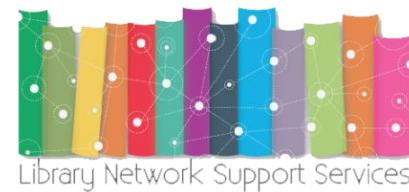




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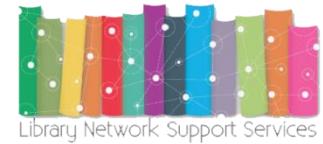
# NATIONAL LIBRARY AWARENESS DAY IN USARB 2017

Bălți group project : Elena Harconita, Aculina Mihaluta, Valentina Topalo

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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EVENT MOTTO:  
**YOUR LIBRARY-  
YOUR PROGRESS**

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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- 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 Library Awareness Day.
- 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.

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## 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: 23<sup>rd</sup> April to 5<sup>th</sup> 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).

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## Activities implemented / outputs achieved

### In Bălți (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. Botoșani - Ipotești, 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), Chișinău
- Librarian's Day festive event in Government House, Chișinău
- The closing meeting (SL USARB, Rectorship)

# 23 aprilie - Ziua Bibliotecarului în R.Moldova



BIBLIOTECARUL –  
OM DE CULTURĂ,  
CREATOR, FORMATOR,  
FURNIZOR DE INFORMAȚII  
CALITATIVE

[http://tinread.usarb.md:8888/tinread/fulltext/expo\\_tem3/bibliotecar.pdf](http://tinread.usarb.md:8888/tinread/fulltext/expo_tem3/bibliotecar.pdf)



„Am cunoscut oameni dedicați românismului și păstrării identității! „Am văzut una dintre bibliotecile care mi-au plăcut mult, o bibliotecă plină de viață, o bibliotecă ce mi-a confirmat proverbul „Omul sfîntește locul”, o bibliotecă condusă de o persoană foarte inimioasă, care a reușit să facă din această instituție un loc în care oamenii să se întâlnească, să se informeze, să schimbe idei, să aibă acces și să se documenteze pe toate problemele care țin de preocupările pe care cei ce doresc să învețe le au în această perioadă”

Jurnal Românesc, [www.jurnalromanesco.ro](http://www.jurnalromanesco.ro)

DECRET Nr. 189  
din 08.02.2010

pentru modificarea Decretului Președintelui Republicii Moldova nr. 1774-II din 21 noiembrie 2000

Publicat : 12.02.2010 în Monitorul Oficial Nr. 23-24 art Nr : 37

Președintele Republicii Moldova d e c r e t e a z ă:

**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”.

PREȘEDINTELE INTERIMAR  
AL REPUBLICII MOLDOVA

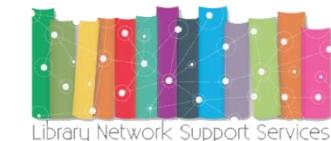
Nr. 189-V. Chișinău, 8 februarie 2010.



Hermina ANGHELESCU,  
Dr. conferențiar la Facultatea  
de Biblioteconomie și Știința  
Informării de la Wayne State  
University, SUA



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Mihai GHIMPU  
<http://lex.justice.md/md/333642/>



„Revenind la Bălți după un deceniu, regăsesc Biblioteca Universității modernizată, oferid servicii noi de secolul XXI. Cu mări de succes pe viitor”

Cartea Opinii și sugestii

30 de ani  
de la  
inaugurarea  
noului  
edificiu

1986, 1 septembrie

1986, 1 septembrie -  
deschiderea noului edificiu „CASA ALBĂ”,  
construit conform unui proiect individual, avindu-i printre autori  
pe arhitectorii A. L. ZOLOTUHIN, P. TEAJCO, T. DIMA,  
tehnolog - Faina TLEHUCI, directorul Bibliotecii.  
Prezentat la concursul republican pentru cea mai reușită  
construcție arhitecturală, proiectul este distins în anul 1989  
cu Diploma Uniunii Arhitecților din Moldova.



[http://tinread.usarb.md:  
8888/tinread/fulltext/ex  
po\\_tem3/biblioteca.pdf](http://tinread.usarb.md:8888/tinread/fulltext/expo_tem3/biblioteca.pdf)



ZIUA BIBLIOTECARULUI  
îN REPUBLICA MOLDOVA

## BIBLIOLOGI NOTORII AI REPUBLICII MOLDOVA

ION MADAN (1935 – 2008)



Bibliolog și bibliograf de forcă.

