

Reaching Your Career Potential

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Who are we?

“...we librarians or information professionals definitely aren't what we once were. If we play our KM (knowledge management) or 'knowledge engineer' cards right, there are very few areas in any organization in which we won't have significant contributions to make.”

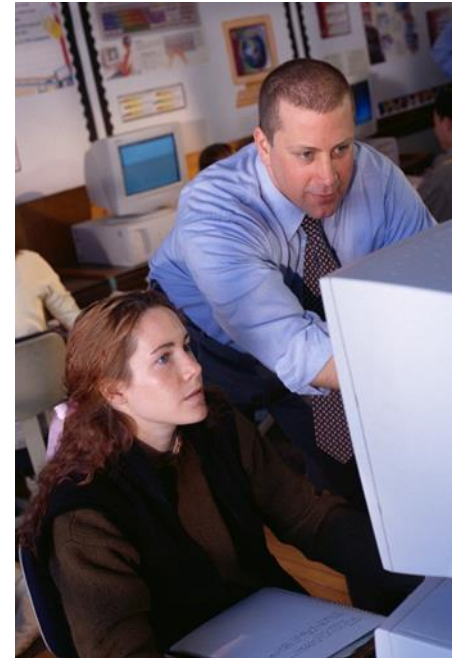
“Education for Changing Roles” by Ulla de Stricker.
Information Outlook, Oct/Nov 2009, p. 21.

Do I look like a librarian?

- What's in a name?
- Who are we?
- What do we want to be called?
- Does it matter?



Where are we going as information professionals/librarians?



What are we doing about this?

1. Be proactive
2. Take risks
3. Get education
4. Invest in yourself



“LIS skills are good currency, but only for those with the flexibility and insight to exploit the opportunities. “

Stephen Abram, Dysart & Jones

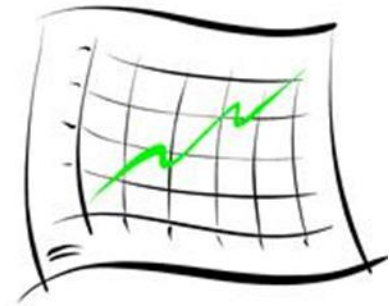
“Hiring managers assume someone with an MLIS degree has learned the requisite library skills. What differentiates job candidates are the other skills managers want.”

Jill Hurst-Wahl, Associate Professor, Syracuse University
School of Information Studies

How do we transform ourselves, our jobs and the places we work?



Transformation = Value + Empowerment



“...librarians and information professionals need to be defined in terms of the value and benefit they provide to their organizations...”

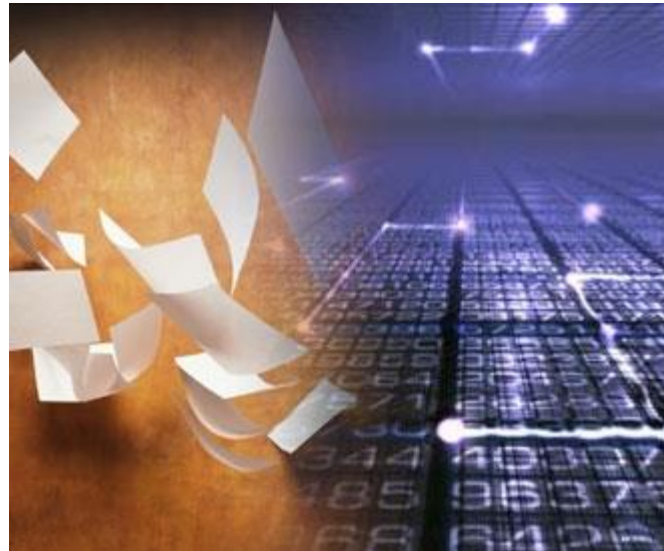
“Finding and Providing Information Aren’t Enough” by John Latham. *Information Outlook*, July/Aug 2009, p. 51.

What are some roles outside the library?

- Metadata Librarian
- Human Factors Engineer
- Information Architect
- Brand Archivist
- Knowledge Manager
- Library Partnerships Manager
- User Experience Researcher
- Digital Initiatives Librarian
- Taxonomist

Turning information into strategic knowledge

- ECM
- DM
- DAM/MAM
- RM/RIM
- KM/KS







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What is ECM?

Enterprise Content Management (ECM) is the strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists. (Source: AIIM.org)

What is DM?

Document Management systems allow documents to be modified and managed but typically lack the records retention and disposition functionality of records management.

