

Patron Engagement Through Social Media and Technology Transformation: The Case of The Alma Jordan Library (AJL), St. Augustine Campus, The University of the West Indies (UWI), Trinidad & Tobago

Ms. Georgia Alexander

Librarian

The Alma Jordan Library (AJL)

The University of the West Indies (UWI)

St. Augustine, Trinidad and Tobago

Ms. Floris Fraser

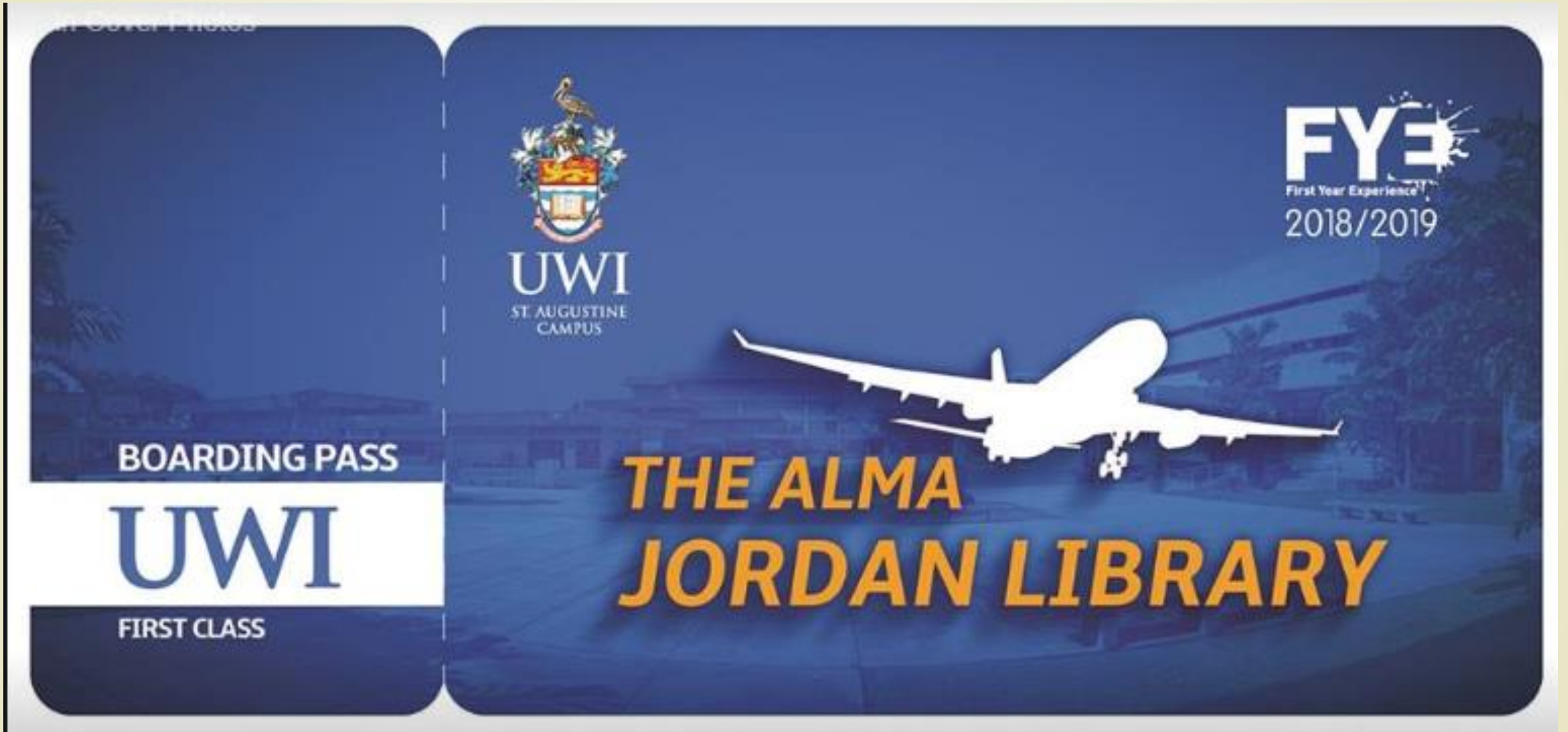
Librarian

School of Education

The University of the West Indies (UWI)

St. Augustine, Trinidad and Tobago

The Alma Jordan Library Facebook Profile Page
Cover Photo



Presentation Overview

Floris Fraser

- Technology – Definition & Perspectives from the Literature
- Technology Transformation in Academic Libraries – Global Overview
- Technology Transformation Initiatives @ The AJL
- Patron Engagement Using Technology - Recommendations for Future Innovative Approaches in Higher Education

Technology Transformation in Academic Libraries – Global Overview

- ▶ Academic Libraries are regarded as the '**engine room**' of the university community, facilitating patron engagement, as well as providing a place and the resources for students and faculty to conduct their research and advance their knowledge. There is an undisputed need for libraries globally (**including the Caribbean region**) to introduce technological innovations into all spheres of operations.

