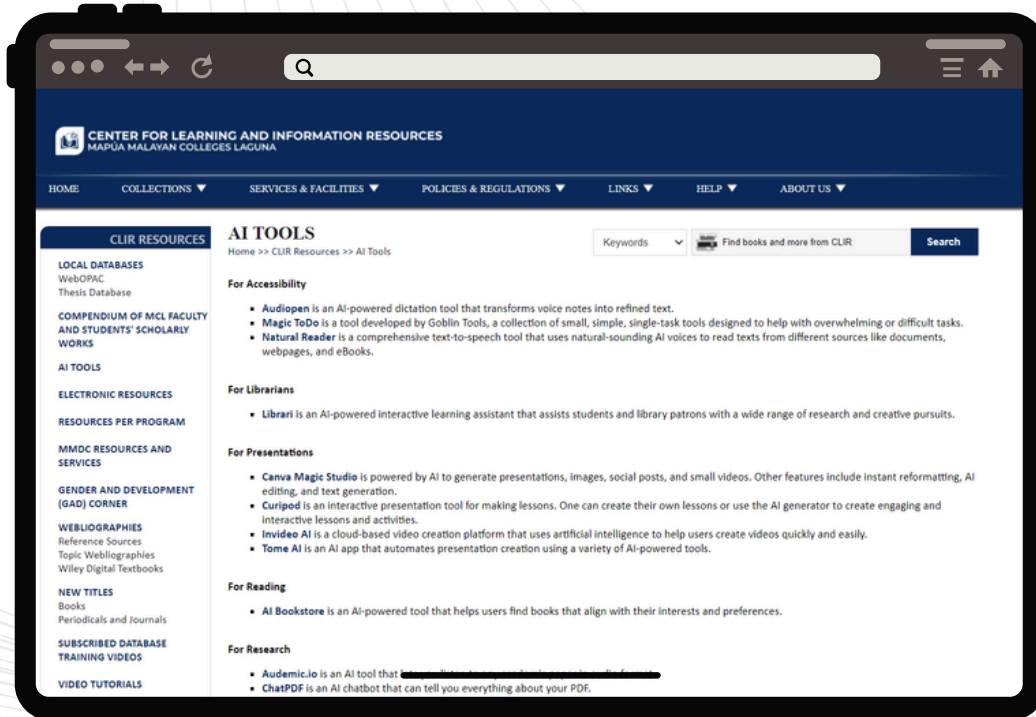
SCAN THE QR CODE



TO ACCESS  
OPEN EDUCATIONAL RESOURCES



# ARTIFICIAL INTELLIGENCE (AI TOOLS)



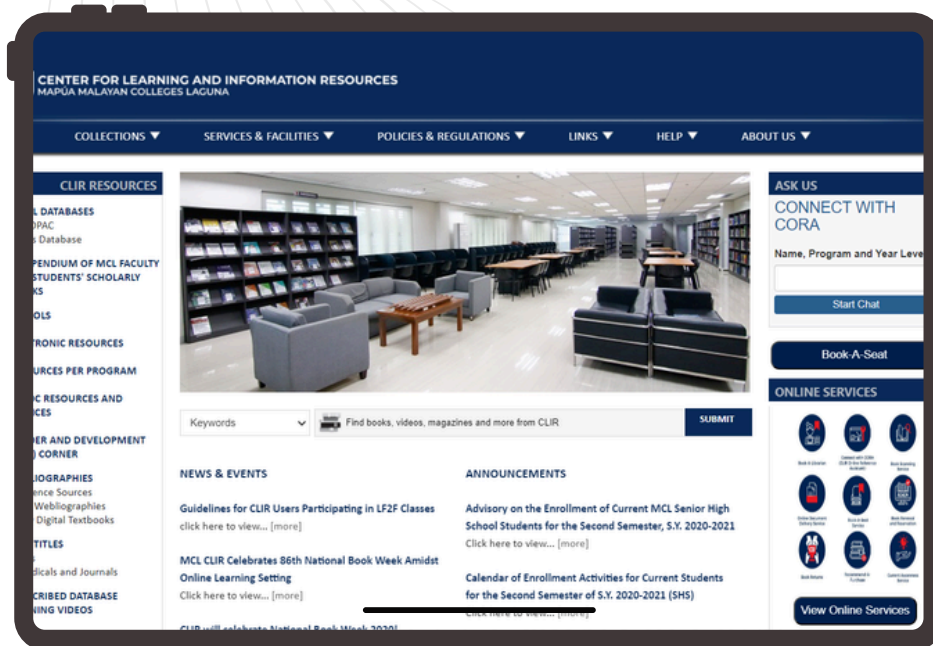
AI tools are revolutionizing education by offering a diverse range of tools that empower students, educators, researchers, and librarians. These tools tackle various learning needs, from efficiently finding information and creating content to comprehending complex topics and crafting engaging lessons or presentations. Some of AI tools include Audiopen, Magic ToDo, Natural Reader, Librari, Canva Magic Studio, Curipod, Invideo AI, and Tome AI.

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TO ACCESS AI TOOLS

# MAPÚA MCL CLIR WEB PAGE



To learn more about MMCL CLIR Resources and Services, visit the web page at [clir.mcl.edu.ph](http://clir.mcl.edu.ph).

SCAN THE QR CODE



TO VIEW CLIR WEB PAGE

# MAPÚA MCL CLIR FACILITIES

## CLIR ZONES



### INDIVIDUAL STUDY ZONE (CLIR-EINSTEIN)

An individual study zone is specifically designed for quiet, focused study by a single person. This zone minimizes distractions and prioritizes an environment conducive to concentrated learning—this space is for silent phones, laptops, headphones, and devices.

# MAPÚA MCL CLIR FACILITIES

## CLIR ZONES



### **COLLABORATIVE LEARNING ZONE (CLIR-EINSTEIN)**

This well-lit space features a mix of round, rectangular, and drafting tables with comfortable chairs, perfect for group brainstorming, group study, focused teamwork, small group conversations, and individuals who seek ambient noise when studying. This inviting area fosters creative thinking and productive collaboration.

# MAPÚA MCL CLIR FACILITIES

## MMCL CLIR ZONES



### **SOCIAL LEARNING ZONE (CLIR-RIZAL)**

A social learning zone in a library is a designated area that encourages collaborative learning and group study. Unlike silent study zones, these spaces allow for discussion and interaction. They might be equipped with Bean bags, Desk with Plant box, Trapezoid Folding Table, Hexagon Ottoman, etc. to help brainstorming and teamwork. This environment is ideal for students working on group projects, studying for presentations, or discussing course material with classmates. While some noise is expected, libraries typically have guidelines for maintaining a respectful volume level within these zones.

# MAPÚA MCL CLIR FACILITIES

## DISCUSSION ROOM (CLIR-RIZAL)



Libraries are stereotyped as places for complete silence but not for today's generation. CLIR recognizes the value of collaborative learning and created a dedicated discussion room at CLIR-Rizal to meet users' needs. Equipped with an LCD TV and HDMI cable, this space is perfect for group study sessions, brainstorming discussions, and even tutorials. It also offers a flexible environment for conducting interviews and meetings.

The discussion room is open Monday to Saturday, 8:00 AM to 4:00 PM, and may accommodate at least four and a maximum of ten. It is available first come, first served with a maximum of two hours per group.

# MAPÚA MCL CLIR FACILITIES

## CYBER SEARCH AREA (CLIR-EINSTEIN)



MAC computers specifically designated for internet access. These computers are available for all library users for their research.

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**TO USE THIS SPACE**

# MAPÚA MCL CLIR FACILITIES

## SECURITY GATE

A security gate in a library is a technological checkpoint typically positioned at the exit. It uses sensors to detect library materials that have not been properly checked out. When an un-checked item passes through the gate, it triggers an alarm to alert staff and potentially prevent theft of library resources.



