

VANESSA GAROFALO

INNOVATIVE LIBRARIAN

www.vanessagarofalo.com

Over 14 years of experience in academic libraries, with 7 years of post-graduate experience in reference and instruction and library outreach, 9 years of technical services experience, and 8 years of supervisory experience.

ABOUT ME

I am a modern, innovative librarian and leader. I am equally creative and analytical. As such, I am always looking for ways to push the limits and encourage others to think creatively about how libraries can evolve to better meet the needs of today's library users. I am passionate about leadership, library marketing and outreach, and educational technology.

I am seeking a position of increasing responsibility in a growing organization that fosters creativity and collaboration. I desire a position that will offer leadership opportunities as well as the opportunity to work as part of a team.

CONTACT



813-951-1249



vanessa.slagle@gmail.com



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3294 Winchester Estates Circle
Lakeland, FL 33810

EDUCATION

Master of Library & Information Science

University of South Florida
Tampa, Florida
2009 - 2011

Bachelor of Arts in English

Wright State University
Dayton, Ohio
2002 - 2006

EXPERIENCE

July 2017 - June 2018

Outreach & Unrestricted Education Librarian

Southeastern University - Lakeland, FL

Associate Professor / 10-month faculty position

Unrestricted Education (formerly Extended Education):

Serve as the primary point of contact for the library for Southeastern's online and extension site students. Troubleshoot access issues with electronic resources for online students. Develop digital learning objects (videos, infographics, handouts, etc.) to facilitate student learning in the online environment and in the face-to-face classroom. Develop and disseminate a monthly Distance Student newsletter to keep students informed on new resources or to highlight a particular database. Perform collection development and purchase materials for the Human Services program (now online only) as well as the library's Popular Fiction and Movie collections.

Outreach: Serve as the outreach librarian - plan library events and programming, create marketing materials for use in both print and online, coordinate with other departments within the university to involve staff and faculty for outreach opportunities, partner with local donors to supplement the library's outreach budget, manage a team of student workers for the creation of library displays, and more.

Committees: Library Outreach Committee (Chair), SEU Faculty Development Committee (Secretary), FireScholars Digital Commons Committee (Secretary), Curriculum Committee (Member), Extended Education Committee (Member), and Extended Education Council (Library Liaison).

July 2014 - June 2017

Reference & Technical Services Librarian

Southeastern University - Lakeland, FL

Associate Professor / 10-month faculty position

Head of Technical Services: Planned, organized, and directed the ordering and processing of library materials in both print and online formats and served as the sole cataloging librarian. Evaluated and streamlined technical services workflows after the implementation of a new ILS. Maintained electronic resources housed within the ILS knowledge base. Cataloged materials in a variety of formats. Supervised one full-time library staff member and several student workers.

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EXPERIENCE

July 2014 - June 2017

Reference & Technical Services Librarian

Southeastern University - Lakeland, FL

Associate Professor / 10-month faculty position

Subject Liaison: Served as liaison to the College of Behavioral and Social Sciences (CBSS) - Social Work, Psychology, Human Services, Counseling, Criminal Justice. Provided reference assistance in person and online (Ask-a-Librarian), conducted in-persona and online research consultations and provided information literacy instruction. Worked with faculty on accreditation and re-accreditation of programs (SACSCOC, CACREP). Performed collection development for all CBSS programs. Created instructional videos, tutorials, and other print and digital learning materials.

Marketing & Outreach Coordinator: Developed and lead the library's outreach efforts, planned events, created marketing materials to promote library services and resources, and more. Created library displays. Developed and implemented a marketing and outreach plan as well as a branding guide for the library. Designed and maintained the library's blog, YouTube channel, and social media pages. Served as co-administrator of the university's digital repository, FireScholars. Library events planned include: De-Stress Fest (finals week), Pet-a-Pooch, the annual Library Fall Open House, Snack & Study, Home Sweet Home: Make the Library Your Home Away From Home, and more.

Committees: Library Outreach Committee (Chair), SEU Grants & Publications Committee (Secretary), FireScholars Digital Commons Committee (Secretary)

June 2013 - June 2014

Director of the Library

Clearwater Christian College - Clearwater, FL

Assistant Professor / 12-month faculty position

Director of the Library: Maintained the library's annual budget. Developed a new 5 year strategic plan for the library to include the growth of staff and online collections. Successfully led an ILS migration from LibLime's Koha to OCLC's WorldShare Management Services. Reconfigured existing library space to create group study space, individual workstations, additional seating, and more. Contributed library documentation to be included in the college's 5 year follow-up for SACSCOC (Southern Association of Colleges and Schools Commission on Colleges) accreditation. Hired, trained, supervised, and evaluated one full-time faculty librarian, library staff, and a team of student assistants.

