CLA Spring Fling Workshop: Professional Development Workshop

Join us on March 29, 2013 for a “two-fer-one” career and professional development workshop!

Brought to you by the Technology & Student Interest Groups of the California Library Association, this full-day, two-part workshop is for new MLIS graduates, current MLIS students, and library professionals interested in learning about alternative career opportunities outside of traditional library roles and institutions and in arming themselves with the essential skill for advancing their careers in a tough job market.

9:00am-12:00pm PDT: "Emerging Career Paths for Tech Savvy Librarians"
Learn which emerging traditional and non-traditional jobs are available to MLIS holders and what it's like to work in digital assets management and information architecture.

Speakers:
- Michele Lucero, Director of Business Development and Recruiting, LAC Group
- Sarah Stern, Experience Strategy Lead, DirecTV
- Douglas Mullin, Digital Assets Manager, Oakley

1:00pm-3:00pm PDT "Reality Check: Making the Transition from Student to Professional"
Learn what educational background, professional experiences, and skill sets recent hire MLIS graduates possessed that helped them stand out and gain employment in a fiercely competitive market.

Panelists:
- Young Lee, Reference & Electronic Resources Librarian, University of La Verne College of Law Library
- Suzanna Conrad, Digital Initiatives Librarian, Cal Poly Pomona University Library
- Mellanie Reeve, Electronic Resources Analyst, City of Sierra Madre
- Casey Ann Mitchell, Metadata Librarian, Pepperdine University
- Rebecca Kemp, Taxonomist, Guitar Center

In person:
- $45 non-members
- $35 CLA members
- $25 student members

Webinar: Individuals
- $40 non-members
- $30 CLA members
- $20 student members

Webinar: Groups
- $140 non-members
- $100 CLA members
- $75 student members

Interested in attending this event?
Attend in person or virtually!
Registration closes Tuesday, March 26, 5:00pm, PDT
“Emerging Career Paths for Tech Savvy Librarians”

Speakers

Michele Lucero is the Director of Business Development & Client Services at LAC Group. She is based in the Los Angeles area and drives expansion efforts for LAC Group. Michele also works with the University of North Texas as coordinator for their MLS joint program with Cal State Northridge and teaches conflict resolution for Woodbury University's MOL program.

She holds a B.S.B.A in Management and International Business from the University of Nevada Las Vegas, M.L.S. in Legal Informatics from the University of North Texas, M.B.A. in Strategic Management from the University of North Texas, and a Certificate in Dispute Resolution from Pepperdine University. She is completing her Masters of Dispute Resolution and Doctorate of Education in Organizational Leadership at Pepperdine University. Michele holds offices and serves on committees in many professional associations in the library, legal and education fields. She has more than 18 years of experience including prior positions in both the public and private sectors.

Sarah Stern is an Experience Strategy Lead at DLab, DIRECTV's Digital Innovation Lab. She earned her MLIS from the UCLA Information Studies program, where she specialized in Informatics and Information Architecture. In her current position, as a member of the Experience Strategy Team, she helps drive early stage ideation for the customer experience and product development strategy across DIRECTV.

She uses research methods like contextual inquiries and remote research to understand the customer experience across all touch-points of DIRECTV. She uses tools like personas, storyboards, wireframes, customer journeys, and service blueprints to distill research findings and product concepts into tangible opportunities for stakeholders. In previous positions at Walt Disney Parks and Resorts Online and AT&T/Yellowpages, she was an Information Architect, which means she asked lots of questions and collaborated with visuals designers, developers, content strategists, product, and project managers, to identify requirements, define concepts, navigation, content, functionality and interaction for multiple Disney and Yellowpages sites.

Douglas Mullin is the Digital Assets Manager at Oakley, inc., in Foothill Ranch, Calif. (South Orange County). This role involves bringing together an understanding of people, processes, content and technology to solve organizational marketing asset and information challenges.

Prior to working at Oakley he was Brand Asset Manager at Fiskars Brands, Inc. in Madison, Wisconsin. Douglas has been working in DAM for 15 years. He received his MA in Library and Information Studies from the University of Wisconsin – Madison, and an MA in History from the same. He received his BA from the University of Minnesota – Twin Cities, with a dual major in English Literature and History. He served two terms as President of the Wisconsin Chapter of the Special Libraries Association (SLA), and was Chair of the SLA Professional Development Advisory Council.

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Registration closes Tuesday, March 26, 5:00pm, PDT
By Suzanna Conrad,
Chair of the Technology Interest Group

According to an article in Forbes on the best and worst graduate degrees for jobs, Masters in Library and Information Science degree (MLIS) ranked number #1, however the author only addressed traditional “common” MLIS jobs such as school librarian, library director, and reference librarian.

No consideration was given for non-traditional or emerging career paths such as digital assets management, taxonomy, search engine optimization or marketing, information architecture, user interface designer, among many others that might suit the skill sets of a trained librarian.

This workshop will address trends in LIS careers and describe possible career paths that might fall outside of the scope of what we might have traditionally considered a ‘librarian.’

Douglas Mullin and Sarah Stern will highlight some of their experiences with finding what some might think of as “non-traditional” career paths, the skill sets they consider valuable, and how a candidate can market themselves for these career paths through education, professional development, and work experience. Just finding the opportunities is challenging, however getting your resume noticed and getting through interviews is equally as challenging.

In our afternoon panel, the panelists will present a number of scenarios for the job search process and share experiences with how they navigated a competitive job market to land a job in library and information science. Attendees will be actively engaged during this session with a number of “what would you do” scenarios for them to think about and attempt to answer.

Why Should I Attend the CLA Spring Fling Two-Fer-One Workshop?