A absolvit Facultatea de Istorie și Filologie a Universității de Stat din Moldova (1958), doctor în istorie (1974).

1970 - redactor-șef al Colegiului de redacție pentru repertoriul din cadrul Ministerului Culturii al Moldovei, iar din septembrie 1970 – director adjunct pentru știință la Biblioteca Națională.

1973 - activează în cadrul Universității de Stat din

## ALEXE RĂU (1953 – 2015)

Este autorul  
participant a  
internaționale



Bibliolog, poet, eseist, filosof al culturii. Începând cu 1976 se încadrează în structurile Bibliotecii Naționale. Va suplini mai multe funcții și va urca mai multe trepte ierarhice atât în cadrul Bibliotecii Naționale, cât și în cel al Ministerului Culturii, în 1992 fiind numit în funcția de director general al Bibliotecii Naționale.

Alexe Rău este fondatorul și redactorul-șef al primei reviste de specialitate din Republica Moldova - „Magazin Bibliologic”, a fost protagonistul rubricii *Univers filosofic* din emisiunea Cultura azi la TV Moldova1, autorul proiectului de anvergură în biblioteconomia Moldovei: SIBIMOL.

Alexe Rău a fost decorată cu Ordinul Republicii, în semn de „înaltă apreciere a meritelor deosebite în dezvoltarea Sistemului Național de biblioteci și pentru contribuție la salvagardarea patrimoniului național documentar”.

<http://tinread.usarb.md:8888/tinread/fulltext/bs/bibliologi.pdf>



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BS USARB

Biblioteca Științifică Universității de Stat „Alecu Russo” din Bălți

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## Exhibitions promotion



[http://tinread.usarb.md:8888/tinread/fulltext/bs/carti\\_rare.pdf](http://tinread.usarb.md:8888/tinread/fulltext/bs/carti_rare.pdf)



[http://tinread.usarb.md:8888/tinread/fulltext/bs/valori\\_bibl.pdf](http://tinread.usarb.md:8888/tinread/fulltext/bs/valori_bibl.pdf)



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## NATIONAL LIBRARY AWARENESS WEEK INAUGURATION CONFERENCE, April 26, 2017



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



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

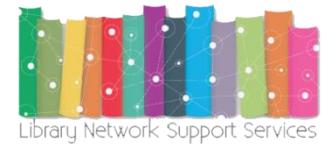
# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## 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.



Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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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 Flash mob „*Come under the umbrella of education*“ with student participation occurred all over the academic campus during the conference.



<https://www.facebook.com/pg/Facultatea-de-Stiinte-ale-Educatiei-Psihologie-si-Arte-USARB/videos/>

Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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The Literary Gala Characters (Cosplay),  
April 27, 2017



Library Network Support Services



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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



<http://libruniv.usarb.md/nou/170423/carteaelectonica.pdf>

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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of the European Union