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EXPERIENCE

June 2013 - June 2014

Director of the Library

Clearwater Christian College - Clearwater, FL

Assistant Professor / 12-month faculty position

Subject Liaison: Served as the liaison for a number of academic departments including Education, English / Literature, History, Business, and Music. Maintained the library's LibGuides-based website. Created and implemented an information literacy curriculum for first-year students. Participated in providing reference service and in-class instruction, as one of two instruction librarians. Created a plan for increasing community awareness and involvement through marketing and an annual newsletter to be sent to alumni, donors, and other college constituents.

Committees: Library Committee (Chair), Academic Affairs Committee (Member)

May 2011 - June 2013

Instruction & Reference Librarian

Clearwater Christian College - Clearwater, FL

Assistant Professor / 12-month faculty position

Served as the sole faculty instruction librarian for a small liberal arts college, taught information literacy and effective research methods and integrated instructional technology. Created and maintained the library's LibGuides-based website and social media pages, provided reference assistance and one-on-one research consultations to students, launched and maintained an online reference chat service, participated in collection development, engaged in original and copy cataloging, processed interlibrary loan requests, managed and trained student assistants, and provided support to the library's director.

Committees: Library Committee (Member)

June 2009 - May 2011

Collection Specialist (*Serials & eResources*)

University of South Florida - Tampa, FL

Provided support to the library's electronic resources librarian along with one other staff member. Cataloged e-resources, prepared vendor invoices for payment in library's automation system, and more. Created records for and checked in print serial publications, setting up predictive check-in when needed. Served as the administrator of the Gulf Oil Spill Information Center (GOSIC) website for the USF Libraries. Worked several hours each week at the periodicals service desk, served as chair of the Library Staff Committee and served as a member of the Library Advancement Committee.

Committees: Library Advancement Committee (Staff Member), Library Staff Committee (Chair)

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EXPERIENCE

June 2008 - June 2009 **Library Specialist (Serials)**
University of South Florida - Tampa, FL

Worked as a member of the serials team, maintaining the print serials collection for titles beginning with letter 'A' through 'J'. Created print records for new serials titles and setup predictive check-in in the library's automation system. Regularly checked in new issues of journals and magazines. Worked several hours each week at the periodicals service desk. Served as a member on the Library Staff Committee.

Committees: Library Staff Committee (Member)

ADDITIONAL RELEVANT EMPLOYMENT

2010 - 2014: Christopher Visuals Photography, Tampa, FL
Photographer / Second Shooter

2006 - 2007: Kings Avenue Christian School, Brandon, FL,
Substitute Teacher

2006 - 2008: Family Bookstores, Brandon, FL
Assistant Manager / Senior Sales Associate

2006: Family Bookstores, Lakeland, FL
Sales Associate

2005 - 2006: Family Bookstores, Beavercreek, OH
Sales Associate

2006: Wright State University Library, Dayton, OH
Library Student Supervisor

SKILLS & QUALIFICATIONS

Technical: Mac, PC, scanners/copiers, FAX machines, Microsoft Office Suite, Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign, AfterEffects), Canon DSLR cameras, Sony mirrorless cameras, Audacity, iMovie, Screencast-o-matic, VLC, Chrome, Internet Explorer, Firefox, Safari, web design, and more. (Currently learning Adobe Premier Pro)

Library-specific applications: LibGuides, LibAnswers, Digital Commons, Aleph, Koha, Innovative Millennium, WorldShare Management Services (WMS), Ask-a-Librarian, OCLC Connexion Client, Zotero, RefWorks, Blackboard, WebCT, Moddle, YBP's GOBI, microfilm viewers/scanners, and more.

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SKILLS & QUALIFICATIONS

Knowledge of Librarianship: Library marketing & outreach, educational technology, reference and instruction, information literacy/fluency, digital publishing / online repositories, presenting & scholarship, acquisitions, administration, budgeting, development, strategic planning, collection development, ILS administration, cataloging (MARC, AACR2, RDA), serials management, e-resources management, interlibrary loan, website maintenance (LibGuides), web design, social media, and more.

