

## **2021 LAS OUTSTANDING NEWCOMER AWARD**

### **Samantha Seah**

Samantha has been with NTU Library since 2017, and was conferred with her Master's degree in Information Studies in 2016. In NTU Library, she has worked in many different positions, and has consistently distinguished herself in the organisation. She is currently appointed the Acting Lead of the Service Innovation and Excellence Team at NTU Library where she drives projects of innovation to create and enhance services to elevate user experience with the Library.

From 2018 to 2019, Samantha was part of the Advisory and Consultation (A&C) team as a liaison librarian, where she developed a workshop on LaTeX that has since become one of the most well attended Library standalone workshops conducted by NTU Library. Thereafter, from the end of 2019, Samantha spearheaded the development of Library service standards and the creation of a modular training programme for frontline staff and student assistants as a librarian in the User Services and Spaces (USS) team. This project was awarded the Innovator Award in the Students and Academic Services Department (SASD) of NTU's Service Excellence Awards 2020-21. In addition to this award, Samantha also won an individual Silver Award for customer service and another Innovator Award as part of her contributions to the development and operationalization of a Centralised Enquiry Management System for the Library.

Samantha also joined NTU Library's Emergency Preparedness team to plan and execute the Library's response to COVID-19 in 2020, where she demonstrated a keen sense of responsibility and adaptability. She led the implementation of the Safe Management Measures for NTU's seven libraries and worked closely with her colleagues to ensure prompt responses to changing regulations and clear communication with users on what to expect at the libraries. During this time, Samantha also stepped up to manage the Library's Management System, and her expertise led to her appointment as the key personnel in supporting one of the Library's Divisional Heads in a major multi-year University-wide project. Her exemplary work led her to being appointed as the Acting Lead in 2021 for a new team focused on improving processing, service delivery and innovation.

Beyond her team, Samantha has also been shown to be a team player not only in the Library, but also with other University departments, displaying communication skills and empathy appreciated by users and colleagues who work with her. In 2021, she worked quickly and independently with NTU's IT department, NIE Library to respond to a university initiative about COVID-19. Additionally, Samantha, who was part of a small team looking into enhancing Library services for alumni, reached out and worked with the Library's Communications and Outreach team to tie in an existing exhibition about 30 years of library technology in NTU Library with the University's Alumni Homecoming event at the end of 2021. She committed time and effort to sieve through hundreds of photographs spanning 1980 to 2021 to compile, create, and narrate a themed video for the event. She and her team received an NTU Admin Extra Mile Award for their efforts.

Samantha also displays passion and enthusiasm for her colleagues, being a volunteer of the Library's 2020-2022 Staff Engagement Committee where she works with other committee members to organise events and welfare for library colleagues. Despite the challenges posed by the pandemic, she helped to organise many successful events – online and in-person – including painting the staff lounge, garnering many compliments from her colleagues.

She is also an active contributor in LAS, having been a member of the LAS Membership Committee 2017-2019 and is currently serving in the LAS IT Committee 2021-2023, contributing to numerous activities in these committees for the professional community.

Samantha's willingness to take on new challenges saw her rising to the occasion to lead projects requiring her to manage stakeholders across teams. This has led her to become the youngest Team Lead in NTU Library and is seen as an invaluable asset within her organisation. In recognition of these achievements, LAS is pleased to honour Samantha Seah with the 2021 Library Association of Singapore Outstanding Newcomer Award.