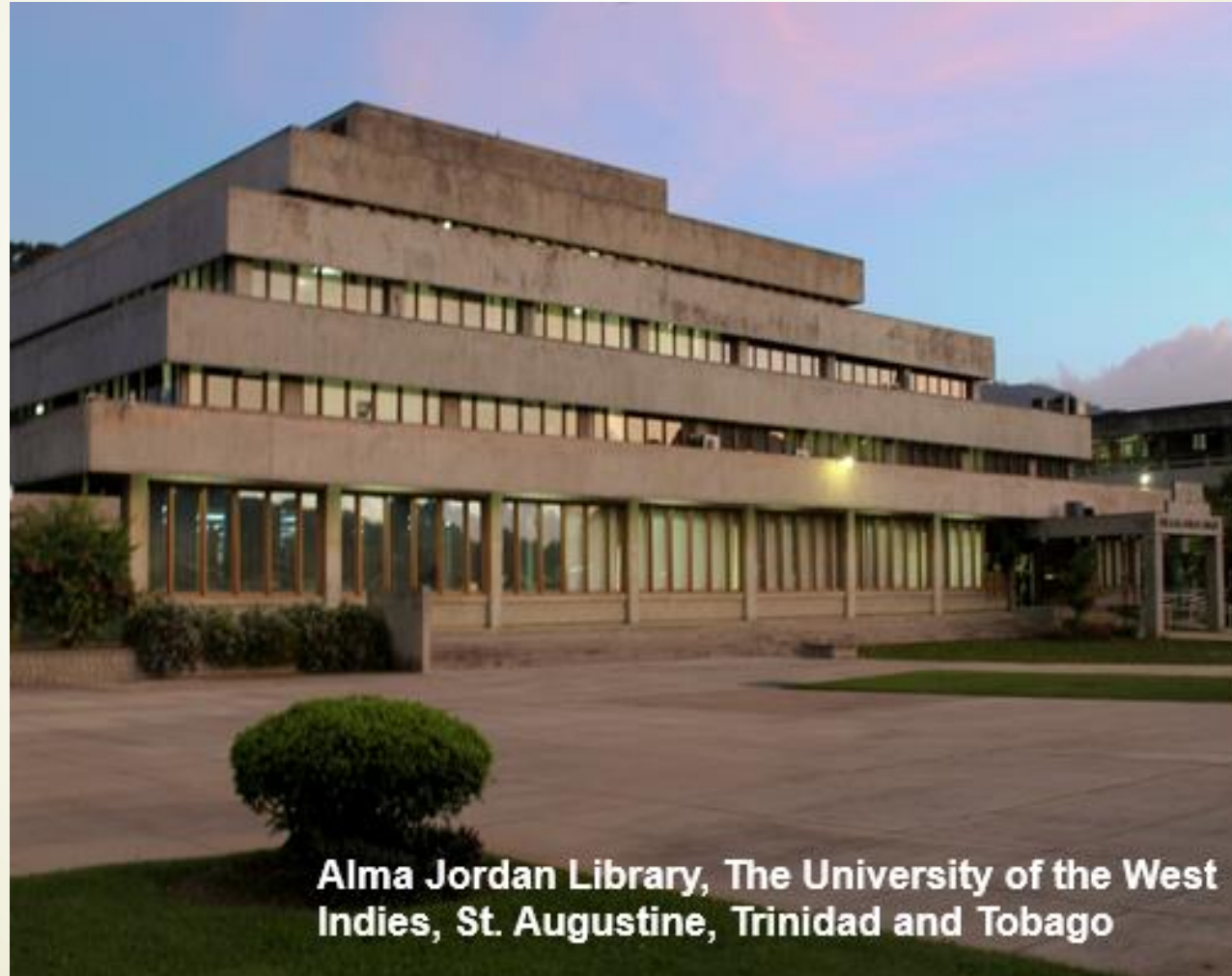
- ▶ **Simmonds 2001. "Usage of Academic Libraries: The Role Of Service Quality, Resources and User Characteristics". Library Trends 49 (4):626-634**

Technology Transformation in Academic Libraries – Global Overview

- ▶ Survey of the literature shows that academic libraries are “hubs of technology” with over 85 percent offering wireless internet access and other services to support teaching, learning and research. These services include:
 - ▶ **State-of-the art computers for use by patrons**
 - ▶ **E-resources available 24/7 at online virtual libraries**
 - ▶ **E-reading devices for circulation**
 - ▶ **Mobile apps that allow patrons to access library services**
 - ▶ **Access to 3-D printers**
 - ▶ **Book delivery robots**

How Innovation and Technology are Shaping Libraries of Today
https://www.huffpost.com/entry/how-innovation-and-techno_b_5244601

Technology Initiatives @ The AJL



Alma Jordan Library, The University of the West Indies, St. Augustine, Trinidad and Tobago



<https://libraries.sta.uwi.edu/ajl>

- The UWI Campus Libraries support the teaching, learning and research activities of The UWI St. Augustine Campus community:
 - The Alma Jordan Library
 - The Medical Sciences Library
 - Norman Girvan Library
 - The Republic Bank Library and Information Resource Centre
 - The School of Education Library
 - Seismic Research Centre Library



<https://libraries.sta.uwi.edu/ajl>

- ▶ The AJL Collections support subject areas relevant to the Seven (7) UWI, St Augustine Campus Faculties:
 - ▶ Engineering
 - ▶ Food & Agriculture
 - ▶ Science & Technology
 - ▶ Humanities & Education
 - ▶ Law
 - ▶ Medical Sciences
 - ▶ Social Sciences
 - ▶ Sport