Gallup Strengthsfinder 2.0 - My Five Strengths:
Futuristic, Ideation, Strategic, Responsibility, Activator

CURRENT & PAST MEMBERSHIPS

- **American Library Association (ALA)**

- **Association of College & Research Libraries (ACRL)**

ACRL Library Marketing & Outreach Interest Group

Technical Services Interest Group

- **Florida Library Association (FLA)** - [Member & Conference Volunteer]

Academic Instruction & Information Literacy

Roundtable, Library Technology, Outreach &

Programming, Conference Volunteer

- **Independent Colleges & Universities of Florida (ICUF)** - (May 2011 - June 2018)

- **North American Serials Interest Group (NASIG)** (Past membership - 2011-12)

- **Phi Kappa Phi Honors Society** (Past membership - 2010-11)

- **Tampa Bay Library Consortium** (June 2008 - June 2018)

CONFERENCES

- **May 2018** - Florida Library Association Annual Conference - Orlando, FL
(Presenter, Conference Volunteer & Attendee)
- **May 2017** - Florida Library Association Annual Conference - Orlando, FL
(Conference Volunteer & Attendee)
- **June 2016** - American Library Association Annual Conference - Orlando, FL
- **March 2016** - The Collective Library Conference - Knoxville, TN
- **October 2015** - OCLC Member Forum - Lakeland, FL
- **May 2015** - Independent Colleges & Universities of Florida (ICUF) Annual Meeting - Lake Wales, FL
- **November 2014** - Charleston Library Conference - Charleston, SC (Presenter)
- **June 2014** - American Library Association Annual Conference - Las Vegas, NV

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CONFERENCES

- **June 2014** - OCLC WMS User Group Annual Meeting - Brenau University, Georgia
- **2013 - 2014** - Sunshine State Library Leadership Institute - Clermont, FL (*Participant*)
- **May 2011** - Florida Library Association Annual Conference - Orlando, FL (*Poster Session Presenter*)
- **June 2011** - North American Serials Interest Group (NASIG) Annual Conference - St. Louis, MO (*Grant Winner*)

ACHIEVEMENTS

- **2013 - 2014** - Sunshine State Library Leadership Institute (Florida Division of Library & Information Services)
- **2011** - North American Serials Interest Group (NASIG) Student Grant
- **2011** - USF Tampa Library Staff Scholarship
- **2010** - Honor Society of Phi Kappa Phi
- **2010** - Dollars for Scholars - USF Tampa Library Staff Scholarship
- **2009** - Dollars for Scholars - USF Tampa Library Staff Scholarship
- **2002-2005** - Wright Scholar Award (Wright State University Academic Excellence Scholarship)

CONTINUING EDUCATION

May 2018 - Career 411 - 2018 Florida Library Association Annual Conference

Career workshop for librarians interested in advancing their careers. Included sessions on writing a CV, interview skills, and more.

August 2015 - TBLC Marketing & Outreach Group

In-person workshop and networking event offered through membership in the Tampa Bay Library Consortium

August 2014 - TBLC Marketing & Outreach Group

In-person workshop and networking event offered through membership in the Tampa Bay Library Consortium

August 2013 - Utilizing Moodle Part 1 & Part 2

Webinar offered through membership in the Tampa Bay Library Consortium

June 2013 - Fundamentals of HTML5 (2 Part Series)

Webinar offered through membership in the Tampa Bay Library Consortium

August 2011 - Improving Your Communication Skills: Presentation Skills for Librarians

Webinar offered through membership in the Tampa Bay Library Consortium

August 2011 - Adobe Photoshop Introduction

University of South Florida, Tampa, FL (**1 CEU earned**)

Course offered through membership in the Tampa Bay Library Consortium

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CONTINUING EDUCATION

August 2011 - Adobe Photoshop Intermediate

University of South Florida, Tampa, FL **(1 CEU earned)**

Course offered through membership in the Tampa Bay Library Consortium

August 2011 - Introduction to Adobe Dreamweaver CS5

University of South Florida, Tampa, FL **(1 CEU earned)**

Course offered through membership in the Tampa Bay Library Consortium

August 2011 - Information Literacy Education: A National Overview

Webinar offered through membership in the Tampa Bay Library Consortium

August 2011 - Emotional Intelligence and Why It Matters in the Workplace

Webinar offered through membership in the Tampa Bay Library Consortium

July 2011 - Homework Help - Your Project is Due When? - LE@D

Webinar offered through membership in the Tampa Bay Library Consortium

July 2011 - Information Literacy for Life

Webinar offered through membership in the Tampa Bay Library Consortium

July 2011 - MARC 21 in Your Library: Part 1

Webinar offered through membership in the Tampa Bay Library Consortium

July 2011 - WordPress for Library Site Design

Webinar offered through membership in the Tampa Bay Library Consortium

May 2011 - Introducing RDA Workshop

In-person workshop offered through membership in the Tampa Bay Library Consortium