This workshop will address trends in Library and Information Science careers and describe possible career paths that might fall outside of the scope of what we might have traditionally considered a ‘librarian.’

“Reality Check: Making the Transition from Student to Professional”

Panelists

**Young Lee** is the Reference & Electronic Resources Librarian at the University of La Verne College of Law Library where his duties include reference, legal research instruction, emerging technologies, web development, and outreach.

He is active professionally in several regional and national LIS organizations, where he's created and overseen workshops, panels, and unconferences—many of which focused on career and professional development.

**Suzanna Conrad**, Digital Initiatives Librarian at Cal Poly Pomona and Chair of CLA’s Technology Interest Group, graduated from University of Illinois, Urbana-Champaign in December 2011.

Prior to attending graduate school, she worked in content management and business development for telecommunication and new media companies worldwide.

**Rebecca Kemp**, Taxonomist at Guitar Center, has worked in public and special libraries across Southern California. She is active in many professional organizations and is presently on the board of the SLA-Taxonomy division.

**Casey Ann Mitchell**, Metadata Librarian at Pepperdine University, recently was promoted from Acquisitions Supervisor at Pepperdine.

Casey has worked in libraries for years including for institutions such as El Camino College, Pasadena Community College, Sierra Madre Public Library, among others. Casey is currently a student in the UNT/CSUN program and will graduate in Spring 2013.

**Mellanie Reeve**, Electronic Resources Analyst at the City of Sierra Madre, graduated from SJSU in 2008.

She worked in part-time positions at Sierra Madre Public Library and Cerritos College and recently was promoted to a full-time management position as Electronic Resources Analyst for the City of Sierra Madre’s website and document management system.
QR Codes, Trivia to Promote Library

By Wendolyn Vermeer
Cal Poly Pomona University Library

QR – “Quick Response” – Codes have been buzzing around academic libraries since 2009. Many library users are likely intimately acquainted with them by now, as marketers have latched on and saturated the popular media with them.

Libraries have employed them in a variety of ways to achieve a wide array of objectives, including visual-spatial wayfinding, delivery of information like services and hours, to point to related content, and even to stand in for ebooks on the browseable shelves of printed works.

Beginning April 2nd, in the Spring Quarter of 2013, I will attempt to use QR codes to highlight select online resources, and to overall increase the visibility and usage of the Cal Poly Pomona University Library’s databases and services. My office windows happen to be situated facing a highly popular student gathering area – the patio outside of the Starbucks coffee house that is attached to the University Library. I will generate one trivia question per week (with 10 weeks in the quarter, for a total of 10 questions), and create a large poster that poses the question of the week. I will then place the poster in my window, facing the patio.

The question will be followed by a QR code large enough that it can be scanned from a distance of at least 6 feet, and the code will take users to a library web page. The page will recommend the appropriate library database(s) to use to answer the question, and provide an area for the user to enter his/her name, contact information, the trivia answer, and a citation for where the answer was found. I will then choose 1-3 correct answers at random to receive a small prize (as yet to be determined, but likely a $5 gift card to campus vendors).

Then, the real fun will begin – analysis of Google Analytics usage data for the QR codes, compared with overall usage of the databases pegged to aid in the answer of the trivia questions. It is my hope to formally write up my findings and assess whether the QR codes were indeed effective in increasing the usage and visibility of unique library resources.

I welcome ideas and comments about this proposed experiment (including a snazzy name), so please feel free to contact me at wcvermeer (at) csupomona.edu.

Guide to the Big Six Publishers and eBooks, Revisited

By Amanda Jacobs Foust
Marin County Free Library

Feedback from the Fall issue of Sync included a request that our Guide to the Big Six Publishers and eBooks become a recurring feature; a request we are happy to fill.

- **Hachette**
  Continues to price their backlist by an increase of 104%. They do not currently sell front list titles to publishers, but are continuing completing trials with both the 3M Cloud Library and Baker & Taylor’s Axis 360.

- **HarperCollins**
  Still limits eBook to **26 check-outs**.

- **Penguin**
  Recently expanded its **piilot** with 3M Cloud Library to all customers. Penguin restricts titles from becoming eBooks for six months after publication and will require libraries to repurchase content on an annual basis. In addition, Penguin is piloting their eBooks with Axis 360 under the same restrictions.

- **Random House**
  Still pricing popular titles at **300%**.

- **Simon and Schuster**
  Agreed to sell *The Year We Left Home* via OverDrive after the title was selected for All Iowa Reads 2013.

- **MacMillan**
  Has released a limited numbred of backlist titles via the three primary vendors: 3M Cloud, Axis 360 and OverDrive. All eBooks are $25 for either two years or 52 circs, whichever comes first. MacMillan will not sell to consortia or academic libraries.

Get Active with the Technology Interest Group!

Are you interested in getting more involved in the Information Technology Interest Group? We’re looking for members who would like to assist with upcoming events on all different levels including event planning, publicity for events and the group or strategic planning. Whether you’d like to add some experience to your resume, network or just learn more about new technologies, your help could be invaluable. Contact Suzanna Conrad at skconrad@csupomona.edu.
This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Submit to SYNC
Want to share exciting and successful implementations or use of technologies in your library? Or discuss new innovations and technologies?

We want to hear from you!

Submissions: due Monday, October 21st.

Please send submissions for upcoming issues to the editors at itignewsletter@gmail.com.

Articles should be between 200-500 words in length; pictures (with captions) are also accepted; and the article may receive editing upon entry into the newsletter. Exceptions can be made for longer articles, please contact the editors at itignewsletter@gmail.com to correspond.

Our Mission:
To evaluate past, current, and future technology trends to improve the IT experience for both library patrons and library staff.

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