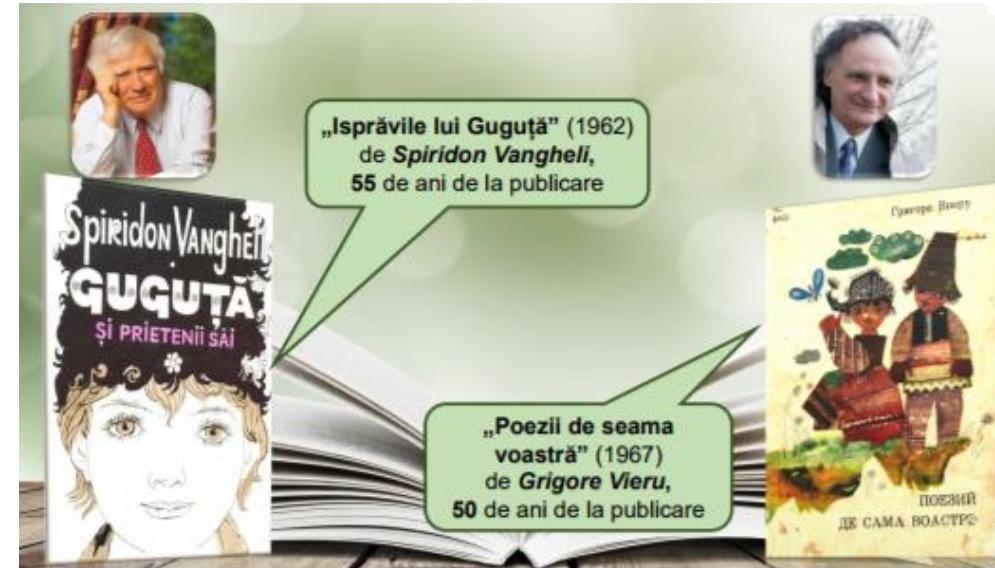


## CĂRȚI ANIVERSARE ÎN ANUL 2017



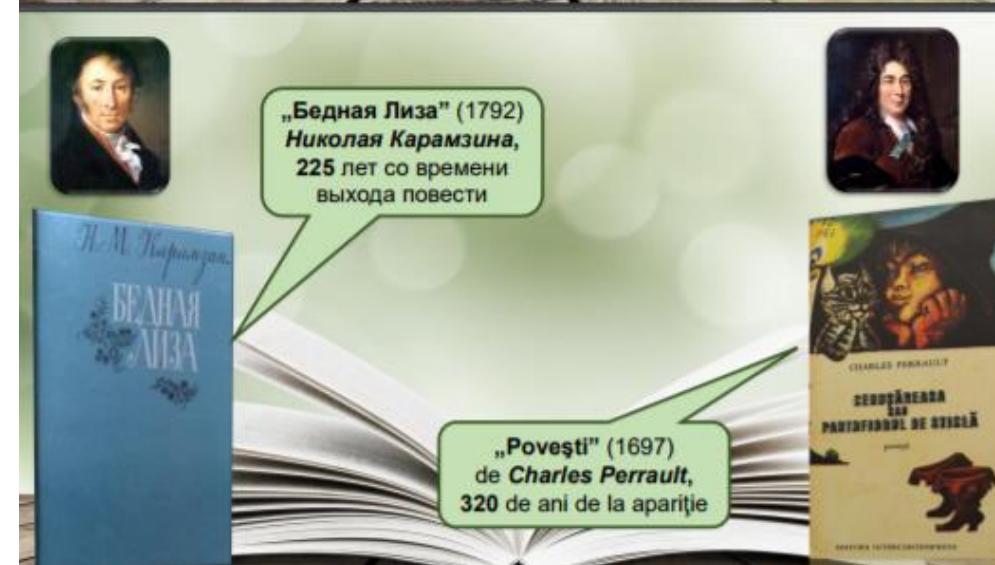
„Fata babei și fata  
moșneagului”, „Povestea  
lui Harap Alb” (1877)  
de Ion Creangă,  
140 de ani de la publicare

„Limba noastră” (1917)  
de Alexei Mateevici,  
100 de ani de la publicare



„Isprăvile lui Gugută” (1962)  
de Spiridon Vanghele,  
55 de ani de la publicare

„Poezii de seama  
voastră” (1967)  
de Grigore Vieru,  
50 de ani de la publicare