February 2011 - Just When I Get Comfortable....Everything Changes

Webinar offered through membership in the Tampa Bay Library Consortium

August 2010 - Collaborative Technologies in the Library

Webinar offered through membership in the Tampa Bay Library Consortium

May 2010 - Management and Leadership Skills for Supervisors and Managers

Webinar offered through membership in the Tampa Bay Library Consortium

2009 - Book Blitz (Cataloging Workshop)

In-person workshop offered through membership in the Tampa Bay Library Consortium

2009 - Just for CopyCats (Copy Cataloging Workshop)

In-person workshop offered through membership in the Tampa Bay Library Consortium

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PRESENTATIONS

June 2018 Presentation at the University of Central Florida Libraries: "How to Create Engaging Instructional & Promotional Videos"

(Presenter) | Orlando, Florida

This presentation, geared toward library professionals, demonstrated how to integrate essential elements into video production, explained necessary tools for video creation, and showed several examples of instructional and promotional videos. Presentation was concluded with a question and answer session.

May 2018 Presentation at the University of South Florida Sarasota-Manatee Campus: "Creating an Original Research Tutorial: Outlining the Process"

(Presenter) | Sarasota, Florida

This presentation demonstrated an interactive tutorial I created which teaches students how to identify and locate original research, how to distinguish between primary and secondary sources, and how to use databases more effectively. The demonstration was followed by a discussion in which I outlined my process and tools used to create this tutorial. The presentation was concluded with a question and answer session.

2018 Florida Library Association Annual Conference: "Take a Bite out of Engaging Video Production with Biteable"

(Presenter) | Orlando, Florida

[TechZone Presentation]: This presentation demonstrated how library professionals can use Biteable to easily create different types of short videos for their libraries. A brief live demo of Biteable showed attendees how they can create videos, animations, and more using this free cloud-based software. A handout was provided which included information about simple video editing platforms such as iMovie, Screenflow, and Lightworks for use with videos created in Biteable.

2017 Live Webinar Hosted by OCLC: "Technical Services Workflows Using WorldShare Management Services"

(Co-Presenter) | Online Webinar

A live webinar hosted by OCLC highlighting the various ways in which WorldShare Management Services (WMS), as a fully-integrated cloud-based ILS, allows libraries to streamline their technical services workflows. I spoke about my experience as the ILS migration team leader during my time as Director at Clearwater Christian College. I also discussed the process of streamlining Technical Services workflows using WMS as Head of Technical Services at Southeastern University.

2014 Charleston Library Conference: "Doing Things Differently in the Cloud: Streamlining Library Workflows to Maximize Efficiency"

(Conference Presentation) | Charleston, South Carolina

At the 2014 Charleston Library Conference, I presented on my experience with streamlining library workflows at both Clearwater Christian College and Southeastern University using WorldShare Management Services, OCLC's next-generation ILS. I spoke about my experience as the ILS migration team leader during my time as Director at Clearwater Christian College. I also discussed the process of streamlining Technical Services workflows using WMS as Head of Technical Services at Southeastern University.

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PRESENTATIONS

2014 Live Webinar Hosted by OCLC: "Doing Things Differently in the Cloud: Streamlining Library Workflows to Maximize Efficiency".

(Presenter) | Online Webinar

I was asked by OCLC to give an abbreviated version of the presentation that I gave at the Charleston Conference.

2011 Florida Library Association Annual Conference

(Poster Session) | Orlando, Florida

Presented along with USF librarian, John Abresch, on our work with the Gulf Oil Spill Information Center (GOSIC) created by the USF Libraries during the time of the Deepwater Horizon oil spill in the Gulf of Mexico. I discussed my work as the GOSIC information gatherer and website administrator while Mr. Abresch discussed the GIS elements that were to be integrated into the online data archive.

2010 USF ResearchOne Week Kickoff Event

(Co-Presenter) | Tampa, Florida

Co-presented with USF librarian, Monica Metz-Wiseman, alongside a panel of scientists and researchers from USF Science about the impact of the 2010 Deepwater Horizon oil spill on the research community. Ms. Metz-Wiseman and I discussed the USF Libraries' role in the creation of the Gulf Oil Spill Information Center (GOSIC), a LibGuides-based website. I discussed my role as the website administrator and chief information gatherer while Ms. Metz-Wiseman introduced the GIS component that was to be integrated into the project in the future.

