

## **2013 OUTSTANDING NEWCOMER AWARD**

### **V. Somasundram**

The Outstanding Newcomer Award aims to recognize the accomplishments of outstanding newcomers to the library profession and to encourage outstanding contributions throughout their career. This year's award goes to V. Somasundram.

Soma who recently graduated with a Masters of Science in Information Studies from the Nanyang Technological University (NTU), is an Assistant Librarian at NTU Libraries. He has passionately pursued his combined role of library promotion and art librarianship (media arts). He has utilized social media to interact with library users in order to enhance the library's image and accessibility. He has also encouraged colleagues to apply social media tools in their efforts to promote the library. Additionally, he has co-authored an article on the application of social media in libraries.

In addition to tapping social media to enhance library services, Soma has initiated other means of promoting the library by organising events, exhibitions and mutually beneficial collaborative projects with various student body organizations, including an anti-seat hogging campaign in conjunction with the NTU Students' Union which led to a significant drop in complaints about seat hogging.

As the subject librarian for Media Arts, Soma has planned and coordinated various talks in collaboration with academic staff" which significantly enhanced the library's profile and awareness of the library's role in university life.