„Бедная Лиза” (1792)  
Николая Карамзина,  
225 лет со времени  
выхода повести

„Povești” (1697)  
de Charles Perrault,  
320 de ani de la apariție

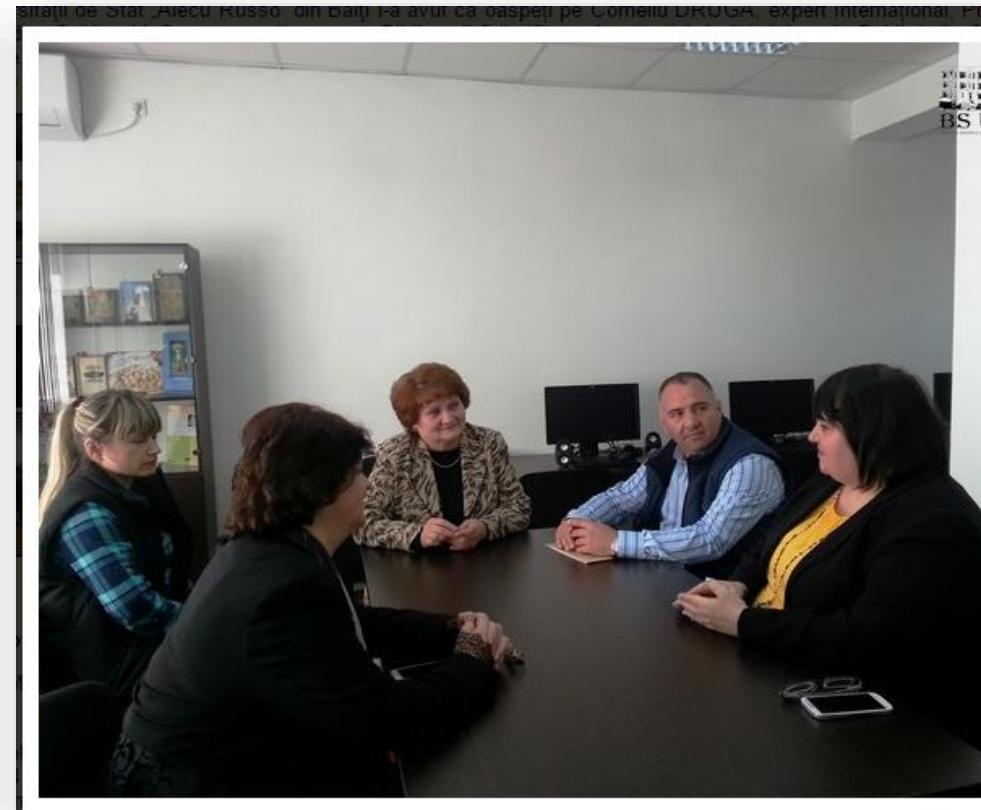


# NATIONAL LIBRARY AWARENESS DAY IN USARB



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On 27<sup>th</sup> 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.



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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Seminar of Young Researchers in Northern Moldova  
„MY STORY LIVES HERE” organized by the Department of Slavic Languages of the  
Faculty of Letters. April 28, 2017.

The exhibition „MY STORY LIVES HERE” were organized and presented by Gerda Palii, the librarian. Within seminar she reported about National Libraries Awareness Day / Librarian's Day in Moldova.



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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of the European Union

## Invitation to reading. Botosani-Ipotești, România, April 28, 2017.

On the 28<sup>th</sup> 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.



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## Student Reading 2017 , April 28, 2017

Student Reading 2017 gathered more than 30 presenters.

The students presented the books they have read :

Tîbuleac 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 LIBRARY AWARENESS DAY in Moldova, May, 3<sup>rd</sup>, 2017



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## AGENDA

- Festive Event with the involvement of Government Authority
- **Speakers:** Mariana Harjevschi, President Association of Libraries in Moldova, Igor Šarov, Vice Ministry of Culture, Ecaterina Zasmenco, representative of Ministry of Education, Elena Pintilei, director of 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);
- 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 2016, The Best Works in the Library and Information Science, 2016 was announced during the event;
- The film „ National Library Awareness Week” (April 27 - May 3, 2017) was screened during the event.



<http://www.mc.gov.md/ro/content/mai-multi-bibliotecari-din-tara-mentionati-cu-ocazia-zilei-profesionale>



# **Librarian's Day and NATIONAL LIBRARY AWARENESS DAY in Moldova, May, 3<sup>rd</sup>, 2017**



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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 [L NSS]” 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.



Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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„Lithuania in a Package” exhibit opened  
at the USARB Scientific Library,  
May 4, 2017



<http://www.usarb.md/evenimente/articol/lituania-a-fost-adusa-la-universitatea-din-balti-in-zece-colete-postale/>



# NATIONAL LIBRARY AWARENESS DAY



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## Inauguration of the Library at Chernobyl Echo Foundation in Chișinău, 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://aab.gov.md/biblioteca/news/totalizarea-campaniei>



# NATIONAL LIBRARY AWARENESS DAY IN USARB

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



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Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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



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*”.