PUBLICATIONS

Conference Publication:

Vanessa A. Garofalo, "Doing Things Differently in the Cloud: Streamlining Library Workflows to Maximize Efficiency" (2014). Proceedings of the Charleston Library Conference. <http://dx.doi.org/10.5703/1288284315591>

University Publications:

Southeastern University:

- *Annual Faculty Research Bulletin* (Digital)
- *Monthly Distance Student Newsletter* (Digital)
- *Books on Fire Library Blog* (Digital)
- *New Faculty Library Brochure* (Print)
- *Student Information Library Brochure* (Print)
- *LibGuides* - Social Work, Psychology, Human Services, Criminal Justice, Counselor Education, and more. (Digital)

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PUBLICATIONS

University Publications:

Clearwater Christian College:

- *Easter Library Website* (www.clearwater.edu/library) (Digital)
- *LibGuides* - all Easter Library research and information guides.

University of South Florida:

- *GOSIC LibGuide - Gulf Oil Spill Information Center - USF Libraries* (Digital)

Other Publications:

- June 3, 2018 - "We are Libraries" - Promotional Video for the *Modern Librarian Memoirs* YouTube channel
<https://www.youtube.com/watch?v=Y-dNW-rnMYI&t=1s>
- May 25, 2018 - "Take a Bite out of Engaging Video Production with Biteable" - Video Created for a 2018 a Florida Library Association Annual Conference TechZone Presentation
<https://www.youtube.com/watch?v=2EK47Zsm6iM>
- November 2, 2017 - "What is Information Literacy?" - Video created for the Modern Librarian Memoirs YouTube channel.
<https://www.youtube.com/watch?v=hbe6xBibOL4&t=1s>
- August 26, 2017 - "APA In-Text Citations: The Basics" - Instructional video created for Southeastern University.
<https://www.youtube.com/watch?v=Mkb3rS9U2pA&t=15s>
- August 17, 2017 - "How to Avoid Plagiarism in 5 Easy Steps" - Instructional video created for Southeastern University.
https://www.youtube.com/watch?v=UsFcU1PH_8E&t=3s
- August, 2017 - "Distance Learners - Instructional Video LibGuide" - Southeastern University
<https://library.seu.edu/Distance/videos>
- June 8, 2017 - "Information Literacy in the Real World" - Promo video published on the Steelman Library YouTube channel, originally created for Modern Librarian Memoirs, Nov. 2017
https://www.youtube.com/watch?v=2Z_cy1MMPFg&t=0s&list=PLBA3S8fb1FaaMZoR-0jy1PdFqFfEG1j_K&index=3
- May 1, 2017 - *2016 - 2017 Faculty Research Bulletin*- Southeastern University Annual Faculty Research Bulletin (Internal University Publication) - Grants & Publications Committee
- February 1, 2017 - "Steelman Library Late Night Hours" - Promotional video for Steelman Library at Southeastern University.
https://www.youtube.com/watch?v=UIK9uj1s5kY&list=PLBA3S8fb1FaaMZoR-0jy1PdFqFfEG1j_K

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PUBLICATIONS

- May 1, 2016 - 2015 - 2016 *Faculty Research Bulletin* - Southeastern University Annual Faculty Research Bulletin (Internal University Publication) - Grants & Publications Committee
- May 1, 2015 - 2014 - 2015 *Faculty Research Bulletin* - Southeastern University Annual Faculty Research Bulletin (Internal University Publication) - Grants & Publications Committee
- August 2014 - Behavioral & Social Sciences LibGuide - Steelman Library website, Southeastern University
<https://library.seu.edu/cbss>
- February 6, 2013 - "Quick Tips & Shortcuts for Database Searching" - Video created for my Modern Librarian Memoirs YouTube channel - published on various library and university websites
<https://www.youtube.com/watch?v=aWqdF9L4D24&t=9s>
- May 5, 2011 - "What is Scholarly Research?" - Video created for my Modern Librarian Memoirs YouTube channel - published on various library and university websites
https://www.youtube.com/watch?v=qUd_gf2ypk4

CURRICULUM DEVELOPMENT

Southeastern University:

Taught sessions geared toward a variety of academic disciplines on: research skills, database use, how to locate and synthesize information, citation styles: MLA, APA, and more. Created digital learning objects (videos, tutorials, infographics, etc.) for use in information literacy sessions taught by myself and other librarians.

Clearwater Christian College:

Freshman Seminar: Developed an information literacy curriculum, (including presentations, handouts, and digital materials), for the Freshman Seminar course. I taught each section of this course in two sessions, for a total of 6 sessions each semester. This course prepared students for their second semester composition course (COMP II). I conducted a brief assessment at the end of each session to gauge what students had learned.

Comp. II: Taught second semester freshman students how to develop research skills, how to identify various types of information sources, how to use the MLA citation style, as well as how to identify the appropriate databases to use for their research, as well as how to use the databases. I developed these sessions to build upon the content taught in the Freshman Seminar courses.