## CHARGING STATIONS

A charging station is a designated area where patrons can recharge their electronic devices, typically laptops, phones, and tablets. These stations provide access to power outlets. Located in the Individual Study Zone and Collaborative Learning Zone.




# FACULTY'S PARTICIPATION IN BOOK SELECTION

## MANILA INTERNATIONAL BOOK FAIR



Updating the collection through acquisition is done with the faculty members and program chairs. At every Manila International Book Fair (MIBF), the program chair and faculty they assign are accompanied by the librarians in the selection process. Librarians prepare a Title Inventory file and provide it to each program, which will guide them in selecting titles for courses that need more numbers.



Revision No: 04  
 Revision Date: September 26, 2018

### MATERIAL ACQUISITION RECOMMENDATION FORM


**IMPORTANT INFORMATION**

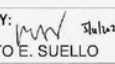
- THIS FORM SHALL BE FILLED OUT BY THE REQUESTER AFTER THE CLIR BOOK AND NON-BOOK REQUEST FORM HAS BEEN DULY APPROVED BY THE CLIR DIRECTOR.

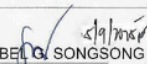
REQUESTED BY: <u>Eva Marie M. Pedregosa</u>		COLLEGE / SHS: <u>CAS</u>	PROGRAM / TRACK: <u>COMM</u>	MAR # <u>1709-CAS-COMM</u>
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COURSE CODE	AUTHOR(S)	TITLE	PUBLISHER	DATE PUBLISHED	ISBN #	MATERIAL TYPE*	QTY	PR. No.
COMM100, COMM101, COMM105, COMM108	Bovée, Courtland L. ; Thill, John	Excellence in Business Communication	Pearson Education	2023	9781292450124	EBOOK	1	
COMM113	Owen, Jo	How to Manage	Pearson Education	2023	9781292426464	EBOOK	1	


\* Material type could either be "P" for all print materials (e.g. books, magazines, etc.) or "NP" for non-print materials (e.g. CDs, DVDs, etc.)

PREPARED BY:   
PRISCILLA S. LAURENTE  
CLIR / DATE (Director Signature)

RECOMMENDED BY:   
LITO E. SUELLO  
DEAN/PRINCIPAL / DATE

APPROVED BY:   
ENGR. MARIBEL C. SONGSONG  
VP FOR ACADEMIC AFFAIRS / DATE

Copy: (1) Center for Learning and Information Resources FORM CLIR-005A



Revision No: 03  
 Revision Date: August 15, 2018

### CLIR BOOK & NON- BOOK REQUEST FORM


**IMPORTANT INFORMATION**


- THIS FORM SHALL BE USED BY COLLEGE AND SHS FOR REQUESTING BOOK AND NON-BOOK MATERIALS.
- THIS FORM SHALL BE FILLED OUT BY CLIR STAFF IF REQUEST IS MADE FROM BOOK FAIR OR THE BOOK WAS SENT BY SUPPLIER AFTER SELECTION PROCESS.


NAME / POSITION: <u>Eva Marie M. Pedregosa</u>	COLLEGE / SHS: <u>CAS</u>	PROGRAM / TRACK: <u>COMM</u>	DATE: <u>APRIL 29, 2025</u>
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COURSE CODE	AUTHOR (S)/EDITOR (S)	TITLE	PUBLISHER	DATE PUB / FREQUENCY	ISBN / ISSN	MATERIAL TYPE	QTY	WITH BUDGET	W/OUT BUDGET	REMARKS
COMM100, COMM101, COMM105, COMM108	9781292450124	Excellence in Business Communication	Pearson Education	2023	9781292450124	EBOOK	1	/		
COMM113	9781292426464	How to Manage	Pearson Education	2023	9781292426464	EBOOK	1	/		

Remarks (Write justification if request is one without budget; NA if not applicable)

ENDORSED BY:   
EVA MARIE M. PEDREGOSA  
PROGRAM CHAIR / CLUSTER COORDINATOR / DATE

RECOMMENDED BY:   
LITO E. SUELLO  
COLLEGE DEAN / SHS PRINCIPAL / DATE

APPROVED BY:   
PRISCILLA S. LAURENTE  
CLIR DIRECTOR / DATE



Revision No: 04  
 Revision Date: September 06, 2018

## MATERIAL ACQUISITION RECOMMENDATION FORM

**IMPORTANT INFORMATION**

- THIS FORM SHALL BE FILLED OUT BY THE REQUESTER AFTER THE CLIR BOOK AND NON-BOOK REQUEST FORM HAS BEEN DULY APPROVED BY THE CLIR DIRECTOR.

REQUESTED BY: <u>Ma. Rovilla C. Sudaprasert</u>		COLLEGE / SHS: <u>CAS</u>	PROGRAM / TRACK: <u>BMMA</u>	MAR # <u>1710-CAS-BMMA</u>
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COURSE CODE	AUTHOR(S)	TITLE	PUBLISHER	DATE PUBLISHED	ISBN #	MATERIAL TYPE*	QTY	PR. No.
BMMA106, BMMA130, BMMA140P, BMMA141P, BMMA155P, BMMA157P	Aaron, Jane; Fowler, H.	Little, Brown Handbook,	Pearson Education	2023	9781292441238	EBOOK	1	
BMMA180, BMMA200-1, BMMA200-2, BMMA200-3	Saunders, Mark; Lewis, Philip; Thornhill, Adrian	Research Methods for Students	Pearson Education	2023	9781292402734	EBOOK	1	
BMMA116, BMMA141P	Kotler, Philip; Armstrong, Gary; Balesubramanian, Sridhar	Principles of Marketing	Pearson Education	2023	9781292449333	EBOOK	1	
BMMA154, BMMA116	Fill, Chris; Turnbull, Sarah	Marketing Communications	Pearson Education	2023	9781292400303	EBOOK	1	


\*Material type could either be "P" for all print materials (e.g. books, magazines, etc.) or "NP" for non-print materials (e.g. CDs, DVDs, etc.)

PREPARED BY: [Signature]  
**PRISCILLA S. LAURENTE**  
CLIR / DATE  
(Director Signature)

RECOMMENDED BY: [Signature]  
**LITO E. SUELLO**  
DEAN/PRINCIPAL / DATE

APPROVED BY: [Signature]  
**ENGR. MARIBEL G. SONGSONG**  
VP FOR ACADEMIC AFFAIRS / DATE

Copy: (1) Center for Learning and Information Resources FORM CLIR-005A



Revision No: 03  
 Revision Date: August 15, 2018

## CLIR BOOK & NON- BOOK REQUEST FORM

**IMPORTANT INFORMATION**

- THIS FORM SHALL BE USED BY COLLEGE AND SHS FOR REQUESTING BOOK AND NON-BOOK MATERIALS.
- THIS FORM SHALL BE FILLED OUT BY CLIR STAFF IF REQUEST IS MADE FROM BOOK FAIR OR THE BOOK WAS SENT BY SUPPLIER AFTER SELECTION PROCESS.

