LIBRARY NATIONAL AWARENESS DAY IN USARB 2017

Bălți group project: Elena Harconita, Aculina Mihaluta, Valentina Topalo
EVENT MOTTO:
YOUR LIBRARY-
YOUR PROGRESS

LIBRARY NATIONAL AWARENESS DAY IN USARB

- Under the auspices of Erasmus + International Project LNSS „Library Network Support Services: modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming libraries”, the National Awareness Day about the activities of libraries was held for the first time. The National Awareness Day is designed to raise public awareness of the library's potential for lifelong learning, and to build a positive perception of libraries. This year, Librarian's Day has been synchronized with National Awareness Day on Libraries.

- The event was widely covered in radio, website, social media and newspapers and gained public resonance.

- In future we plan to follow such annual events not only in the capital of Moldova, but also with the active involvement of regional and district libraries of our country.
OBJECTIVES

• To promote library services for Lifelong Learning in education and society involving the participation primary, secondary and higher educational institutions on an agreed day

• Increasing awareness within Universities, National and Public Libraries, high schools, colleges, vocational schools, Associate Partners, Student Unions, Teacher Unions

• Increasing participation of Government Representatives, Ministry of Education, Ministry of Culture

• Increasing awareness of Civil Society

TARGET GROUPS

• Students, professors, high schools pupils, teachers, people with special needs

PARTNERS:

Ministry of Education, Ministry of Culture, Library Association of Moldova, Librarian League, Embassies, International Organizations: UN, EU, NATO Centre, USAID, Institute of Informational Society, Romanian Cultural Institute, AGEPI (Agency of Intellectual Property), Writers Union, Editors Union

Period: 23rd April to 5th of May 2017

Notă: Obiectivele prezentate mai sus nu au putut fi realizate doar printr-o activitate de o zi. Activitățile planificate acoperă perioada din anii (din aprilie-mai 2017 până în aprilie-mai 2018). Note: The objectives presented above could not be accomplished only by one day activity. The activities planned cover the period of years (from April-May 2017 to April-May 2018).
LIBRARY NATIONAL AWARENESS DAY IN USARB

Activities implemented / outputs achieved

• In Bălţi (On 23 of April - 3 May)
• INAUGURATION CONFERENCE (USARB Scientific Library)
• International Scientific - Practical Conference „Educational Management” (Faculty of Educational Sciences, Psychology and Arts)
• The Literary Gala Characters (Cosplay) (Book Club of SL USARB)
• Printed Book vs. E-book public debates in Romanian Information Center (SL USARB, Faculty of Letters)
• A Flash Mob „Library, Book, Science”, USARB Campus
• Seminar of Young Researchers in Northern Moldova with target group representatives (SL USARB, Faculty of Letters)
• Invitation to reading. Botosani - Ipoteşti, Romania (SL USARB, Faculty of Letters)
• Student Reading 2017 in UN / EU Documentation Center (SL USARB, Faculty of Educational Sciences, Psychology and Arts)
• Open air event: Inauguration of the Library at Chernobyl Echo Foundation (presentation of pilot projects by the involved universities, concert with performance of disabled children) Chişinău
• Librarian’s Day festive event in Government House, Chisinau
• The closing meeting (SL USARB, Rectorship)

DECRET Nr. 189
din 08.02.2010
pentru modificarea Decretului Președintelui Republicii Moldova nr. 1774-II din 21 noiembrie 2000

Președintele Republicii Moldova decretă:
Articol unic. – În Decretul Președintelui Republicii Moldova nr. 1774-II din 21 noiembrie 2000 privind instituirea sărbătorii profesionale – Ziua Bibliotecarului, textul „la 5 octombrie” se substituie prin textul „la 23 aprilie”.

PREŞEDINTELE INTERIMAR AL REPUBLICII MOLDOVA
Mihai GHIMPU
Nr. 189-V. Chişinău, 8 februarie 2010.
30 de ani de la inaugurarea noului edificiu

1986, 1 septembrie


Prezentat la concursul republican pentru cea mai reușită construcție arhitecturală, proiectul este distins în anul 1989 cu Diploma Uniunii Arhitecturilor din Moldova.

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BIBLIOLOGI NOTORII AI REPUBLICII MOLDOVA

ION MADAN (1935 – 2008)


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ALEXE RÂU (1953 – 2015)

Este autor - participant internațional


Alexe Râu a fost decorată cu Ordinul Republicii, în semn de „înaltă apreciere a meritelor dosebile în dezvoltarea Sistemului Național de bibliotecă și pentru contribuție la salvărirea patrimoniului național documentar”.