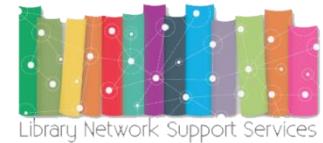


# NATIONAL LIBRARY AWARENESS DAY IN USARB



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



Closing ceremony speakers: Ion GAGIM, Professor, Rector USARB, Elena HARCONITA, 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.

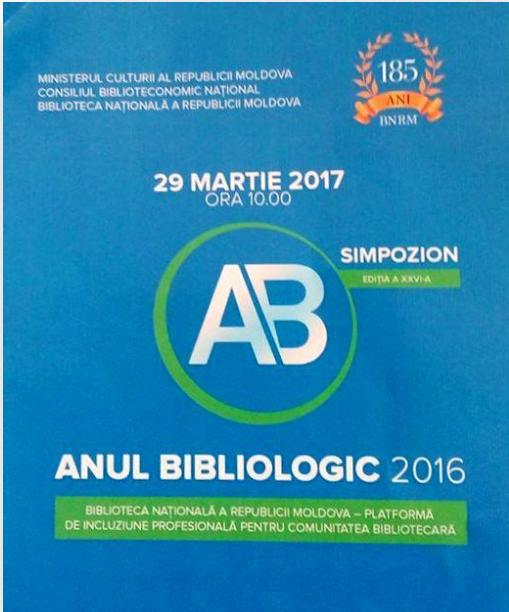
The winners of the National Contest: „*The Best Librarians of the year 2016*”.



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



# NATIONAL LIBRARY AWARENESS DAY IN USARB



<https://www.facebook.com/ministerulculturii/photos/a.202802209828037.44783.123888997719359/1236649773109937/?type=3&theater>



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# NATIONAL LIBRARY AWARENESS DAY IN USARB



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Annual Symposia Investigatio Bibliotheca  
Conference



Seminars, training



Librarian Training

# NATIONAL LIBRARY 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 .



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<http://www.erasmusplus.md/ro/news/erasmus-moldova-participat-la-o-noua-editie-oraselului-european>

Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## "Erasmus + 30 Years Story" Participation of USARB Librarians



<https://www.facebook.com/GuvernulRepubliciiMoldova/posts/1326853857433379>

<https://www.facebook.com/erasmusplusmoldova/photos/>

<http://realitatealive.md/live-evenimentul-de-aniversare-a-programului-erasmus>

# NATIONAL LIBRARY AWARENESS DAY IN USARB PROMOTION



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## Print Advertising

- **Informational banners:** *The banners was 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 Nationl 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, newspapers, 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/ canale 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).



# **NATIONAL LIBRARY AWARENESS DAY IN USARB**

## **PRINTED MATERIALS FOR USERS**



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## Newspaper and website coverage

## National Press Coverage

# Confluence bibliologice

Bibliouniversitas

newspaper, official newsletters

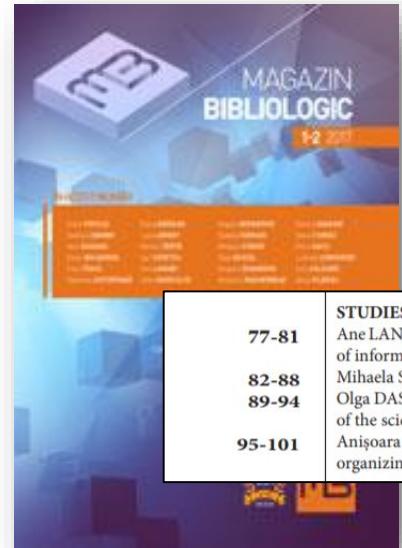
Articles publishing in various newspapers and magazines

## E-mailing community 2 000

## Informational banners

## Posters

# Flyers



# Raise Awareness of Libraries

Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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The image is a collage of several project brochures and logos, likely from the EU-funded "Partnership for Library Development in Armenia and Moldova".  
  
1. Top Left: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
2. Top Center: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
3. Top Right: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
4. Middle Left: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
5. Middle Center: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
6. Middle Right: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
7. Bottom Left: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
8. Bottom Center: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".  
  
9. Bottom Right: A brochure for the "EU Project for the Development of the National Library Sector in Armenia and Moldova". It features the European Union flag and the text: "PROJECT FOR THE DEVELOPMENT OF THE NATIONAL LIBRARY SECTOR IN ARMENIA AND MOLDOVA".



