

2022 LAS PASSION AWARD
ZUBAIDAH MOHSEN

Zubaidah Mohsen has accomplished a few firsts in the Singapore public libraries, from being the manager of the first radio frequency identification (RFID) library to “planting” a tree in the Children’s section of the Woodlands Regional Library, the first to be managed by a specialised team of children’s librarians. Passionate in providing services to children, she is versatile in delivering other aspects of library services. More recently, Zubaidah is championing Malay language services. Her achievements in this area include coming up with strategies to woo both the Malay and non-Malay segments of the community. One of her efforts was to open programmes to a non-Malay speaking audience who were interested in the culture and heritage of the Malays, starting a new Malay World series and conducting it in English.

Zubaidah is instrumental in launching the Mother Tongue Content Creation project for children, taking the lead in the selection of English titles to be translated into Chinese, Malay and Tamil, a project that aims to encourage children to reading quality titles in the MTL. She also put together a team to run a workshop for budding authors who were interested to write in MTL for children between 8 -12 years. This was a collaboration with the Singapore Book Council. Having shifted almost 180 degrees from providing library services in the English domain, she works well with community partners and is active in community work beyond NLB. She is a member of the Malay Language Council, where she is part of the Literary Award Committee and serves as the Deputy Editor for its journal “*Sekata*”. She sits on the Board of Directors for the Malay Heritage Foundation.

A self-proclaimed kid-at-heart, Zubaidah loves children and children’s literature. Also known as *Momsie* by her team of children’s librarians, she is a nurturing librarian, taking many staff under her wing and mentoring them. She played a major role in the early days of Job Redesign for Library Officers, and put together training modules to equip them in storytelling, promoting library collection and setting up book displays. She continues to find suitable platforms for her team to present their content professionally, and this includes contributing reviews for all age groups for Berita Harian and the e-library of Berita Mediacorp. She is an accomplished speaker on children’s literature, children’s services, MTL services and has spoken at various platforms including IFLA, APLIC and the Asian Festival of Children’s Content.

She paved the way for the development of Children’s services in NLB and contributed to the initial development of content in early literacy services. She was the Project Sponsor of the Book Bugs team that incorporated Mother Tongue language elements into the series, for which her team won MCI’s Team Excellence Award in 2021. She was also the Project Sponsor for One Story for the book “Razi”, another NLB’s project to reach the vernacular communities.

Equipped with her deep knowledge of children’s content, strong passion and belief in what she does, Zubaidah has demonstrated dedication, innovation, and exceptional service to the children and Malay community in Singapore. These achievements and characteristics make her an apt recipient of the LAS Passion Award.