1710-CAS-BMMA

NAME / POSITION: <u>Ma. Rovilla C. Sudaprasert</u>		COLLEGE / SHS: <u>CAS</u>	PROGRAM / TRACK: <u>BMMA</u>	DATE: <u>APRIL 29, 2025</u>
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COURSE CODE	AUTHOR (S)/EDITOR (S)	TITLE	PUBLISHER	DATE PUB / FREQUENCY	ISBN / ISSN	MATERIAL TYPE	QTY	WITH BUDGET	W/OUT BUDGET	REMARKS
BMMA106, BMMA130, BMMA140P, BMMA141P, BMMA155P, BMMA157P	Aaron, Jane; Fowler, H.	Little, Brown Handbook	Pearson Education	2023	9781292441238	EBOOK	1	/		
BMMA180, BMMA200-1, BMMA200-2, BMMA200-3	Saunders, Mark; Lewis, Philip; Thornhill, Adrian	Research Methods for Students	Pearson Education	2023	9781292402734	EBOOK	1	/		
BMMA116, BMMA141P	Kotler, Philip; Armstrong, Gary; Balesubramanian, Sridhar	Principles of Marketing	Pearson Education	2023	9781292449333	EBOOK	1	/		
BMMA154, BMMA116	Fill, Chris; Turnbull, Sarah	Marketing Communications	Pearson Education	2023	9781292400303	EBOOK	1	/		

Remarks (Write justification if request is one without budget; NA if not applicable)

ENDORSED BY: [Signature]  
**MA. ROVILLA S. SUDAPRASERT**  
PROGRAM CHAIR / CLUSTER COORDINATOR / DATE

RECOMMENDED BY: [Signature]  
**LITO E. SUELLO**  
COLLEGE DEAN / SHS PRINCIPAL / DATE

APPROVED BY: [Signature]  
**PRISCILLA S. LAURENTE**  
CLIR DIRECTOR / DATE



Revision No: **04**  
Revision Date: **September 05, 2018**

## MATERIAL ACQUISITION RECOMMENDATION FORM

**IMPORTANT INFORMATION**

- THIS FORM SHALL BE FILLED OUT BY THE REQUESTER AFTER THE CLIR BOOK AND NON-BOOK REQUEST FORM HAS BEEN DULY APPROVED BY THE CLIR DIRECTOR.


<b>REQUESTED BY:</b> Ma. Rovilla C. Sudaprasert-Program Chair	<b>COLLEGE / SHS:</b> CAS	<b>PROGRAM / TRACK:</b> BMMA	<b>MAR #</b> 1733-CAS-BMMA
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COURSE CODE	AUTHOR(S)	TITLE	PUBLISHER	DATE PUBLISHED	ISBN #	MATERIAL TYPE*	QTY	PR. No.
BMMA161	Mital, Prakhkar	Use of Artificial Intelligence in Digital Transformation	Arcler Press	2025	9781778564771	Book	1	

\* Material type could either be "P" for all print materials (e.g. books, magazines, etc.) or "NP" for non-print materials (e.g. CDs, DVDs, etc.)

<p><b>PREPARED BY:</b> <i>Lady Diana M. Santiago</i> <b>LADY DIANA M. SANTIAGO</b> CLIR / DATE (Director Signature) <i>Jan 14, 2026</i></p>	<p><b>RECOMMENDED BY:</b> <i>Joy G. Hofileña</i> <b>JOY G. HOFILEÑA</b> DEAN/PRINCIPAL / DATE <i>15 JAN 2026</i></p>	<p><b>APPROVED BY:</b> <i>Engr. Maribel G. Singsong</i> <b>ENGR. MARIBEL G. SONGSONG</b> VP FOR ACADEMIC AFFAIRS / DATE <i>Jan 27, 2024</i></p>
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Revision No: **03**  
Revision Date: **August 15, 2018**

## CLIR BOOK & NON- BOOK REQUEST FORM

**IMPORTANT INFORMATION**

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<b>NAME / POSITION:</b> Ma. Rovilla C. Sudaprasert-Program Chair	<b>COLLEGE / SHS:</b> CAS	<b>PROGRAM / TRACK:</b> BMMA	<b>DATE:</b> January 7, 2025
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COURSE CODE	AUTHOR (S)/EDITOR (S)	TITLE	PUBLISHER	DATE PUB / FREQUENCY	ISBN / ISSN	MATERIAL TYPE	QTY	WITH BUDGET	W/OUT BUDGET	REMARKS
BMMA161	Mital, Prakhkar	Use of Artificial Intelligence in Digital Transformation	Arcler Press	2025	9781778564771	Book	1	✓		

Remarks (Write justification if request is one without budget; NA if not applicable)

<p><b>ENDORSED BY:</b> <i>Ma. Rovilla C. Sudaprasert</i> <b>MA. ROVILLA C. SUDAPRASERT</b> PROGRAM CHAIR / CLUSTER COORDINATOR / DATE <i>Jan 14, 2026</i></p>	<p><b>RECOMMENDED BY:</b> <i>Joy G. Hofileña</i> <b>JOY G. HOFILEÑA</b> COLLEGE DEAN / SHS PRINCIPAL / DATE <i>15 JAN 2026</i></p>	<p><b>APPROVED BY:</b> <i>Lady Diana M. Santiago</i> <b>LADY DIANA M. SANTIAGO</b> CLIR DIRECTOR / DATE <i>Jan 14, 2024</i></p>
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CLIR-057-01



Revision No. 04  
 Revision Date: September 05, 2018

### MATERIAL ACQUISITION RECOMMENDATION FORM

**IMPORTANT INFORMATION**

- THIS FORM SHALL BE FILLED OUT BY THE REQUESTER AFTER THE CLIR BOOK AND NON-BOOK REQUEST FORM HAS BEEN DULY APPROVED BY THE CLIR DIRECTOR.

REQUESTED BY:	Ma. Rovilla C. Sudaprasert-Program Chair	COLLEGE / SHS:	CAS	PROGRAM / TRACK:	BMMA	MAR #	1740-CAS-BMMA
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COURSE CODE	AUTHOR(S)	TITLE	PUBLISHER	DATE PUBLISHED	ISBN #	MATERIAL TYPE*	QTY	PR. No.
BMMA140P, BMMA141P	Jen Christiansen	Building Science Graphics: An illustrated guide to communicating science through diagrams and visualizations	CRC Press Taylor and Francis Group	2023	9781032108748	Book	1	
BMMA112P	Hannah Trigwell	Making it Happen: How to Create a Sustainable Career in the Music Industry	Routledge	2024	9781032155883	Book	1	
BMMA130	Paul Joseph Gulino	Screen Writing: The Sequence Approach	Bloomsbury	2024	9789765104913	Book	1	
BMMA130	Andrew Zinnes & Genevieve Jolliffe	A Guerilla Guide Screenwriters Advice: From Popular and Award-Winning Film, TV, and Streaming Shows	Bloomsbury	2024	9781501363276	Book	1	
BMMA109P, BMMA132P	Blain Brown	Visual Storytelling for Filmmakers	Routledge	2025	9781032414708	Book	1	
BMMA190, BMMA200-1, BMMA200-2, BMMA200-3, BMMA190	Leighton Evans	Media Studies: Industries, Texts, and Audiences	Sage Publications	2025	9781529602227	Book	1	
BMMA200-1, BMMA200-2, BMMA200-3	Hilary Collins	Creative Research: Research Theory and Practice for the Creative Industries	Bloomsbury	2025	9781350330375	Book	1	
BMMA150P	Christopher Bartel	Aesthetics and Video Games	Bloomsbury Aesthetics	2025	9781350104822	Book	1	


\*Material type could either be "P" for all print materials (e.g. books, magazines, etc.) or "NP" for non-print materials (e.g. CDs, DVDs, etc.)

PREPARED BY: *[Signature]* January 14, 2024  
**LADY DIANA M. SANTIAGO**  
 CLIR / DATE  
 (Director Signature)

RECOMMENDED BY: *[Signature]*  
**JOY G. HOFILENA**  
 COLLEGE DEAN / SHS PRINCIPAL / DATE 5 JAN 2026

APPROVED BY: *[Signature]* Jan 27, 2024  
**ENGR. MARIBEL G. SONGSONG**  
 VP FOR ACADEMIC AFFAIRS / DATE

FORM CLIR-005A  
THIS FORM IS AVAILABLE AT THE CENTER FOR LEARNING AND INFORMATION RESOURCES.



Revision No. 03  
 Revision Date: August 15, 2018

### CLIR BOOK & NON- BOOK REQUEST FORM

**IMPORTANT INFORMATION**

- THIS FORM SHALL BE USED BY COLLEGE AND SHS FOR REQUESTING BOOK AND NON-BOOK MATERIALS.
- THIS FORM SHALL BE FILLED OUT BY CLIR STAFF IF REQUEST IS MADE FROM BOOK FAIR OR THE BOOK WAS SENT BY SUPPLIER AFTER SELECTION PROCESS.