Triple A Strategy
2017-2022

- ▶ The AJL Services designed to support – Teaching, Learning and Research and Enhancing the Quality of the User Experience/Engagement
- ▶ The AJL Services also developed to support The UWI *Triple A Strategy* (2017-2022)
- ▶ The UWI Strategic Plan comprises of three pillars:
 - ▶ **Access** – Widening access to quality tertiary education
 - ▶ **Alignment** – Greater alignment of our single university (i.e. ‘One UWI’) with academia industry and international partnerships
 - ▶ **Agility** – Using The UWI resources and capabilities to respond to the needs of its key stakeholders in a changing environment

The AJL Traditional Type Services:



<https://libraries.sta.uwi.edu/ajl>

- **Research Support** - Research Consultation, Reference Assistance, Interlibrary Loans/Document Delivery, and Dissertation/Thesis Checking
- **Support Services** - Audio-visual, computing services, photocopying, assistive technology , self-check machines, printing, safe individual/group study and meeting spaces, 24/7 access

The AJL SERVICES – INTEGRATING TRANSFORMATIVE TECHNOLOGY

Timeline Photos



UWI
ST. AUGUSTINE CAMPUS
TRINIDAD & TOBAGO, WEST INDIES

The Alma Jordan Library (AJL)
Semester Hours of Service
Monday - Friday: 8:30 a.m. - 10:00 p.m.
Saturday: 8:30 a.m. - 5:00 p.m.

Visit us
<http://libraries.sta.uwi.edu/ajl>

FYI
"Know Your AJL" Tours - September 05 - 23, 2016

Follow us on
 <https://www.facebook.com/UWISTA.AlmaJordanLibrary>
 <https://www.youtube.com/user/uwistaugustine>

 (868) 662-2002 ext 82132



SEPTEMBER
2016

TOUR GOALS
+
AJL
=
YOUR SUCCESS!

To:
ALL NEW STUDENTS

*Welcome ...
to the AJL!*



Use of **Quick Response (QR Codes)** to promote The AJL Orientation Tours/Information Literacy Sessions, resources, services and introduce students to the facilities

The AJL SERVICES – INTEGRATING TRANSFORMATIVE TECHNOLOGY



The AJL Computing Services

- Two Computer Laboratories - **STARRS** (1st floor,) & **UEC** (3rd floor) offers:
- Microsoft Office Suite (word processing, spreadsheets presentations)
- SPSS (statistical analysis)
- Citation Management software (Endnote)
- Access The AJL online resources
- Wireless Access via campus network (all floors)

The AJL SERVICES – INTEGRATING TRANSFORMATIVE TECHNOLOGY



Self – Check Machines

The AJL implemented two (2) Self-Check Machines during August 2018. These machines offer students the automated option for self-service check-in and check-out of library items.



<https://libraries.sta.uwi.edu/ajl>

The AJL: Rethinking Library Spaces

► “At a time when discovery can happen anywhere students are relying less on libraries as a sole source for accessing information and more for finding a space to be productive.”

► Source: *eSchool News. 6 Growing Trends taking Over Academic Libraries.*



Post Graduate Commons (Information Commons) located on the Social Sciences (4th floor) – provides a quiet study space. The room is equipped with computers, Wi-Fi access and facilitates group/individual bookings.



The AJL Facilitating Cross-Institution Collaboration - 'One UWI Vision'

- “Within the current climate of shrinking budgets and increased focus on digital collections, collaborations enable libraries to improve access to scholarly materials and engage in mission-driven cooperative projects.”

Source: **eSchool News. 6 Growing Trends taking Over Academic Libraries.**

<https://libraries.sta.uwi.edu/ajl>

Welcome to UWIlinc: The University of the West Indies (UWI) Libraries Information Connexion

UWIlinc is the e-information portal for The UWI Libraries allowing search and discovery from a single interface. UWI information resources from across the English-speaking Caribbean in all formats including UWI's intellectual output, subscribed resources (electronic journals, databases, electronic books) and the catalogues for all four UWI campuses can be accessed via UWIlinc.



Searching in UWIlinc
Search All

By selecting Search All the user can search all UWI and other scholarly resources. Full text is available for some of these resources.

UWI Collections

By selecting UWI Collections the user can search all four UWI Campus catalogues, all UWI subscribed electronic resources and the UWI institutional repositories.

Articles by Subject

By selecting Articles by Subject the user can search subject categories comprised of selected databases as well as search the Primo Central index (the default option). The Primo Central index is a mega-aggregation of scholarly electronic resources including journal articles, electronic books, reviews, legal documents from primary and secondary sources.

Course Reserves

By selecting Course Reserves, the user can search and access course reserve materials.

UWI Library News

The University of the West Indies Libraries launches its new university-wide knowledge portal UWIlinc (UWI Libraries Information Connexion) bringing UWI's subscribed resources, unique Caribbean resources and the intellectual output from the four UWI campuses to its users locally, regionally and internationally.

Campus Library News & Events

Library Services

Ask a Librarian

Contact a Librarian to answer questions and provide assistance.

Borrowing

Learn how circulation works - borrowing and returning items, loan periods, renewals, requests and fines.

Research Assistance

Learn how to use the Library's resources to support your research.