Science Seminar: Taught junior and senior students with a science-oriented major how to do advanced research using the library's science databases, how to cite using the APA format, and how to further develop their thesis for their research projects required for graduation. I developed new handouts and presentations for these sessions.

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INSTRUCTION SESSIONS TAUGHT

Southeastern University:

- Writing for Social Work *
- Social Work Research Methods *
- Introduction to Sociology
- Abnormal Psychology *
- Shape of Practical Theology (Video Instruction)
- Counselor Education
- Criminal Justice System *
- Corrections & Punishment *
- Dual - Enrolled High School Groups *

Clearwater Christian College:

- Freshman Seminar * (Multiple course sections)
- English Composition II * (Multiple course sections)
- Science Seminar *
- Educational Psychology
- Language Arts Education *
- Educational Research *
- Macroeconomics *

* Denotes a session taught more than once
(every semester or every year)

VOLUNTEER WORK

Redemption Church (2016 - Present):

Lakeland, FL

Currently serve as a member of the church's Connections Team. Setup for church services, serve as a greeter, prepare communion, help collect offering, and more.
<http://redemptionlakeland.com/>

Hurricane Irma Cleanup (September 2017):

Lakeland, FL

Served as part of a volunteer group which helped cleanup yards and remove debris after Hurricane Irma hit the central Florida region. Distributed water and snacks to neighborhoods without power.

STATEMENT OF RESEARCH INTERESTS

Introduction

As an academic librarian, I have invested a great deal of time examining the challenge that academic libraries face in regard to student engagement and awareness. In an ever-changing educational and technological climate, libraries constantly struggle to maintain their relevance. Both library and teaching faculty often struggle to keep students engaged and librarians sometimes struggle with making faculty aware of the potential role that librarians can play to meet their students' needs.

I believe that academic libraries should play a primary role in connecting students and faculty with appropriate training and resources in order to increase student engagement and achieve active learning. Furthermore, academic libraries should take the lead in promoting information literacy and fluency and equipping faculty with the means to incorporate the concepts outlined in the ACRL Framework for Information Literacy in Higher Education into their courses in a creative and engaging way.

My primary research interests include how to increase student engagement through the incorporation of educational technology to supplement and enhance instruction and the use of outreach and marketing methods to raise awareness of library services and resources for the campus community. To date, I have been heavily involved in both of these areas, with the end goal of increasing student engagement and awareness in mind.

Past Research

Educational Technology

For the past seven years I have been actively involved in providing reference and instruction services in higher education. I have played a role in the development and assessment of library instruction curriculum that incorporates various concepts of information literacy. In addition, I have worked with librarians and faculty to connect these elements with the learning objectives outlined in the General Education curriculum.

Seven years ago, I began exploring the role that educational technology can play in helping to teach students information literacy concepts and address common research challenges that students face. Quite a bit of research has been done that points to the benefits of using educational technology to enhance learning. I began developing a series of short instructional videos that could be used in both face-to-face and online learning environments.

Each video deals with one information literacy concept or research challenge in less than five minutes. Concepts that require additional explanation are broken into two or more video segments in order to avoid information overload. These videos can be built into online learning modules and hosted on course pages in learning management systems, LibGuides, and other platforms.

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STATEMENT OF RESEARCH INTERESTS

The videos combine audiovisual elements in order to address diverse student learning needs, including: audio narration (voiceover), text on the screen, graphical elements which support the context, movement, and subtle background music which lends a motivational tone to the videos. Large font is used and captions are available in an effort to meet ADA requirements.

In addition to these videos, I have experimented with the use of other digital learning objects that have the potential to increase student engagement and achieve active learning. Some examples include: interactive tutorials, infographics, audiocasts, LibGuides which incorporate embedded audio, video, and graphics, and more.

Library Marketing and Outreach

The marketing of library resources and services is of particular interest to me as a librarian who has been in charge of the budgeting and allocation of resources. Libraries invest a great deal of money each year in order to make quality monographs, research databases, journal subscriptions, and other types of resources available to the campus community. Faculty and students are sometimes unaware of the full breadth of resources and services that are available to them. Furthermore, students often struggle with how to locate and use information sources effectively.

Library marketing and outreach plays a vital role in addressing these concerns. Effective marketing of resources and instruction on how to properly use these resources can contribute to increasing usage statistics, and therefore, return on investment (ROI). I have been in charge of coordinating marketing and outreach efforts for academic libraries over the past seven years. This includes the creation of a marketing and outreach plan, branding guide, planning of events and programs, development of

targeted library instruction session, and more. As library instruction is a form of outreach in itself, I often find that my two primary areas of research go hand-in-hand.