1740 - CAS - BMMA

NAME / POSITION	Ma. Rovilla C. Sudaprasert-Program Chair	COLLEGE / SHS	CAS	PROGRAM / TRACK	BMMA	DATE	January 8, 2026
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COURSE CODE	AUTHOR(S)/EDITOR(S)	TITLE	PUBLISHER	DATE PUS / FREQUENCY	ISBN / ISSN	MATERIAL TYPE	QTY	WITH BUDGET	W/OUT BUDGET	REMARKS
BMMA140P, BMMA141P	Jen Christiansen	Building Science Graphics: An illustrated guide to communicating science through diagrams...	CRC Press Taylor and Francis Group	2023	9781032108748	Book	1	✓		
BMMA112P	Hannah Trigwell	Making it Happen: How to Create a Sustainable Career in the Music Industry	Routledge	2024	9781032155883	Book	1	✓		
BMMA130	Paul Joseph Gulino	Screen Writing: The Sequence Approach	Bloomsbury	2024	9789765104913	Book	1	✓		
BMMA130	Andrew Zinnes & Genevieve Jolliffe	A Guerilla Guide Screenwriters Advice: From Popular and Award-Winning Film, TV, and Streaming...	Bloomsbury	2024	9781501363276	Book	1	✓		
BMMA109P, BMMA132P	Blain Brown	Visual Storytelling for Filmmakers	Routledge	2025	9781032414708	Book	1	✓		
BMMA190, BMMA200-1, BMMA200-2, BMMA200-3	Leighton Evans	Media Studies: Industries, Texts, and Audiences	Sage Publications	2025	9781529602227	Book	1	✓		
BMMA190, BMMA200-1, BMMA200-2, BMMA200-3	Hilary Collins	Creative Research: Research Theory and Practice for the Creative Industries	Bloomsbury	2025	9781350330375	Book	1	✓		
BMMA150P	Christopher Bartel	Aesthetics and Video Games	Bloomsbury Aesthetics	2025	9781350104822	Book	1	✓		


Remarks (Write justification if request is one without budget; NA if not applicable)

ENDORSED BY: *[Signature]* Jan 14, 2024  
**MA. ROVILLA C. SUDAPRASERT**  
 PROGRAM CHAIR / CLUSTER COORDINATOR / DATE

RECOMMENDED BY: *[Signature]*  
**JOY G. HOFILENA**  
 COLLEGE DEAN / SHS PRINCIPAL / DATE 5 JAN 2026

APPROVED BY: *[Signature]* January 14, 2024  
**LADY DIANA M. SANTIAGO**  
 CLIR DIRECTOR / DATE

CLIR-057-01  
THIS FORM IS AVAILABLE AT THE CENTER FOR LEARNING AND INFORMATION RESOURCES.



Revision No. **04**  
 Revision Date: **September 05, 2018**

### MATERIAL ACQUISITION RECOMMENDATION FORM

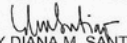
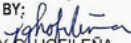
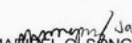
**IMPORTANT INFORMATION**

- THIS FORM SHALL BE FILLED OUT BY THE REQUESTER AFTER THE CLIR BOOK AND NON-BOOK REQUEST FORM HAS BEEN DULY APPROVED BY THE CLIR DIRECTOR.

REQUESTED BY: <b>Ma. Rovilla C. Sudaprasert-Program Chair</b>	COLLEGE / SHS: <b>CAS</b>	PROGRAM / TRACK: <b>BMMA</b>	MAR # <b>1741-CAS-BMMA</b>
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COURSE CODE	AUTHOR(S)	TITLE	PUBLISHER	DATE PUBLISHED	ISBN #	MATERIAL TYPE*	QTY	PR. No.
BMMA190	Charlotte Brookfield, Jamie Lewis	Completing your Research Project: A Guide for the Social Sciences	Sage Publications	2025	9781529917092	Book	1	
BMMA190	Zina O'Leary, Emma Tennent	The Essential Guide to Doing Your Research Project	Sage Publications	2025	9781529672220	Book	1	
BMMA161	Graham Allen	Representing The New AI in Film and Television	Bloomsbury	2025	9781350378018	Book	1	
BMMA159	Simon Lindgren	Digital Media & Society	Sage Publications	2025	9781529681475	Book	1	
BMMA198P	Katherine Beyda	The Creative Producing Handbook: An Insider's Guide to Production	Routledge	2025	9781032842233	Book	1	
							1	

\* Material type could either be "P" for all-print materials (e.g. books, magazines, etc.) or "NP" for non-print materials (e.g. CDs, DVDs, etc.)

<b>PREPARED BY:</b>  <b>LADY DIANA M. SANTIAGO</b> CLIR / DATE (Director Signature)	<b>RECOMMENDED BY:</b>  <b>JOY B. HOFILEÑA</b> DEAN / PRINCIPAL / DATE JAN 2026	<b>APPROVED BY:</b>  <b>ENGR. MARIBEL G. SONGSONG</b> VP FOR ACADEMIC AFFAIRS / DATE Jan 27, 2026
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Copy: (1) Center for Learning and Information Resources FORM CLIR-005A

THIS FORM IS AVAILABLE AT THE CENTER FOR LEARNING AND INFORMATION RESOURCES.



Revision No. **03**  
 Revision Date: **August 15, 2018**

### CLIR BOOK & NON- BOOK REQUEST FORM

**IMPORTANT INFORMATION**

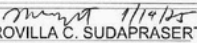

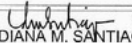
- THIS FORM SHALL BE USED BY COLLEGE AND SHS FOR REQUESTING BOOK AND NON-BOOK MATERIALS.
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1741- CAS- BOOK

NAME / POSITION: <b>Ma. Rovilla C. Sudaprasert-Program Chair</b>	COLLEGE / SHS: <b>CAS</b>	PROGRAM / TRACK: <b>BMMA</b>	DATE: <b>January 8, 2026</b>
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COURSE CODE	AUTHOR (S)/EDITOR (S)	TITLE	PUBLISHER	DATE PUB. / FREQUENCY	ISBN / ISSN	MATERIAL TYPE	QTY	WITH BUDGET	W/OUT BUDGET	REMARKS
BMMA190	Charlotte Brookfield, Jamie Lewis	Completing your Research Project: A Guide for the Social Sciences	Sage Publications	2025	9781529617092	Book	1	✓		
BMMA190	Zina O'Leary, Emma Tennent	The Essential Guide to Doing Your Research Project	Sage Publications	2025	9781529672220	Book	1	✓		
BMMA161	Graham Allen	Representing The New AI in Film and Television	Bloomsbury	2025	9781350378018	Book	1	✓		
BMMA159	Simon Lindgren	Digital Media & Society	Sage Publications	2025	9781529681475	Book	1	✓		
BMMA198P	Katherine Beyda	The Creative Producing Handbook: An Insider's Guide to Production	Routledge	2025	9781032842233	Book	1	✓		

Remarks (Write justification if request is one without budget; NA if not applicable)

<b>ENDORSED BY:</b>  <b>MA. ROVILLA C. SUDAPRASERT</b> PROGRAM CHAIR / CLUSTER COORDINATOR / DATE Jan 14, 2026	<b>RECOMMENDED BY:</b>  <b>JOY B. HOFILEÑA</b> COLLEGE DEAN / SHS PRINCIPAL / DATE 15 JAN 2026	<b>APPROVED BY:</b>  <b>LADY DIANA M. SANTIAGO</b> CLIR DIRECTOR / DATE Jan. 14, 2026
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Copy: (1) Center for Learning and Information Resources CLIR-057-01

THIS FORM IS AVAILABLE AT THE CENTER FOR LEARNING AND INFORMATION RESOURCES.