Erasmus+  
Library Network Support Services



Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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**23 aprilie**   
<http://libruniv.usarb.md>

**ZIUA BIBLIOTECARULUI**  
în REPUBLICA MOLDOVA

**NATIONAL LIBRARY**  
**AWARENESS DAY**



Library Network Support Services

YOUR LIBRARY - YOUR PROGRES

BIBLIOTECA TA - PROGRESUL TAU

**23 aprilie**   
  
<http://libruniv.usarb.md>

**ZIUA BIBLIOTECARULUI**  
în REPUBLICA MOLDOVA

**ZIUA NAȚIONALĂ DE SENSIBILIZARE**  
**PRIVIND BIBLIOTECILE**

*Biblioteca ta - progresul tău*



Co-funded by the  
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of the European Union

Project number: 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015 - 3424 /001 - 00f)

**LIBRARY NETWORK SUPPORT SERVICES:** MODERNISING LIBRARIES AND BELARUS THROUGH LIBRARY STAFF DEVELOPMENT AND REFORMING LIBRARIES

**SERVICII DE SUPORT PENTRU REDEZVOLTAREA PERSONALULUI BIBLIOTECAR ȘI REFORMAREA BIBLIOTECILOR [LNSS] [SSRB]**

**Biblioteca Științifică a Universității de Stat „Alecu Russo” din Bălți**

<http://libruniv.usarb.md>



<http://libruniv.usarb.md/nou/Erasmus/erasmus.html>



Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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- 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.

## Digital Marketing



Igor Sharov, Vice Ministry of Culture  
<https://www.youtube.com/watch?v=jai5zfztBSk>  
<https://idsi.md/en/home>



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## BIBLIOLOGIC YEAR 2016

A YouTube video player showing a woman with red hair and glasses sitting at a desk in a library, looking at a laptop screen. Behind her are bookshelves filled with books. The video player interface includes a search bar, a magnifying glass icon, a play button, a progress bar showing 3:34:42 / 4:37:48, and a like/dislike button.

SIMPOZION EDIȚIA A XXVI-A ANUL BIBLIOLOGIC 2016

IDSITV

Подписаться 142

<https://www.youtube.com/watch?v=c16CbLw5cHQ>

162 просмотра



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## Scientific Library USARB. Library National Awareness Day 2017



The image displays two side-by-side YouTube video thumbnails. Both videos are titled "Scientific Library USARB. Library National Awareness Day 2017". The left video shows two women standing in a library, with bookshelves in the background. The right video shows a man sitting at a desk in a library, with computer monitors and papers visible. Both thumbnails include the text "Library National Awareness Week 2017" and show a play button icon.



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## Library Network Support Services

Kick-off meeting of the LNSS Project took place in Romania, Brasov, 8-9 March, 2016

0:30 / 6:27

Curriculum Development for Librarians at Limerick Institute of Technology. Ireland.

22 August - 2 September, 2016



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## National Library Awareness Week Inauguration Flash Mob

The image shows a YouTube video player interface. The title of the video is "Library National Awareness Week Inauguration Flash Mob". The video frame displays a group of people outdoors at night, performing a flash mob. They are all holding up various books in their hands, creating a visual effect. The video player includes standard controls like play, pause, volume, and a progress bar indicating it's at 0:26 of 1:59.



Library Network Support Services



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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Library Network Support Services

<http://www.stiripozitive.eu/libview.php>

The screenshot shows a web page from [www.stiripozitive.eu/libview.php](http://www.stiripozitive.eu/libview.php). The header includes the site's name 'LAS-O BALTĂ!', a search bar, and social media links. The main content is titled '(Infografic) Zece lucruri despre Biblioteca Universității din Bălți pe care, probabil, nu le știai'. It features a large graphic of an open book with the number '10' on the left page and the text 'lucruri despre Biblioteca Universității din Bălți pe care, probabil, nu le știai' on the right page. The background of the page has a light orange color with various icons related to books and education.