Students often question what the library can offer them during their college careers. In particular, freshman and transfer students often remain in the dark for quite some time about the resources that are available to them through the library. Again, targeted marketing and outreach efforts play a vital role in increasing the library's profile across campus. Events, such as a library open house during welcome week, which targets freshman and transfer students, go a long way toward achieving this goal.

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STATEMENT OF RESEARCH INTERESTS

Presentations

I have presented on the topic of how to create engaging instructional videos and interactive tutorials to fellow librarians and faculty at the Florida Library Association annual conference and at several colleges and universities in the central Florida region. I have also made in-house presentations to faculty during faculty meetings and seminars on the importance of information literacy and the use of educational technology to help facilitate the teaching of these concepts.

I have planned library outreach events which involve gaining feedback from students on how the library can improve its resources and services in order to better meet students' needs, in addition to online surveys and instant feedback gained in the classroom. These efforts provide actionable data that can be used for compiling and tailoring goals.

Future Research

My research will naturally evolve as the educational and technological landscapes continue to progress. What's certain, is that these two areas should continue to intertwine in order to help students to learn more actively. It is my goal to continue researching and developing new and engaging ways to use educational technology and partner with faculty in order to increase student engagement in the classroom.

In the future, I would like to look more closely at the use of educational technology to break down some of the barriers that exist in the distance learning environment. While many institutions of higher learning are utilizing technology for their online courses, I do not often feel that it is being used to its full potential. While distance students may consist of young, techno-savvy individuals, many of these students are also of a non-traditional age and/or socioeconomic background that presents a unique set of challenges for learning in a technology-rich environment. Part of this research will involve partnering with librarians and faculty in order to strike a balance in an effort to bridge the digital divide with these students and provide a top-notch learning experience. It will be important to continue making efforts to increase student and faculty awareness of the library's resources and service and the role that it can (and should) play in contributing to student success.

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STATEMENT OF TEACHING PHILOSOPHY

Introduction

As an academic librarian and educator, my approach to instruction has evolved over the years and will certainly continue to evolve as I seek to grow both personally and professionally. Traditionally, education has revolved around the instructor's role in the classroom. As a student, I was subjected to long lectures and intense note-taking that I often struggled to keep pace with. This approach to education was daunting to me as a student. I found that I learned best when I took labs or other types of courses that incorporated hands-on learning techniques. Classes that involved peer to peer learning and small group discussions were more effective and engaging. I needed to be a participant in the learning process, not just a passive consumer of information. I thrived when I was able to gain practical experience and think critically about new content.

Student-Centered Education

As I continue to learn more about myself as an educator as well as students' diverse learning styles, I have come to realize the importance of student-centered education. Student-centered education focuses on placing learning in the hands of the student. This pedagogy emphasizes active learning and the acquisition of knowledge and skills that enable lifelong learning. Student-centered education seeks to empower and support students throughout the learning process. The role of the instructor is to be a facilitator, while the responsibility of learning ultimately lies with the student.

Student-centered education emphasizes:

- Student engagement
- Acquisition of specific skills
- Student reflection on the learning process
- Student control over their own learning
- Collaboration among learners

Lifelong learning is something that I consistently emphasize in the classroom when teaching students about information literacy. When I am teaching students about various research concepts, I remind them that the purpose of learning the content is not to simply write a paper or complete a research project, but to gain useful skills that they will use in both their personal lives and careers in the future. I give students real-world "life application" examples for how they might use information literacy skills later in life in order to make big decisions, such as when and how to buy a home, or who to vote for in an election. I teach students how these skills will help them to seek out and think critically about information which will help them to navigate life, when applied correctly to an information need. Learning these valuable skills enable students to think critically about information, especially misinformation, which is so prevalent in the world today.

Knowing that one size does not fit all when it comes to education and learning, I seek to employ various techniques in the classroom in an effort to meet different types of learning needs. I like to combine instruction with a demonstration, hands-on activity or learning game, as well as a digital learning object, such as a short video or tutorial. The approach I take for a particular session depends on the time allotment, course content, assignment the students are working on (e.g. research paper, capstone project, thesis, etc.), and other factors.

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This is where developing a partnership with the faculty member becomes essential. Once I have completed a session, I like to do a mini assessment at the end (e.g. Kahoot! game) or follow up with the professor a week or two later, in order to gauge how well the students learned the content. I always encourage students to seek out a librarian for assistance as they are working on their projects. Once the students have completed their research project, it is a good idea to contact the professor to see how well the students applied the information they learned.