# REFERRAL LETTER REQUEST



September 21, 2023

Kimberly Ann O. Soria  
Chief Librarian  
Mapua University  
Intramuros, Manila

Dear Ms./Mrs. Soria,

This is to request from your good office to please allow the following students listed below:

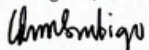
1. Platino, Angelica Gabrielle, G.
2. Luzaran, Jean Annika, C.
3. Dando, Johanna Krishna, C.
4. Siervo, Stefanie Martha, O.
5. Mahiya, Hal Mari, A.


To make use of your library facilities and resources for their research about Psychology related to behavior, mental health, and social relations, to look for any references. They need to gather more literature and references for the completion of their research.

Rest assured that our students will comply with your library policies and regulations.

We shall be grateful for any assistance you will extend to them.

Warm regards,

  
Lady Diana M. Santiago  
CLIR-Library Officer

Received by:   
Angelica Gabrielle Platino  
9/15/2023

Address : Pulo-Diezmo Road, Cabuyao City, Laguna 4025  
Trunkline : +63 (49) 832-4000  
Fax : + 63 (49) 832-0017, +63 (2) 8520-8975  
Email : mcinfo@mcl.edu.ph

   MapuaMCL  mapuamcl

# SUMMARY OF BMMA BOOK AND NON-BOOK COLLECTION

Classification	No. of Title	No. of Volume
General Reference Books	1592	1768
Filipiniana	323	365
General Education Print Books	5	5
General Education E-Books	22	330
Professional Print Books	224	228
Professional E-Books	11	165
Thesis Collection	89	

SCAN THE QR CODE



TO VIEW BMMA  
COURSE REFERENCE LIST

# BMMA RESOURCES INVENTORY AND GAP ANALYSIS

Course Code	Year Level	Term	Print Books (2021 to 2025)	E-books (2021 to 2025)	% compliance	NUMBER OF GAP TITLES
BMMA100	1	1	3	0	60%	2
BMMA020P	1	1	2	0	40%	3
BMMA021P	1	2	2	0	40%	3
BMMA102	1	2	0	0	0%	5
BMMA103P	1	2	2	1	60%	2
BMMA105P	1	3	0	0	0%	5
BMMA104P	1	3	0	0	0%	5
BMMA108P	2	1	0	1	20%	4
BMMA101L	2	1	1	0	20%	4
BMMA150P	2	1	2	0	40%	3
BMMA152	2	1	2	0	40%	3
BMMA154	2	1	2	3	100%	0
BMMA158P	2	1	0	0	0%	5
BMMA160P	2	1	0	0	0%	5

# BMMA RESOURCES INVENTORY AND GAP ANALYSIS

Course Code	Year Level	Term	Print Books (2021 to 2025)	E-books (2021 to 2025)	% compliance	NUMBER OF GAP TITLES
BMMA161	2	1	2	0	40%	3
BMMA106	2	2	1	2	60%	2
BMMA107P	2	2	0	1	20%	4
BMMA111P	2	2	0	0	0%	5
BMMA109P	2	3	3	0	60%	2
BMMA110P	2	3	0	0	0%	5
BMMA116	2	3	1	1	40%	3
BMMA190	2	3	4	0	80%	1
BMMA114P	3	1	0	0	0%	5
BMMA112P	3	1	1	1	40%	3
BMMA200-1	3	1	2	0	40%	3
BMMA113P	3	2	0	0	0%	5
BMMA115P	3	2	0	0	0%	5
BMMA200-2	3	2	2	0	40%	3

# BMMA RESOURCES INVENTORY AND GAP ANALYSIS

Course Code	Year Level	Term	Print Books (2021 to 2025)	E-books (2021 to 2025)	% compliance	NUMBER OF GAP TITLES
BMMA151	3	2	1	0	20%	4
BMMA153	3	2	1	0	20%	4
BMMA155P	3	2	0	0	0%	5
BMMA157P	3	2	1	0	20%	4
BMMA159	3	2	1	0	20%	4
BMMA198P	3	3	2	0	40%	3
BMMA197	3	3	2	0	40%	3
BMMA200-3	3	3	2	0	40%	3
BMMA199R	4	1	0	0	0%	5
BMMA122P	2	2	0	0	0%	5
BMMA130	2	2	2	0	40%	3
BMMA142	2	2	0	0	0%	5
BMMA121P	2	3	0	0	0%	5
BMMA131P	2	3	1	0	20%	4

# BMMA RESOURCES INVENTORY AND GAP ANALYSIS

Course Code	Year Level	Term	Print Books (2021 to 2025)	E-books (2021 to 2025)	% compliance	NUMBER OF GAP TITLES
BMMA140P	2	3	1	0	20%	4
BMMA120P	3	1	0	0	0%	5
BMMA132P	3	1	3	0	60%	2
BMMA141P	3	1	2	1	60%	2





# BMMA RESOURCES INVENTORY AND GAP ANALYSIS

An evaluation of library holdings published between 2021 and 2025 was conducted for the Bachelor of Multimedia Arts (BMMA) courses. This assessment established a minimum requirement of five titles per course, in accordance with CHED CMO No. 22, series of 2021, and the AUN-QA standards for learning resources.





The findings revealed an average compliance rate of approximately 31%, indicating significant gaps in meeting the minimum requirement for several courses. While a substantial portion of the BMMA collection consists of materials published in 2020 and earlier, the analysis of recent holdings underscores the need to enhance the currency of resources. This is particularly crucial for studio-based, production, capstone, and specialized multimedia subjects that demand up-to-date and industry-relevant references.

These findings will inform CLIR's targeted acquisition planning, which is guided by faculty input. The goal is to improve the recency and relevance of library resources, ensure alignment with curricular requirements, and enhance support for teaching, learning, and research outcomes in the BMMA program.

# BMMA FOREIGN & LOCAL E-JOURNALS

Foreign Journals	Link	Frequency
The Arts in Psychotherapy		Bimonthly
Online Social Networks and Media		Quarterly
Discourse, Context & Media		Bimonthly
Signs and Media		Annual

# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
ANTORCHA		Biannual
PCS Review		Annual
Ani: Letran Calamba Research Report		Annual
The Journal of History		Annual

# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
Manila		Annual
Synergeia		Annual
American Studies Asia		Annual
CA Research Journal		Annual




# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
Saliksik E-Journal		Biannual
Anuaryo/Annales: Journal of History		Annual
Kinaadman: A Journal of the Southern Philippines		Annual
Philippiniana Sacra		Annual

# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
Journal of Interdisciplinary Perspectives		Monthly
DLSU Dialogue: An Interdisciplinary Journal for Cultural Studies		Annual
Daloy		Annual
LIKHA		Annual





# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
Karunungan		Annual
Layag		Annual
FEU English and Literature Journal		Annual
Kayamag		Annual





# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
IAMURE International Journal of Literature, Philosophy and Religion		Biannual
IDEYA: Journal of Humanities		Biannual
Advancing Literature and Communication Research		Annual
The RAP Journal		Biannual

# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
PAMISULU: An Interdisciplinary Journal of Theology and Philosophy		Annual
Journal of Northern Luzon		Annual
Southeast Asian Media Studies		Biannual
College of Arts and Sciences Research Journal		Annual




# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
FEU Colloquium		Annual
KAYĀ, TAO		Annual
UM Research Journal		Annual
Progressio Journal on Human Development		Annual

# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
Far Eastern University Faculty Research Journal		Annual
IAMURE International Journal of Lesbian, Gay Bisexual and Transgender		Annual
Philippine Association for the Sociology of Religion Journal		Annual
Advancing Social Science Research		Annual

# BMMA FOREIGN & LOCAL E-JOURNALS

Local Journals	Link	Frequency
MSEUF Research Studies		Annual
Tilamsik		2015 - 2018
Signs and Media		Annual

# CLIR ACTIVITIES

## FROM SHELVES TO SCREEN

Written by: Paula Franczeska L. Gabito



In an age where information is often consumed through quick posts and endless scrolling, finding reliable and meaningful updates can make a significant difference for students navigating their academic journey.