UWI Quick Links

Catalogues: [Cave Hill](#) | [Mona](#) | [Open](#) | [St. Augustine](#)

Course Reserves: [Search and access course reserve materials](#)

Find: [Databases](#) | [eJournals](#) | [eBooks](#)

UWIlinc - the e-information portal for The UWI Libraries allowing search and discovery from a single interface to UWI's intellectual output, subscribed resources (electronic journals, databases, electronic books) and the catalogues for all four UWI campuses.

https://uwin-primo.hosted.exlibrisgroup.com/primo_library/libweb/action/search.do?vid=STA&



Welcome to UWISpace, The University of the West Indies Institutional Repository for Research and Scholarship

This archive was established by the UWI Libraries to support the dissemination of knowledge by providing open access to the digitally preserved intellectual output of the University. Here we aim to collect together in one place the research and scholarship of members of the UWI community. UWISpace provides a platform for the collection, organisation, access and preservation of scholarly information in digital formats...[\(more on the institutional repository\)](#)

Departments and individuals wishing to deposit their research material in the UWISpace archive can email the [administrators](#), or phone (868) 662 2002, Exts. 84419, 82241, 82215 at The Alma Jordan Library, St. Augustine Campus, Trinidad and Tobago.

All items in the UWISpace repository are protected by original copyright, with all rights reserved, unless otherwise indicated.

Communities in UWISpace

Select a community to browse its collections.

- [The University of the West Indies Theses Collection](#)
- [UWI - Cave Hill](#)
- [UWI - Mona](#)
- [UWI - Open Campus](#)
- [UWI - St Augustine](#)
- [UWI - Vice Chancellery](#)

Search UWISpace

[Advanced Search](#)

Browse

- [All of UWISpace](#)
 - [Communities & Collections](#)
 - [By Issue Date](#)
 - [Authors](#)
 - [Titles](#)
 - [Subjects](#)

My Account

- [Login](#)

Discover

- [Author](#)
 - [The British Broadcasting Corporation \(2298\)](#)
 - [Fraser, Tony \(correspondent\)](#)

UWISpace – The Institutional repository for the University of the West Indies. Captures, preserves and provide online open access to the scholarly/intellectual output of The UWI. Supports all formats (articles, presentations, data sets, pre-prints and post prints, learning objects, videos, images) <http://uwispace.sta.uwi.edu/dspace>



THE UNIVERSITY OF THE WEST INDIES

UWIScholar

Welcome! The UWIScholar is a platform that showcases all scholarly activity throughout the University of the West Indies.

Search by research areas, keywords, author names and article titles..



[Experts Directory](#) [Browse Research](#)

- UWIScholar - an online platform developed by the Alma Jordan Library to showcase the research and expertise of faculty, staff and students across the UWI Campuses.
- Researchers use the platform to develop a scholar/researcher profile capturing information such as bio data, research activities and interests, publications, courses taught, public service, consultancies, education & training, grants & funding, awards, affiliations and links to social media accounts. <https://uwischolar.sta.uwi.edu/>

Patron Engagement Using Technology - Future Transformative Technologies @ The AJL



- ▶ Artificial Intelligence - Alexa @ AJL - Deployment of Amazon Alexa devices at AJL to improve library services and further engage library patrons
 - ▶ Assistive technology for differently-abled patrons
 - ▶ Frequently asked questions (automated database)
- ▶ This technology and others highlighted in this presentation positions the AJL as a proactive, dynamic unit, responsive to our user community needs, enhancing user engagement by adapting emerging transformative technologies.

Overview

Georgia Alexander

- Social Media – Definition & Examples from the Literature
- Social Media in Academic Libraries – Global Overview
- Social Media Adoption in Academic Libraries – Benefits & Challenges
- Social Media Initiatives @ The AJL
- Patron Engagement using Social Media - Recommendations for Future Innovative Approaches in Higher Education

Social Media – Definition & Perspectives From the Literature

- Social media is a collection of Internet-based communities that allow users to interact with each other online. This includes web forums, wikis, and user-generated content (UGC) websites.