Bibliographic Instruction & Information Literacy Skills

While it is important that students learn practical skills such as how to locate and use the library website and online catalog or how to find and use the research databases, it is also important that students learn the skills that are outlined in the ACRL Framework for Information Literacy for Higher Education. These six frames cover the critical skills that individuals need to develop in order to effectively and efficiently locate and use information, in various forms. Acquisition of these skills results in students who will have an understanding of the information cycle and respect the value of information. They will also learn that research is an exploratory process that often requires trial and error in locating sources that best fit an information need. This is how students hone their research skills.

My approach to library instruction sessions involves striking a balance between helping students learn the practical side of research, such as using the library catalog, and helping them acquire lifelong information literacy skills. I don't feel that students need to learn librarians' terms for each and every concept, so I look for ways to present the information in "plain English" to help students better understand the content. I have created an instructional video called "What is Information Literacy?" in order to better explain these concepts to both faculty and students. <https://www.youtube.com/watch?v=hbe6xBibOL4>

When I am developing an instruction session, I work with the faculty member in order to identify the learning objectives for the session.

EXAMPLE: If a professor requests a simple database demonstration, I build a session that involves a demonstration which involves students following along and practicing on their own. This type of session is ideal for a computer lab, but can be accomplished in a regular classroom with mobile devices. In addition, I seek to tie in at least one or two of the information literacy frames in an effort to strike the balance between learning practical skills and acquiring lifelong information literacy skills. The frame "Searching as Strategic Exploration" is a great example for this type of session. Through this process, students learn that trial and error is involved in this process and that learning from the mistakes they make is often the best approach.

The Role of Educational Technology

One of my primary research interests is the role that educational technology can play in supplementing and enhancing the learning process. A short instructional video or self-guided, interactive tutorial can go a long way to increase student engagement and help students learn and retain content. As a librarian and educator, I enjoy creating various types of digital learning objects. I spend a lot of time experimenting with and learning applications and software that might be useful for engaging students.

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STATEMENT OF TEACHING PHILOSOPHY

In particular, I have been developing a series of instructional and explainer videos which cover a variety of information literacy concepts. These videos incorporate various audiovisual elements such as graphics, text, and voiceover in order to appeal to diverse learning styles. Examples of these videos are hosted on my YouTube channel, Modern Librarian Memoirs (youtube.com/modernlibrarianmemoirs). Through a Creative Commons license, I have shared these videos with a number of libraries around the world. More recently, I have presented to other librarians on this video series and have taught them simple approaches that librarians can take in order to create their own engaging videos for the purpose of instruction, as well as promotion of library services and resources.

Conclusion

Moving forward, I will continue seeking to develop my knowledge and skills as an educator and will need to make course corrections as both the educational and technological landscapes continue to evolve. Assessment, as always, will be a vital part of this process. There are numerous and creative ways that we can assess what it is that we are doing as educators and how well students are learning as a result. Assessment is important because it helps us to see where we are making mistakes and when we need to tailor our teaching techniques.

I feel that there is a lot to be learned from the librarian community, co-workers, and fellow faculty and I look forward to future opportunities and partnerships that will allow all of us to work together in an effort to create successful, lifelong learners out of the students we are so fortunate to work with.

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PROFESSIONAL REFERENCES

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Ms. Felix-Jager is a former colleague and faculty member I taught library instruction sessions for at Southeastern University. I also created custom library tutorial videos for her social work students on APA and plagiarism.

Dr. Helene Peters, Ph.D.

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Dr. Peters is a former colleague and faculty member I taught library instruction sessions for at Clearwater Christian College. I taught sessions for several of her courses, including Science Seminar.

Nathan Schwartz, MSIS

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Mr. Schwartz is a colleague from Steelman Library at Southeastern University. We worked together on a number of projects, including the library's digital commons, outreach events, cataloging and e-resources management, and more.

Carol Ann Davis, MLS

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Ms. Davis is a former colleague from the Technical Services department at the University of South Florida Tampa Library. We worked together on a number of print serials and e-resources projects. I also considered Ms. Davis an informal mentor.

John Abresch, MLS

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Mr. Abresch is a former colleague from the Technical Services department at the University of South Florida Tampa Library. We worked together on a number of technical services projects and the Gulf Oil Spill Information Center project (GOSIC), which we presented a poster session on at the 2011 Florida Library Association Annual Conference.

Dr. Erica Sirrine, Ph.D., LCSW

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Dr. Sirrine is a faculty member at Southeastern University for whom I did library instruction sessions. We also collaborated when I first began the therapy dog events during the library's DeStress Fest during final exams, which I planned each semester.