Recognizing this need, the **Mapúa MCL Center for Learning and Information Resources (CLIR)** introduced a new platform designed to keep the community informed and connected. The launch of the first-ever **CLIR digital newsletter** marks an important milestone in strengthening communication between the library and the Mapúan community. Through this initiative, students and faculty can easily access updates about library services, newly available resources, and initiatives that support learning and research. More than just a collection of announcements, the newsletter aims to serve as a **central hub** where the community can stay updated on the many ways the library continues to evolve.

Among the highlights featured in the newsletter are newly unveiled **study zones** designed to accommodate different learning styles and provide more conducive spaces for studying and collaboration. The issue also introduces updated access to important **academic tools** such as *Grammarly*, various **online research databases**, and new subscriptions including *Wiley Online Journals* available through Microsoft Live accounts. In addition to these resources, the newsletter highlights student-centered initiatives like **CLIR XP: Earn Your Library Badges**, an interactive activity that encourages students to explore both the physical and digital services of the library. The issue also presents insights from **usage statistics**, reflecting how students and faculty continue to maximize CLIR's services—from research assistance and document delivery to the use of online databases and library spaces.

As its first edition reaches the Mapúan community, the CLIR digital newsletter reinforces the library's role as a **dynamic space** for learning, discovery, and collaboration.

Read CLIR's first newsletter here: <https://bit.ly/CLIRConnect1T2526>

# CLIR ACTIVITIES

## 20 YEARS, 2000 STORIES

Written by: Ryza Mae G. Pasardan

In alignment with the SDG 4: Quality Education and the SDG 17: Partnership for the Goals. The Center for Service-Learning and Community Engagement's (CSCE) has launched its "20 Years, 2,000 Stories: A Legacy Library Project" program. With this, The Center for Learning and Information Resources (CLIR) has partnered with C&E Publishing Inc. as donors for gently used books for an upcoming functional community library in Brgy. Dapdap East, Tagaytay City, Cavite.



With the successful partnership of both the C&E Publishing Inc. and CLIR, 282 books will be donated and supplied for Cavite's functional community library. This collaboration is facilitated with the intention of ensuring that the resource gaps from students to families are bridged and catered for. Moreover, since academic books have populated most of the donations, both CLIR and the C&E Publishing Inc. aim to highlight the importance of education.

The Center for Learning and Information Resources (CLIR) then initiated a direct donation drive by visiting the community library of Brgy. Dapdap East in Tagaytay City, Cavite last 31st of January 2026 along with The Center for Service-Learning and Community Engagement's (CSCE). Along with the planned book donation, some of this community engagement's aims are, namely, to be able to help with the community library's organization (e.g.: color-coding systems), facilitation of "Daily Utilization Log" for tracking visitor data and their book usages, and resource processing for identifying accession numbers and category labels.



With the latter objectives cited, it is with great news that they were all made possible the same day along with extending the help further towards the barangay staff, the community's children, and the student volunteers.

To expound, the barangay staff gained knowledge with regards to library management, book processing, and collection tracking; the community's children now have the access to a functional library to assist in literacy; and student volunteers were able to develop leadership skills, collaborative skills, and socio-civic responsibility.

But that's not all, the community engagement with Brgy. Dapdap East did not just start and end with donating books and assisting with the library's organization, but a storytelling experience was also shared with 65 children. This is to encourage or enrich each child's literacy and learning habits. With a preceding series of interactive warm-up games and icebreakers, children were found to have the brightest smiles with active engagement along with their capability to comprehend the read story's moral and plot points.



Being able to see this planned delight and fulfillment to witness was the main heart behind this



program written on paper come to fruition, it is with great this idea come to life along with the fact that extending help community engagement's motive.

Overall, this donation is more chance for education to people such privilege. Let us guarantee the power of reading and literacy possesses the right - everyone.

than just being able to give; it is also offering a with people who cannot afford to access the growing future of education through through sharing wisdom with anyone who

# CLIR ACTIVITIES

## LOVE AT FIRST PAGE

Written by: Paula Franczeska L. Gabito

Valentine’s season is often associated with flowers, chocolates, and heartfelt messages shared between loved ones. This year, however, your favorite university library, the Mapúa MCL Center for Learning and Information Resources (CLIR) offered students a **different kind of match** – one that could be found between the pages of a good book.



From **February 9 to 14, 2026**, CLIR hosted “**Swipe Right on a Read**,” an interactive blind date with a book activity held at CLIR Einstein. The event invited students to discover new titles by selecting wrapped books labeled only with brief descriptions that hinted at the story inside. By removing the book covers and focusing on themes instead, the activity encouraged participants to take a chance on unfamiliar stories and explore new literary interests.

Students who participated in the activity were **encouraged to read** their selected books and share their thoughts by submitting reviews and ratings. Completing

the activity also qualified them for a **raffle draw**, adding an extra layer of excitement to the experience. Throughout the week, the library buzzed with curiosity and enthusiasm as students browsed through the mysterious book selections.

By the end of the event, **61 students** successfully matched with their books, proving that sometimes the best literary discoveries happen by surprise. Through engaging activities like Swipe Right on a Read, CLIR continues to **create opportunities** that bring the Mapúan community together while fostering a love for reading and exploration.



# CLIR ACTIVITIES

## FOUR DAYS, A MILLION VOICES

Written by: Paula Franczeska L. Gabito

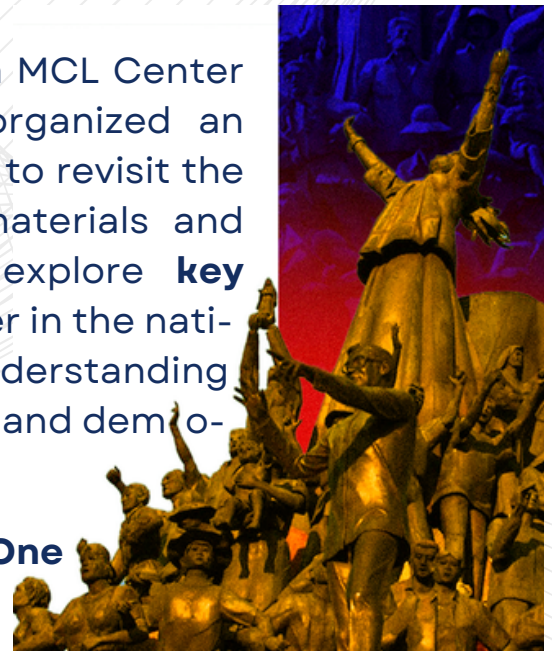
History lives on through the stories we continue to share and the lessons we choose to remember. Among the most significant moments in Philippine history is the **EDSA People Power Revolution**, a peaceful uprising that demonstrated the strength of unity and the power of collective action.

In commemoration of this historic event, the Mapúa MCL Center for Learning and Information Resources (CLIR) organized an **initiative** that encouraged the university community to revisit the stories behind the revolution. Through curated materials and informative displays, students were invited to explore **key moments and figures** that shaped this pivotal chapter in the nation's history. The activity served as a reminder that understanding the past allows us to better appreciate the freedoms and democratic values enjoyed today.

Guided by the message **“One story. One lesson. One generation at a time,”** the initiative emphasized the

importance of preserving historical memory among younger generations. Books and learning materials related to the revolution were highlighted to encourage **deeper reflection** on the events that unfolded during those historic days in **February 1986**. By revisiting these narratives, students were reminded that the **courage** and **determination** of ordinary citizens can shape the course of a nation's future. The initiative also provided an **opportunity** for members of the community to reflect on the enduring values of unity, freedom, and civic responsibility.

Through commemorative activities like this, CLIR continues to support not only academic learning but also **historical awareness** within the Mapúa community.