Source: Tech Terms https://techterms/definition/social_media

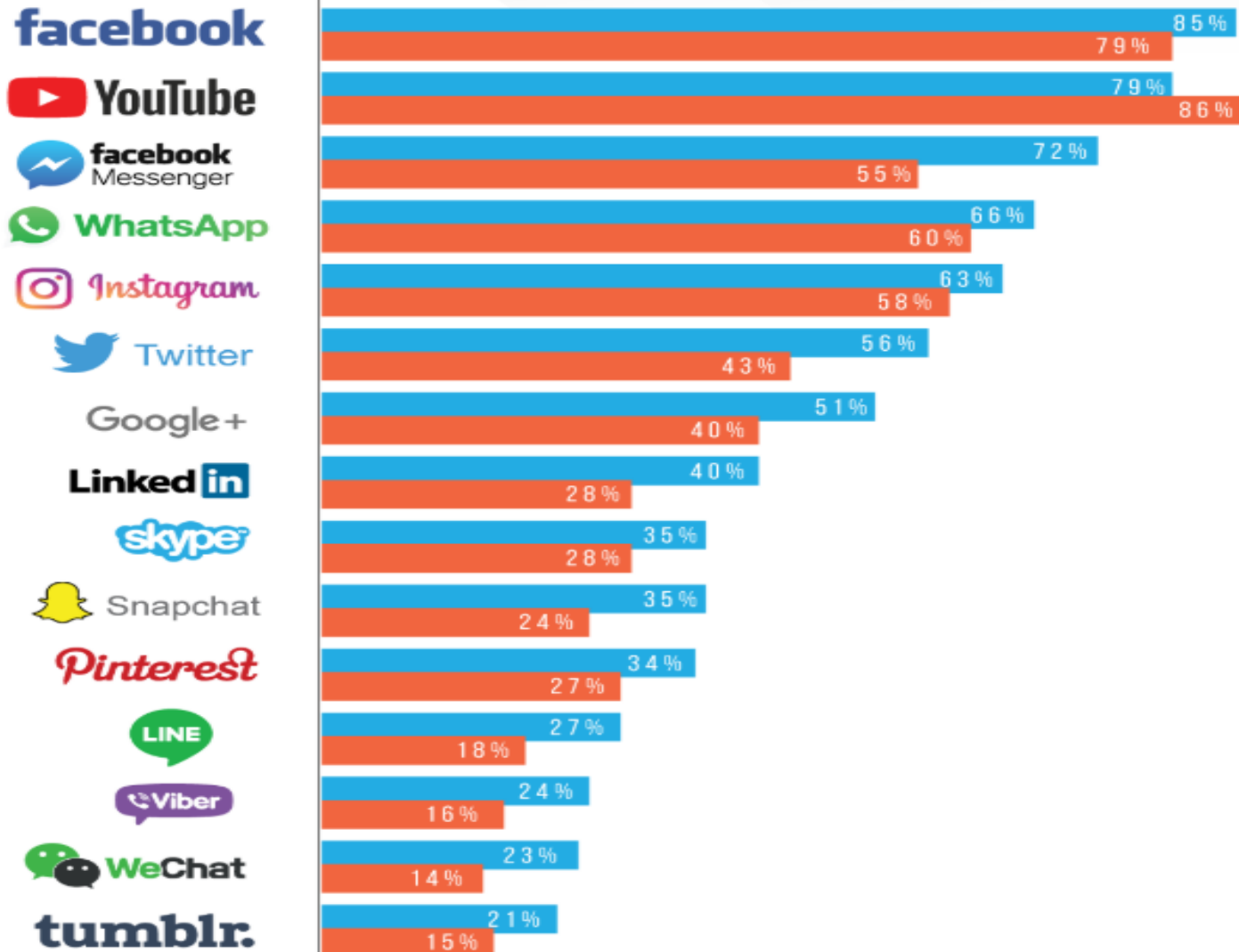
Social Media – Definition & Perspectives From the Literature

The term is most often used to describe popular social networking websites, which include the following (listed according to popularity using recent statistics):

1. **Facebook** - Created by Harvard student Mark Zuckerberg in 2004, Facebook is an online community that allows individual users to create personal profiles, share photos and videos, and post on each other's profile pages, or "Timelines"
2. **YouTube** - a video sharing service that allows users to watch videos posted by other users and upload videos of their own
3. **Instagram** - an online photo sharing service
4. **Twitter** - an Internet service that allows people to publish quick updates and see posts or "tweets" of other users they are following in real-time
5. **LinkedIn** - an professional networking website that allows users to create profiles, post resumes, and communicate with other professionals and job-seekers
6. **Pinterest** - an online community that allows users to share ideas and photos with others by "pinning" items and describing them on their profile pages

MEMBERS / REGISTERED USERS

VISITORS / ACTIVE USERS



Top 15 Popular Social Media Platforms - 2019

Source: Digital Information World:

<https://www.digitalinformationworld.com/2019/01/most-popular-global-social-networks-apps-infographic.html>

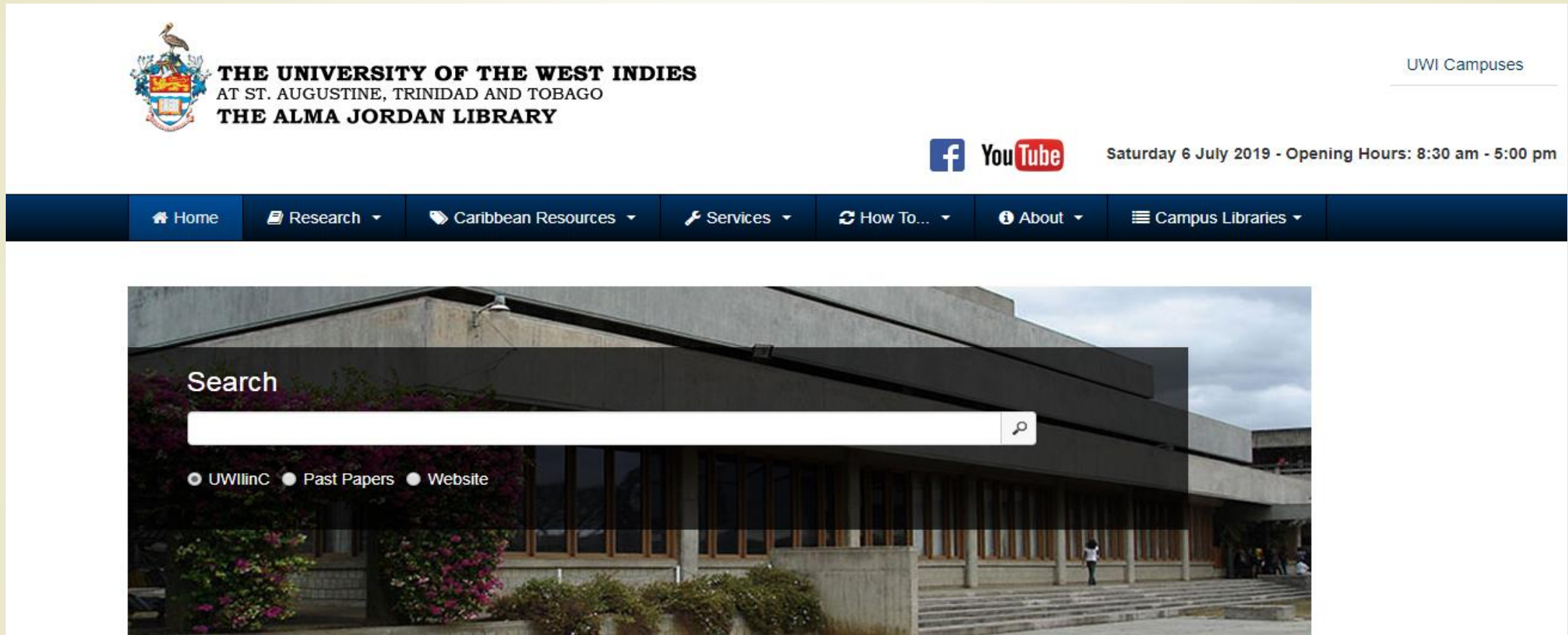
Social Media in Academic Libraries – Global Overview