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Exhibitions promotion

LIBRARY NATIONAL AWARENESS DAY IN USARB


LIBRARY NATIONAL AWARENESS WEEK INAUGURATION CONFERENCE,
April 26, 2017

The main topics covered: Librarian's Day in Moldova and the National Awareness Day on Libraries

A Flash Mob on April the 27th, 2017

The 10 minutes of Flash Mob „Library, Book, Science” was a combination of voice, music, and sound effects.
The International Scientific - Practical Conference „Educational Management”, April 27, 2017

- Angela HĂBĂŞESCU, senior librarian of the Scientific Library participated with a paper: *Innovative Management - Challenge for Education Sciences*. A Flashmob „Come under the umbrella of education“ with student participation occurred all over the academic campus during the conference.


https://www.facebook.com/search/top/?init=quick&q=flash%20mob%20vino%20sub%20umbrela%20educatiei&tas=0.21872385304250064
The Literary Gala Characters (Cosplay), April 27

Printed Book vs. E-book public debates on
April 27, 2017

LIBRARY NATIONAL AWARENESS DAY IN USARB

CĂRTI ANIVERSARE ÎN ANUL 2017

On 27th of April 2017 Corneliu DRUGA, the European expert in the frame of ERASMUS+ Capacity Building in the Field of Higher education project, professor at Brasov Transilvania University, Romania and Rodica Sobieschi-Camerzan, Director of Scientific Library of the Academy of Public Administration in Chisinau visited the Scientific Library.
April 28, 2017. Seminar of Young Researchers in Northern Moldova „MY STORY LIVES HERE” organized by the Department of Slavic Languages of the Faculty of Philology.

The exhibition „MY STORY LIVES HERE” were organized and presented by Gherda Palii, the librarian. Within seminar she reported about National Awareness Day on Libraries/Librarian’s Day in Moldova.
April 28, 2017. Invitation to reading. Botosani-Ipotești, România

- On the 28th of April, 2017, during the National Library Awareness Week dedicated to the Librarian's Day in the Republic of Moldova and to the National Library Week in Romania, Dr. Ala Sainenco, PHD, Director of the Ipotești Memorial and „Mihai Eminescu” National Center for Studies presented the Ipotești Documentary Fund and „Mihai Eminescu” County Library in the Romanian Information Center of SL USARB.

Student Reading 2017 gathered more than 30 presenters.

- Tibuleac Tatiana: *Mother had green eyes* - presentation by Glavan Ana
- Jim Rohn: *The Seasons of Life* - presentation by Cojocari Natalia
- Matia Cristina Tudose: *I’m a woman* - presentation by Istrati Cristina
- Aleksandr Duma: *La Dame aux Camélias (the Lady of the Camellias’/ Camille)* - presentation by Vlada Ciubuc

Students have shown that reading books is very important in their lives.
Librarian's Day and NATIONAL AWARENESS DAY ON LIBRARIES in Moldova, May, 3rd, 2017

- AGENDA
- Festive Event with the involvement of Government Authority
- Speakers: Mariana Harjevschi, President Association of Libraries in Moldova, Igor Sarov, Vice Ministry of Culture, Ecaterina Zasmenco, representative of Ministry of Education, Elena Pintilei, director National Library of Moldova, Novateca Program etc.
- Presentations:
  - Association of Libraries in Moldova invites, be involved! DR. Mariana Harjevschi
  - Public libraries bring innovation, Elena Pintilei Director National Library of Moldova, Aliona Manciu Vice-President Association of Libraries of Moldova
  - Presentation of the project and awareness day activities conducted in the universities (the Library of the Academy of Public Administration of the Republic of Moldova and the Scientific Library of Alecu Russo Balti State University and
  - The paper: Education Libraries support Progress, Aculina Mihaluta, the Vice-President of the Association of Libraries in Moldova, SL USARB
  - The National Contest results: The Best Librarian 206, The Best Works in the Library and Information Science, 2016 was announced during the event
  - The film „Library National Awareness Week” (April 27 - May 3, 2017) was screened during the event.

In the Government House hall were placed banners and posters about Project Erasmus + Capacity Building in the Field of Higher education (CBNE), Library Network Support Services: modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming libraries [LNSS]” implemented by the Library of the Academy of Public Administration of the Republic of Moldova and the Scientific Library of Alecu Russo Balti State University.

The festive event brought together 2000 participants, including heads of libraries, heads of district directorates (departments) of culture, librarians and representatives from all over the country, representatives of the Bill & Melinda Gates Foundation Mass-Media etc.
„Lithuanian in a Package” exhibit opened at the USARB Scientific Library, May 4, 2017

Inauguration of the Library at Chernobyl Echo Foundation in Chişinău, May 5, 2017
Outdoor activity

The National Campaign „DONATE A BOOK TO CHANGE A DESTINY“, the Scientific Library donated 254 volumes from different fields of knowledge to Chernobyl Echo/CRIS Foundation, as an act of charity and support for people of all ages suffering from serious illnesses from the Chernobyl catastrophe 31 years ago.

http://aap.gov.md/biblioteca/news/totalizarea-campanieienă%C8%9Bionale-%E2%80%9Edonează%C4%83-o-carte-pentru-schimba-un-destin%E2%80%9D

The closing meeting on National Awareness Day on Libraries „Your Library - Your Progress” was held at the USARB Scientific Library on May 5, 2017.