# NATIONAL LIBRARY AWARENESS DAY IN USARB



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Library Network Support Services

<http://www.stiripozitive.eu/libview>

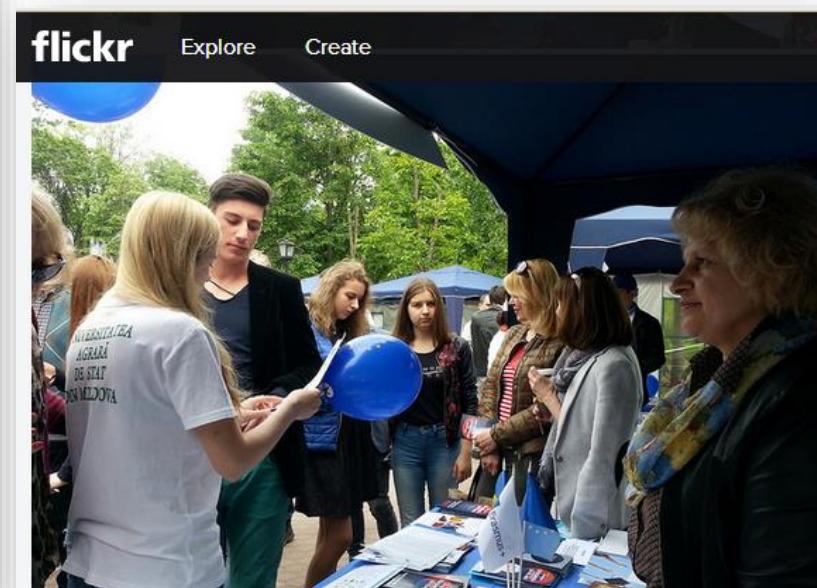
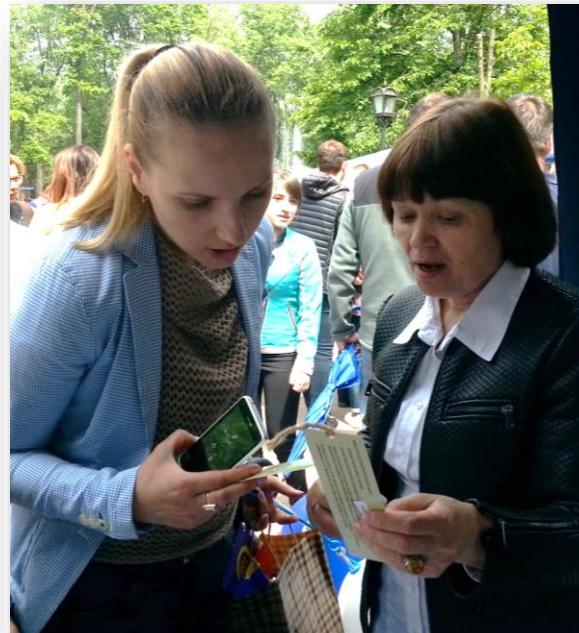
The screenshot shows a website page with a header "Explorează Știri Pozitive" and social media links. The main content is a video titled "(Video) MILIARDELE DE LA BĂLȚI – de cuvinte din Biblioteca Științifică a Universității de Stat „Alecu Russo”". The video player displays a woman with blonde hair smiling in a library setting. Below the video player is a caption in Russian: "ПОКАЗАТЬ ДРУГИЕ ВИДЕО". The video has a duration of 2:46 and 541 views. The website URL is http://www.stiripozitive.eu/libview.



# NATIONAL LIBRARY 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 .



<http://www.erasmusplus.md/ro/news/erasmus-moldova-participat-la-o-noua-editie-oraselului-european>  
[https://www.flickr.com/photos/bsu\\_balti/34712993976/in/photostream/](https://www.flickr.com/photos/bsu_balti/34712993976/in/photostream/)

Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)



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# NATIONAL LIBRARY AWARENESS DAY IN USARB



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<https://www.facebook.com/GuvernulRepubliciiMoldova/posts/1326853857433379>



<https://www.facebook.com/erasmusplusmoldova/photos>

<http://realitatealive.md/live-evenimentul-de-aniversare-a-programului-erasmus-intitulat-erasmus-o-poveste-de-30-de-ani---57772.html?fbrefresh=1495107457>

Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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Biblioteca Științifică a Universității de Stat „Alecu Russo” din Bălți

Russo\* din Bălți a adăugat 22 de fotografii noi în albumul Trainingul Limba Engleză pentru scopuri specifice.