A survey of the use of social media by libraries in the UK, US and India, by the Taylor and Francis Group offer the following insights:

- Over 70 % of libraries are using social media tools
- 30 % of librarians are actively posting
- Facebook and Twitter are popular channels of choice with accelerated interest in visual channels such as YouTube, Pinterest and Snapchat
- 60% have social media accounts for three years or longer

Source: Taylor & Francis Survey on Use of Social Media in Libraries. Survey of Librarians in UK, US, India, Oct, 2014 <http://www.tandf.co.uk/journals/access/white-paper-social-media.pdf>

Social Media Initiatives @ The AJL



In 2016, The AJL launched its official Facebook page and YouTube Channel, as part of its Social Media, Marketing & Communication Strategy Campaign.



Triple A Strategy
2017-2022

- ▶ AJL Services designed to support – Teaching, Learning and Research and Enhancing the Quality of the User Experience/Engagement.
- ▶ AJL Services also developed to support The UWI *Triple A Strategy* (2017-2022).
- ▶ **The UWI Strategic Plan** comprises of three pillars:
 - ▶ **Access** – Widening access to quality tertiary education
 - ▶ **Alignment** – Greater alignment of our single university (i.e. ‘One UWI’) with academia industry and international partnerships
 - ▶ **Agility** – Using The UWI resources and capabilities to respond to the needs of its key stakeholders in a changing environment

Social Media @ AJL - Benefits

- ▶ Market and promote library services, events, resources, announcements and collections (including WI Special Collections)
- ▶ Provides another point of access to respond to queries (reference, research)
- ▶ Real-time streaming and archiving of events (Facebook Live)
- ▶ Connect and communicate with users – wider reach especially with external users
- ▶ Enhance engagement and brand visibility with the academic community and stakeholders
- ▶ Solicit customer services feedback
- ▶ Use as teaching tools to promote information literacy
- ▶ Research tool to source information for scholarly works
- ▶ Building capacity – position AJL
- ▶ AJL - User connectivity - builds and encourages user interaction/relationships with patrons – Trivia and other interactive type post

Social Media - Challenges

- ▶ Time management
- ▶ Lack of dedicated/trained staff to actively post content and respond to user queries/requests
- ▶ Striking the right tone between professional and personal interests c
- ▶ Maintaining visibility of the library's brand integrity
- ▶ Copyright related issues



Rebranding of The AJL Orientation Campaign For New & Returning Students - (September 2016) – All activities posted on Facebook

Members of Team AJL: L-R Frank Soodeen, Campus Librarian, Cheryl-Peltier-Davis, Librarian, Georgia Alexander, Librarian, **Whitney Williams**, (local celebrity puppet /guest Librarian), Marsha Winter, Librarian, Allison Dolland, Deputy Campus Librarian & Yacoob Hosein, Librarian.

Mr. Amilcar Sanatan
Research Assistant, Institute for Gender and Development Studies

Amilcar Sanatan Champions the Alma Jordan Library!

The Alma Jordan Library at the UWI St. Augustine

410 Views · about 3 years ago ·

Like Comment Share

14 14 Shares

Chat (5)

Video: **The AJL Champion Series** – Featured endorsements by faculty, staff and student ambassadors - promoting the AJL services and resources

You are invited!

Join Prof. Opal Palmer Adisa et. al. for a lovely evening of good poetry, in the chill company of some talented and creative souls...

The Alma Jordan Library (The UWI St Augustine, Campus)

6-9pm

Your RSVP is important.