Key DM features include:

- Check-in/checkout and locking
- Version control
- Tagging
- Access/permissions control
- Workflow capabilities

What is DAM/MAM?

- **Digital asset management (DAM)** consists of management tasks and decisions surrounding the ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets
- Digital photos, animations, videos and music exemplify the target-areas of **media asset management (MAM)** (a sub-category of DAM)

(Source: van Niekerk, A.J. (2006). *The Strategic Management of Media Assets; A Methodological Approach*. Allied Academies, New Orleans Congress.)

What is RM/RIM?

- Records management is the systematic control of records throughout their life cycle
- Records and information management is the field responsible for the efficient and systematic control of the creation, receipt, maintenance, use, and disposition of records, including processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records
(Source: arma.org)

What is KM/KS?

The process through which organizations generate value from their intellectual and knowledge-based assets. Most often, generating value from such assets involves codifying what employees, partners and customers know, and sharing that information among employees, departments and even with other companies in an effort to devise best practices.

(Source: www.cio.com)

Case Study: Kim McGrath

- 2011 MLIS, BA in English
- Proofreader
- Moved on to being a recruiter
- Started graduate school while working fulltime
- Internships paid off
- Challenged herself



A Sampling of Job Titles for Recent Grads and Our Colleagues ...most without the “L” word

- Business Development Manager at Geneca
- Human Factors Engineer, Intel Corp.
- Information Architect
- Information Specialist, National Center for Patient Safety
- Knowledge Manager, Freedom from Hunger
- Library Partnerships Manager, Google Book Search
- Metrics Manager, Global Consumer Design, Whirlpool
- Project Manager, The SoftAd Group
- User Experience Researcher, Microsoft Corp.
- User-Interface Designer, Lockheed Martin
- Web Production Assistant, Adobe Systems

Some Frequently Overlooked Career Paths for Librarians with Transferable Skills

- Museum Curator
 - Library Research Consultant
 - SharePoint Power User
 - Web Applications Developer
 - Publications Director
 - Document Logistics Manager
- <http://www.jobsfed.com/>
 - <http://jobsearch.monster.com/>
 - <http://www.net-temp.com/>
 - <http://job-hunt.indeed.com/>
 - <http://www.jobcentral.org/>
 - <http://careers.peopleclick.com/>

Demonstrating our value

- Make yourself indispensable
- Innovate in your own organization – don't wait to be asked
- Seek buy-in either as a consultant or staff member – be prepared to make the case
- How do you get those in the “C” suite to recognize you can do this and positively affect the organization's bottom line?

“We must find a way to involve ourselves in projects, products and plans that not only ensure our continued employment, but also have an effect on the bottom line [and] have maximum impact on the organization. [We must] effectively align ourselves with the primary objectives of our organization.”

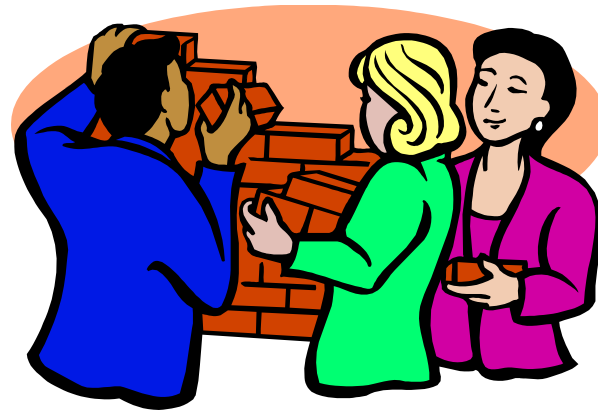
“Reinventing ourselves for success” by Jamal Cromity and Barry Miller. *Information Outlook*, Dec. 2009, p. 29.

We are the solution...

- Most organizations do not have a good way to leverage their institutional knowledge
- Most staff have little or no control over their documents and intellectual capital which means they are spinning their wheels more. We can help!

Why SLA?

- Leadership skills
- Professional development
- Collegiality



" Throughout my career I have, most times, paid for my conference attendance and for my membership dues. And those investments have paid off in enhancing my work and job opportunities. Invest in yourself. If you don't, who will?"

Homework!!!

- What skills can you learn or improve upon to move in this direction?
- How and when will you do this?
- What skills do you **already** have in your toolbox that you can use to expand your career potential?



Lunch at the Beach in San Diego



See you in San Diego!



Cue the music

Questions?

Thank you and be in touch!

Join the “Career Sustainability” LinkedIn discussion group <http://linkd.in/pqkjzp> to share career strategies, expand your network and get career questions answered.

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