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The SL USARB librarians have received Diploma of Ministry of Culture and Ministry of Education.

Five works of Balti University Library were Awarded with Diplomas at the National Contest „The Best Works in the Field of Librarianship and Information Sciences”.

The closing meeting on National Awareness Day on Libraries „Your Library - Your Progress“ was held at the USARB Scientific Library on May 5, 2017.

Closing ceremony speakers: Ion GAGIM, Professor, Rector USARB, Elena HARCONIȚA, the director of the Scientific Library, Lia PASCARI, director of the Ion Creangă Republican Theoretical High School from Balti

The SL USARB librarians have received Diploma USARB, Diploma Ion Creangă Republican Theoretical High School of Balti

The winners of the National Contest: „The Best Librarians of the year 2016“.

The SL USARB librarians have received Diploma USARB, Diploma Ion Creangă Republican Theoretical High School of Balti

Annual Symposia Investigatio Bibliotheca Conference

Seminars, training

Librarian Training

LIBRARY NATIONAL AWARENESS DAY IN USARB

USARB SCIENTIFIC LIBRARY WITH ERASMUS + AT EUROPE DAY, 13 May

Together with the Erasmus Office + The USARB Scientific Library celebrated Europe Day in the European City Hall, organized in Chisinau on 13 May by the European Union Delegation. There were presented banners and other promotional materials on the Project: Library Network Support Services: modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming libraries [LNSS]”implemented in the USARB, as well as the National Libraries Awareness Day.


LIBRARY NATIONAL AWARENESS DAY IN USARB
"Erasmus + 30 Years Story" Participation of USARB Librarians

Print Advertising

**Informational banners:** The banners were distributed in the hall and the visitors will have the possibility to get aware of the project, awareness day, information related to the library accessibility.

**Put up posters in academic community to promote the event at least a month in advance**

Library provided all kinds of booklets, calendars and bookings with advertising Library National Awareness Day

**Flyers (with information about project)** (Sharing the flyers of the LNSS program within the libraries to increase the awareness about the project through the academic community and society).

Dissemination of information by the Library magazines, Confluențe biblilogice, Bibliouniversitas, newspaper, official newsletters and websites of partners, Articles publishing in various newspapers and magazines

Dissemination of information within International Scientific - Practical Conferences, Symposia, Bibliologic Year 2016, Seminars, training

Channels of communication to facilitate basic communication within University: communication through notices, meetings, among others, media a d website/canal de comunicare pentru a facilita comunicarea de bază în cadrul Universității

Digital Marketing

- Advertising the events on University and Library websites. (Including Program details of, when, where, and what the audience can expect, information about accessibility and how to get to the venue)
- Video Clips on Youtube
- Social networks (sharing news of the event on Twitter, Facebook, Blogs, Instagram, Flickr
- Sending emails about the event a month in advance, and then sending a reminder before the event, disseminated invitations through mailing lists etc.)
- Emailing local library, newspaper or other community venues to ask them to mention the event on their websites or social media channels
- Receiving any community mailings (asking if they can include a mention of Bălți Library event. These groups are often the most motivated and responsive groups to target. (The Librarians are part of other community groups)
- Involving the press (one way to increase audience size at our next event is by creating buzz around current events, post pictures and quotes, tagging authors and publishers)
- Local news channels can really help build the excitement about the event in community area.
LIBRARY NATIONAL AWARENESS DAY IN USARB

PRINTED MATERIALS FOR USERS

Newspaper and website coverage
National Press Coverage
Confluențe bibliologice
Bibliouniversitas
newspaper, official newsletters
Articles publishing in various newspapers and magazines
E-mailing community 2 000
Informational banners
Posters
Flyers

Digital Marketing

University and Library websites
Video Clips on Youtube
Social Media
Involving the press
Local news channels
Emailing community

„DEKA PRESS “ http://deca.md/ the national News Agency is the first reference for the rest of the national media-for broadcasting and digital media as well, which tend to incorporate the agency's perspectives onto their approach

Igor Ģarov, Vice Ministry of Culture  
https://www.youtube.com/watch?v=jai5zfztBSk  
http://idsi.md/en/hom

Scientific Library USARB. Library National Awareness Day 2017
https://www.youtube.com/watch?v=27w_9DhbW5k

LIBRARY NATIONAL AWARENESS DAY IN USARB

National Awareness Library Week Inauguration Flash Mob

https://www.youtube.com/watch?v=8RO4qKNxLAA

LIBRARY NATIONAL AWARENESS DAY IN USARB


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https://www.flickr.com/photos/bsu_balti/34712993976/in/photostream/

Social Media - Facebook – 10 433
Twitter – 2 225
Scribd – 141
Odnoklassniki – 55
Flickr – 146
Slide Share – 1 987
Youtube - 29

Statistical Summary

- Web [http://libruniv.usarb.md](http://libruniv.usarb.md)
- Actualități – 1 take
- Press – 4 news reports
- Internet – 42 news
- Radio – 1 news local, regional, national
- Television – 3 news stories
Thank you!