The University of the West Indies
Institute for Gender and Development Studies
Regional Coordinating Office
&
The Alma Jordan Library
invites you to the
Book Launch

Love's Promise & Interviewing the Caribbean

with
Opal Palmer Adisa

Tuesday, June 11, 2019 . 6-9 pm
The Alma Jordan Library AV Room - 3rd Floor

Kindly RSVP: igdsrco@gmail.com by Tuesday, May 28, 2019



Institute for Gender and Development Studies, St. Augustine Unit added 11 new photos to the album: Loves Promise and Interviewing the Caribbean.
June 4

The Alma Jordan Library and the Dean, Institute for Gender and Development Studies invites you to the Book Launch - Love's Promise and Interviewing the Caribbean. All are invited. Join Opal Palma Adisa and many others for an evening of poetry readings and more. Tuesday 11 June at 6PM.



The Alma Jordan Library at the UWI St. Augustine

Published by Georgia Alexander [?] · Just now · 🌐



319 Views

Facebook Live Streaming - facilitating remote access for patrons and stakeholders to real-time and gaining archival access to the AJL events

Distinguished Visitors @ The AJL: Prof. Bridget Brereton



Bridget Brereton is Emerita Professor of History at The University of the West Indies (UWI), St Augustine, Trinidad & Tobago. She is the author of several books on the history of the Caribbean and of Trinidad and Tobago, including standard works such as *Race Relations in Colonial Trinidad, 1870-1900* and *A History of Modern Trinidad, 1783-1962*. She is also the editor or co-editor of several more (including Volume V of the UNESCO General History of the Caribbean), and the author of many journal articles, book chapters and book reviews. A university teacher for many decades, she has taught history courses to undergraduates and postgraduates, and has successfully supervised many doctoral and master's theses and research papers. Prof. Brereton is a former Head of the Department of History, Deputy Principal, and Interim Principal, all at the St Augustine Campus of the UWI. She has served as Chair of the Board of the National Library and Information System Authority (NALIS), Chair of the Trinidad & Tobago Nominating Committee for the ANSA McAL Caribbean Awards for Excellence, and Chair of the Cabinet-appointed Committee to consider the Trinity Cross and other National Symbols and Observances, among other public service positions. Prof. Brereton can be frequently found in the West Indiana and Special Collections Division (WISC) of the Alma Jordan Library (AJL), perhaps even more so since her retirement in 2010.

She gladly shared her sentiments about using the Alma Jordan Library's WISC with us - "I've been using this wonderful research collection ever since it moved to the present Library building in 1969. At that time, I was researching for my PhD thesis on the Social History of Trinidad in the 19th Century, and the hundreds of old publications, rare books, theses and papers available there were indispensable for that research, which subsequently became my first book, *Race Relations in Colonial Trinidad, 1870-1900*. Ever since then I've relied on this ever-expanding collection for my research and teaching. And, it's not only written materials of many different kinds that I've used: the wonderful Michael Goldberg Collection, containing thousands of postcards and photographs dating from the late 1800s, and featuring scenes and people from Trinidad, Tobago, and the rest of the Caribbean, is only one example of the visual and pictorial sources that the WISC Division holds. I highly recommend this collection, for anyone engaged in research on the history and culture of Trinidad & Tobago, or of the Caribbean, the West Indiana and Special Collections is an unmatched resource."

Distinguished Visitors @ The AJL: Devin Leigh



Devin Leigh is a PhD Candidate in the History Department at the University of California, Davis, in the United States of America. He researches the history of the English-speaking Atlantic World during the long eighteenth century, which he dates from roughly the 1650s to the 1830s. His research typically explores connections between West Africa, the West Indies, and Britain. Currently, he is conducting research for his dissertation project. This work is tentatively entitled 'Necessary at This Time: The Politics of African History in an Age of Abolition, 1760-1807'. In this project, Devin explores the lives and works of British slavers who turned to writing African history as a way to prevent slave-trade abolition. Two of the figures that he studies were prominent residents of the West Indies:

Devin came to the Caribbean this summer to research his project and network with scholars of Caribbean history. After attending the 50th Annual Conference of the Association of Caribbean Historians in Barbados in mid-June, Devin flew to Trinidad to consult materials here in the West Indiana and Special Collection (WISC) Division of Alma Jordan Library. Specifically, Devin is examining minute books for two eighteenth-century lobbyist organizations. These are the Society of West India Planters and Merchants and the Society of West India Merchants. The books are preserved in manuscript, under call number SC 89, as part of the Library's West India Committee Records. These books were originally purchased by the government of Trinidad and Tobago in the late-twentieth century, and the WISC is the only place in the world that the originals can be seen. They are crucial for helping Devin trace the activities of the central figures in his study.

Devin is grateful to all of the staff here at the Alma Jordan Library for welcoming him into their research community and for accommodating him during his visit to Trinidad and Tobago. The WISC Division of the Alma Jordan Library is a special institution, and Devin has thoroughly enjoyed his time here.

Distinguished Visitors @ The AJL: Prof. Selwyn Cudjoe



Scholars from around the world and various academic disciplines and institutions visit the Alma Jordan Library (AJL) regularly, to use the vast, unique materials and resources available at the West Indiana and Special Collections (WISC) Division.