# CLIR ACTIVITIES

## LOADING... HER-STORY

Written by: Paula Franczeska L. Gabito

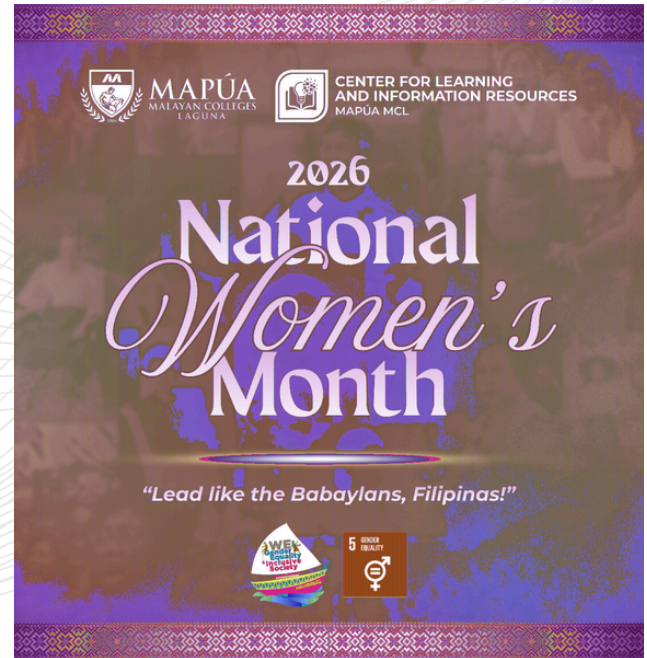
Throughout history, women have played an essential role in shaping communities, preserving culture, and inspiring progress through their **leadership and resilience**. Their stories reflect courage, compassion, and a deep commitment to creating meaningful change for future generations.

In celebration of National Women's Month, the Mapúa MCL Center for Learning and Information Resources (CLIR) launched ***HerStory: A Digital Exhibit of Filipina Changemakers***, a virtual initiative that highlights the lives and contributions of influential Filipina leaders. Developed by Ms. Shem Tolentino and Ms. Isobel Quiñones in collaboration

with students from the **Bachelor of Multimedia Arts (BMMA) program**, the exhibit transforms historical narratives into an engaging interactive experience. Through this digital platform, visitors are invited to **explore** inspiring stories that celebrate the strength and impact of Filipinas across different fields and communities.

Across different paths and generations, four Filipina changemakers—Bai Bibyaon Ligkayan Bigkay, Sr. Mary John Mananzan, Lourdes J. Cruz, and Haydee B. Yorac—quietly shaped the course of communities through courage and conviction. From defending ancestral lands and advancing women's rights to transforming science and restoring integrity in public service, their stories come together as a powerful reminder that change often begins with those who choose to stand, lead, and serve.

By presenting these narratives through an interactive virtual format, the exhibit encourages participants to connect with history in a more immersive and meaningful way. The initiative also highlights the **creativity and technical skills** of BMMA students who helped bring these stories to life through multimedia design. As the celebration of Women's Month continues, HerStory stands as a tribute to the enduring influence of Filipina leaders and a reminder that their stories continue to **inspire new generations** to lead with courage and compassion.



# USAGE STATISTICS



**MAPÚA**  
MALAYAN COLLEGES  
LAGUNA



CENTER FOR LEARNING  
AND INFORMATION RESOURCES  
MAPÚA MCL

**A.Y. 2024 - 2025**

## STATISTICS REPORT

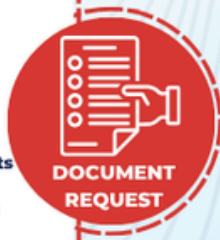
**Multimedia Arts**

### Online Document Delivery Service

**8 STUDENTS**

**1.34%**

During A.Y. 2024–2025, the Multimedia Arts (BMMA) population recorded a 1.34% utilization rate, with 8 student requests processed.



### Book-A-Seat

**516 RESERVATION COUNT**

**86.58%**

The Book-A-Seat system saw a high engagement rate of 86.58%, totaling 516 reservations from the program.



### Roving Reference

**477 STUDENTS**

**80.03%**

Strong engagement was noted for the Roving Reference tool, with 80.03% of the BMMA population (477 students) utilizing the service.



### Grammarly

**83 STUDENTS 3 FACULTY**

**13.93%**

Adoption of the Grammarly tool reached 13.93%, with requests coming from 83 students and 3 faculty members.



### Borrowing Transaction Count

**31 STUDENTS 4 FACULTY**

**5.20%**

Physical library book borrowing saw a 5.20% utilization rate, consisting of 31 student and 38 faculty transactions.



### Book-A-Librarian

**203 STUDENTS 2 FACULTY**

**34.06%**

The Book-A-Librarian service saw significant utilization at 34.06%, with 203 students and 2 faculty members scheduling personalized sessions.



**CORA**

**QUERIES ANSWERED**

**1 FACULTY**

Initial engagement with the online reference tool, CORA, was recorded for 1 faculty member during this academic year.

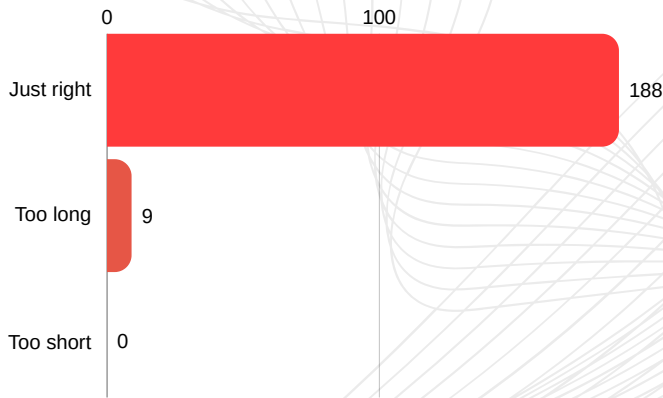
# SERVICE EVALUATION

## BOOK-A-LIBRARIAN EVALUATION SURVEY

A.Y 2024-2025

### THE LENGTH OF THE SESSION FOR STUDENTS WAS

● Too long ● Just right ● Too short



### LEVEL OF AGREEMENT

The objectives of the Library Instruction Session were clearly stated by the librarian.

On average, the librarian clearly stated the Library Institution Session's objectives, with a

**strongly agreed score.**

The Librarian was knowledgeable.

On average, the librarian was knowledgeable, with a

**strongly agreed score.**

The Librarian presented the subject matter in a clear, understandable, and organized manner.

On average, the librarian presented the subject matter in a clear, understandable, and organized manner with a

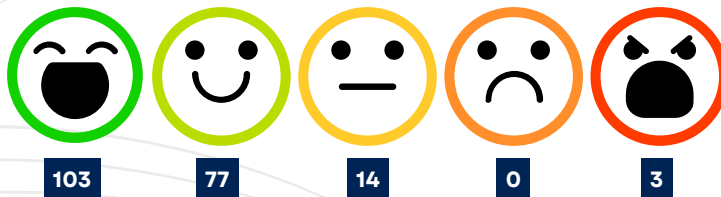
**strongly agreed score.**

What was the most important resource that you learned about in the session?

OTHERS	88.83%
RESOURCE	7.61%
SERVICES	2.03%
FACILITIES	1.52%

### LEVEL OF CONFIDENCE

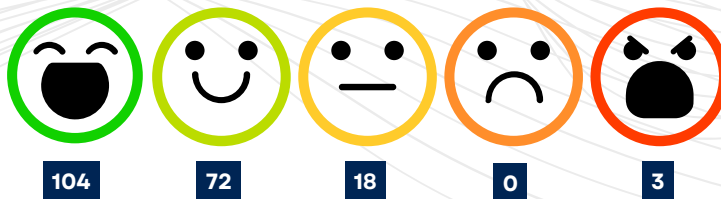
After participating in this Library Instruction Session, I feel more comfortable accessing and searching in the library's databases.