Trainingul Limba Engleză pentru scopuri specifice (ESP) în cadrul Proiectului LNNS Library Network Support Services (LNSS): modernizing libraries in Armenia, Moldova and Belarus through library staff development and reforming library services, Programul Erasmus+

30 de bibliotecari ai Bibliotecii Științifice USARB au participat, în zilele de 5-6 iunie 2017, la trainingul Limba Engleză pentru scopuri specifice (ESP) în cadrul Proiectului LNNS Library Network Support Services (LNSS).

Citește mai departe

Acasă Despre Fotografii Aprecieri Evenimente

flickr Explore Create About Photos Stream Albums Faves Galleries Groups Log In Sign Up

ZIUA NAȚIONALĂ DE SENSIBILIZARE PRIVIND BIBLIOTECILE

BS USARB

TWEETS 1,202 FOLLOWING 204 FOLLOWERS 105 LIKES 25 MOMENTS 1

BS USARB @BSU\_Alecu\_Russo May 26 Participarea bibliotecarilor USARB la evenimentul aniversar „Erasmus+ o poveste de 30 ani” librariunisarb.mediu.edu.md/170519/170...

Translate from Romanian

DSC\_0037\_0.jpg DSC\_0085.JPG DSC\_0081.JPG

**Social Media**

Facebook – 10 433

Twitter – 2 225

Scribd – 141

Odnoklassniki – 55

Flickr – 146

Slideshare – 1 987

Youtube - 29

одноклассники

Задайте вопрос Президенту России Владимиру Путину в Одноклассниках

Библиотека Științifică USARB

Странница, книги и периодика

Одноклассники

Лента Темы 511 Фот

Все Лучшее

Пригласить друзей

SCRIBD Explore Search

ZIUA NAȚIONALĂ DE SENSIBILIZARE PRIVIND BIBLIOTECILE

BS USARB

YOUTUBE

Библиотека Științifică USARB

Всё видео

DSC\_0088.JPG DSC\_0081.JPG



Erasmus + CBHE Library Network Support Services (LNSS): modernising libraries in Armenia, Moldova and Belarus through library staff development and reforming library services (LNSS), project nr 561633-EPP-1-2015-1-AM-EPPKA2-CBHE-JP (2015-2018)

# NATIONAL LIBRARY AWARENESS DAY IN USARB



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## Statistical Summary

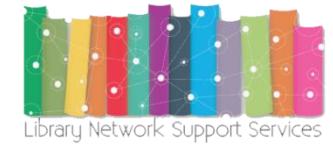
- Web <http://libruniv.usarb.md>
- Actualități – 1 take
- Press – 4 news reports
- Internet – 42 news
- Radio – 1 news local, regional, national
- Television – 3 news stories

The screenshot shows the homepage of the libruniv.usarb.md website. At the top, there's a banner for "BIBLIOTECA ȘTIINȚIFICĂ A UNIVERSITĂȚII DE STAT „ALECU RUSSO” DIN BĂLȚI". Below it, a section for the "Erasmus+ Library Network Support Services" project is visible. The main content area features a large banner for "SĂPTĂMÂNA NAȚIONALĂ DE SENSIBILIZARE PRIVIND BIBLIOTECILE / LIBRARY NATIONAL AWARENESS DAY". To the right, there are sections for "PARTENERI" (partners) and "PARTENERI DIN EUROPA DE EST" (partners from Eastern Europe), listing various institutions. On the left, there are links for "ACASĂ", "CATALOG", "ExLibris Primo", "GIGA LIBRAR", "BIBLIOTECA DIGITALĂ", "Colecție Bibliotecă", "REVISTE UNIVERSITARE", and "MOSTRE". A sidebar on the left also mentions "SĂPTĂMÂNA NAȚIONALĂ DE SENSIBILIZARE PRIVIND BIBLIOTECILE / LIBRARY NATIONAL AWARENESS DAY". On the right side of the page, there's a search bar and a link to Google search results for "SĂPTĂMÂNA NAȚIONALĂ DE SENSIBILIZARE PRIVIND BIBLIOTECILE / LIBRARY NATIONAL AWARENESS DAY". The Google search results page shows several links related to the event, including a video from YouTube and various news articles.





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# Thank you!