Selwyn R. Cudjoe, is a Professor of Africana Studies at Wellesley College, Wellesley, Massachusetts. Prof. Cudjoe is a Trinidadian academic, distinguished scholar, historian, essayist and editor. He visited the AJL WISC recently, to conduct scholarly research for his forthcoming publication - *The Slave Master of Trinidad: William Hardin Burnley and the Nineteenth Century Atlantic* - University of Massachusetts, Fall 2018. Prof. Cudjoe, took a moment to share his experience using the library's WISC:

"I have used the library's West Indiana & Special Collection for the past thirty years. I have used it to do research for most of my books, including *Resistance and Caribbean Literature*, *V. S. Naipaul: A Materialist Reading*; and *Beyond Boundaries: The Intellectual Tradition of Trinidad and Tobago*. You may say that the West Indiana & Special Collections reside at the heart of every serious writing exercise that I have ever conducted. Researching the life of William Hardin Burnley, a man who lived in the same village (Tacarigua, County of Saint George Trinidad and Tobago) in which I grew up, it was only natural that I should return to the home of my intellectual birth to find out more about him."

The AJL Distinguished Visitors & Friends of The AJL

The Series is designed to highlight the rich and valuable resources of the West Indiana & Special Collections (WISC), the research/scholarly works and publications produced by local, regional and international scholars, researchers and patrons who have used the WISC.



THE INTELLECTUAL PROPERTY HELP DESK
@ THE ALMA JORDAN LIBRARY

in partnership with

INTELLECTUAL PROPERTY OFFICE –
MINISTRY OF THE ATTORNEY GENERAL AND
LEGAL AFFAIRS, TRINIDAD & TOBAGO

&

STA CENTRE FOR INNOVATION & ENTREPRENEURSHIP
(formerly ORDKT)

presents

INTELLECTUAL PROPERTY & THE FUTURE

When?

Thursday – May 23, 2019
@ 2:00 pm – 4:00 pm

Where?

The Alma Jordan Library (AJL)
Audio Visual Room – 3rd Floor

What?

Presentation on:

- Introduction to Intellectual Property (IP)
- Intellectual Property & The Future
- Copyright and Related Rights
- Q&A

Who?

The UWI campus community members, interested in learning or curious about the dynamic field of Copyright and IP

About the Presenter



Mr. Regan Mark Asgarali is an Attorney at Law attached to the Intellectual Property Office of Trinidad and Tobago, as the Controller of Intellectual Property (IP). He joined the Office in July 2009.

A graduate of the Faculty of Law, The University of the West Indies, Mr. Asgarali has a Bachelor of Laws (Upper 2nd Class Hons.) (2000) and a Legal Education Certificate from the Hugh Wooding Law School (2002). In 2002, he was admitted to practice law in Trinidad and Tobago and is a member of the Law Association of Trinidad and Tobago. He is also the holder of a postgraduate certificate, diploma and a Master of Laws (LLM) in intellectual property law from the University of London.

He has several certificates from the World Intellectual Property Organization (WIPO) in Geneva, Switzerland, in areas such as Management and Administration of IP Offices, advanced courses on Trademarks, Industrial designs, Geographical Indications, Mediation and Arbitration, New Plant varieties and IP Enforcement.

Mr. Asgarali practised law at Mair & Company from 2002-2008, in general practice with particular focus on litigation, intellectual property, entertainment law and corporate commercial/conveyancing. He also served as the Legal Secretary to the Arbitral Panel for the determination of Telecommunication Interconnection disputes. And, he has practised in the Commercial Department of Lex Caribbean from 2008 – 2009, with primary responsibility for Intellectual Property matters and was also involved in Mergers and Acquisitions.

At the Intellectual Property Office as Controller for Intellectual Property, he is responsible for the administration of all laws pertaining to Intellectual Property and for the strategic direction of the Intellectual Property office, inter alia. He is presently concentrating on flagship projects such as a proposed IP Academy for Trinidad and Tobago, an IP Library and Technological Innovation Support Centre, and for the introduction of a paperless IP office.

Kindly RSVP via IntellectualProperty.HelpDesk@sta.uwi.edu by Monday – May 20, 2019

Intellectual Property (IP) & The Future Lecture - Promotion of Collaborative Initiatives and Partnerships with key external stakeholders hosted by The AJL Intellectual Property Help Desk @ The AJL

- Overview
- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Local
- Messages

Page Summary Last 28 days + Export Data

Results from Jun 8, 2019 - Jul 5, 2019
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

<p>Actions on Page June 8 - July 5</p> <p>8 Total Actions on Page ▲167%</p>	<p>Page Views June 8 - July 5</p> <p>144 Total Page Views ▼46%</p>	<p>Page Previews June 8 - July 5</p> <p>49 Page Previews ▼31%</p>
<p>Page Likes June 8 - July 5</p> <p>11 Page Likes ▼67%</p>	<p>Post Reach June 8 - July 5</p> <p>964 People Reached ▼76%</p>	<p>Story Reach June 8 - July 5</p> <p>Get Story Insights See stats on how your Page's story is performing.</p> <p>Learn More</p>
<p>Recommendations June 8 - July 5</p> <p>We have insufficient data to show for the selected time period.</p>	<p>Post Engagements June 8 - July 5</p> <p>4,910 Post Engagement ▲62%</p>	<p>Videos June 8 - July 5</p> <p>797 3-Second Video Views ▲120%</p>

Facebook Insights

The AJL Facebook Page Statistics:
Total Page Likes – 895
(July 2019)

Patron Engagement - Using Social Media Technology and Future Transformative Technologies @ The AJL



- Evaluate other popular social media platforms, to determine their relevance to The AJL Goals & Objectives



Q&A

Thank You for Coming!