On average, the students feel more comfortable in accessing and searching the library's databases by themselves, with a

**strongly agreed score.**

After participating in the Library Instruction session, I am more likely to use the library for my research.



On average, the students will most likely use the library as their primary source for their research, with a

**strongly agreed score.**



**100%**

ANSWERED THE EVALUATION SURVEY.

**NUMBER OF ATTENDEES**

**197**

Number of BAL attendees.

**NUMBER OF SURVEY TAKERS**

**197**

Number of survey takers.

# USAGE STATISTICS



**MAPUA**  
MALAYAN COLLEGES  
LAGUNA



**CENTER FOR LEARNING  
AND INFORMATION RESOURCES**  
MAPUA MCL

## 1st Term, A.Y. 2025 - 2026 STATISTICS REPORT Multimedia Arts

### Online Document Delivery Service

**4** STUDENTS **1** FACULTY

**1.48%**

During the 1st Term of A.Y. 2025–2026, 1.48% of the Multimedia Arts (BMMA) population utilized the service, with 4 students and 1 faculty member requesting documents.



### Book-A-Seat

**361** RESERVATION  
COUNT

**58.23%**

The Book-A-Seat system reached a utilization rate of 58.23%, recording 361 reservations from the BMMA community.



### Roving Reference

**73** STUDENTS

**13.54%**

The Roving Reference tool achieved a 13.54% engagement rate, catering to 73 BMMA students during the first term.



### Grammarly

**8** STUDENTS

**1.29%**

Adoption of the Grammarly tool was recorded at 1.29%, with 8 students requesting the service for their academic work.



### Borrowing Transaction Count

**3** STUDENTS **8** FACULTY

**0.48%**

Physical library book borrowing saw a utilization rate of 0.48%, consisting of 3 student and 8 faculty transactions.



### Book-A-Librarian

**83** STUDENTS

**13.39%**

The Book-A-Librarian service saw significant utilization at 13.39%, with 83 students scheduling personalized assistance sessions.



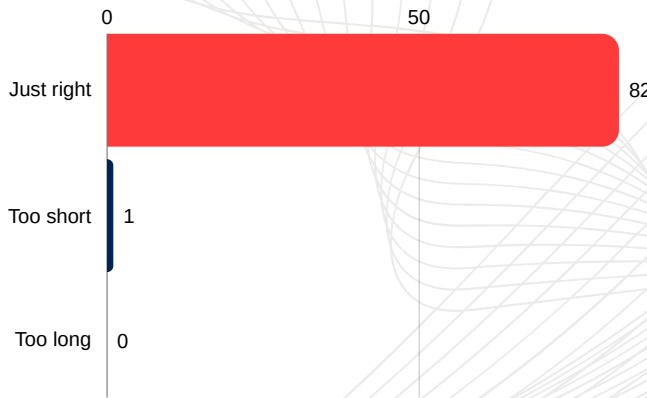
# SERVICE EVALUATION

## BOOK-A-LIBRARIAN EVALUATION SURVEY

A.Y 2025-2026

### THE LENGTH OF THE SESSION FOR STUDENTS WAS

● Too long ● Just right ● Too short



### LEVEL OF AGREEMENT

The objectives of the Library Instruction Session were clearly stated by the librarian.

On average, the librarian clearly stated the Library Instruction Session's objectives, with a

**strongly agreed score.**

The Librarian was knowledgeable.

On average, the librarian was knowledgeable, with a

**strongly agreed score.**

The Librarian presented the subject matter in a clear, understandable, and organized manner.

On average, the librarian presented the subject matter in a clear, understandable, and organized manner with a

**strongly agreed score.**

What was the most important resource that you learned about in the session?

OTHERS	75.90%
RESOURCE	14.46%
SERVICES	4.82%
FACILITIES	4.82%

### LEVEL OF CONFIDENCE

After participating in this Library Instruction Session, I feel more comfortable accessing and searching in the library's databases.



On average, the students feel comfortable in accessing and searching the library's databases by themselves, with an

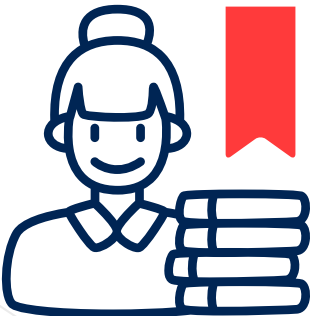
**agreed score.**

After participating in the Library Instruction session, I am more likely to use the library for my research.



On average, the students will likely use the library as their primary source for their research, with an

**agreed score.**



**100%**  
ANSWERED THE EVALUATION SURVEY.

**NUMBER OF ATTENDEES**

**83**

Number of BAL attendees.

**NUMBER OF SURVEY TAKERS**

**83**

Number of survey takers.

# LIBRARY APPRECIATION

## BOOK-A-LIBRARIAN

**“The session is informative.”**

Gonzales, Ashlee B. , 1st year – CAS-PSY

**“The discussion was so informative, and I learned a lot about stuff that I can use for my studies.”**

Jimenez, Emmanuel Jan D. , 1st year – CCIS-CS

**“The presentation and instructions to access and use the CLIR Librarian Service satisfied my expectations.”**

Quintao, John Gabriel F., 1st year – MITL-COE

**“There are many resources available to use in CLIR that I didn't know before this session.”**

Tividad, Stephen D., 1st year – CMET-MarE

**“The session introduced the multiple functions of the CLIR website, alongside its many sections and accessibility.”**

Dela Cruz, Christjhan Paul S.  
1st year – ETYCB-BA

**“The presentation was educational and helpful for our research.”**

Morato, Micko Aubrey G.  
3rd year – MITL-ME

## CLIR ONLINE REFERENCE ASSISTANT

Library users praise CORA for its:

- Informative
- Responsive
- Efficient
- Excellent
- Timely
- Accomodating
- Satisfactory



# RATIO OF LICENSED LIBRARIANS AND SUPPORT STAFF

## CMO NO. 22 SERIES OF 2021: MINIMUM REQUIREMENTS FOR LIBRARY OF HEIS COMMON TO ALL PROGRAMS (SECTION 3A)

Ratio	Minimum Requirement
Ratio: For 1,000 below user population (combined students, faculty and staff)	At least one (1) full-time licensed librarian and at least one (1) full-time support staff
For every additional 3,000 user population or a fraction thereof	At least one (1) additional full-time licensed librarian and at least three (3) additional full-time support staff to implement the face-to-face and online professional services and activities of the library

**Note:** Student assistant/s may be an augmentation to provide the necessary support services. However, the number of hours rendered by student assistant/s should be equivalent to the number of hours rendered by the required number of full-time support staff.

**College User Population:  
7300 students**

**3 Registered Librarians;  
1 Full-time Support Staff;  
6 Student Assistants  
On duty daily**

**SCAN THE QR CODE**



**CMO NO. 22 SERIES OF 2021**

# MEET THE CLIR TEAM!



Lady Diana M. Santiago, RL, MLIS

**CHIEF LIBRARIAN**



Ma. Fe Lyza M. Mampusti, RL

**LIBRARIAN**

Circulation Services  
and Records Management



Elmie Joy H. Malabanan, RL, MLIS

**LIBRARIAN**

Reader Services &  
Information Literacy



Eliezel L. Solo, RL

**LIBRARIAN**

Technical Services &  
Collection Development



Jayvee Y. Latina

**LIBRARY ASSISTANT**

(Frontline/Operations  
Support)



**VACANT**

**LIBRARY ASSISTANT**

(Accreditation and  
Documentatiuon Support)

*CLIR exists in support of the teaching, research, and extension functions of Mapua MCL. It shall serve the needs of the academic community, specifically the students and the faculty members.*



**CENTER FOR LEARNING  
AND INFORMATION RESOURCES**  
MAPÚA MCL



MCL.CLIR



MCL\_CLIR

A **Mapúa** School | **Building Professionals**