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How to Build the Career You Want: Connect to The Right Job

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HOW TO BUILD THE CAREER YOU WANT: CONNECT TO THE RIGHT JOB

By Michele A. Lucero


April 8, 2014

Agenda

- **New Normal**
- **Trends**
 - **Public**
 - **Academic**
 - **Special**
- **Not What You Think**
 - **Still Hot Jobs**
 - **Cool Emerging Titles**
 - **Career Paths**
- **Finding the Right Job**
 - **Skills / Qualities Needed**
 - **Get Involved**
 - **Make a Change: What to Consider in Your Search**
- **Questions?**

There is no such thing as normal!





Mom?
What is...Normal?

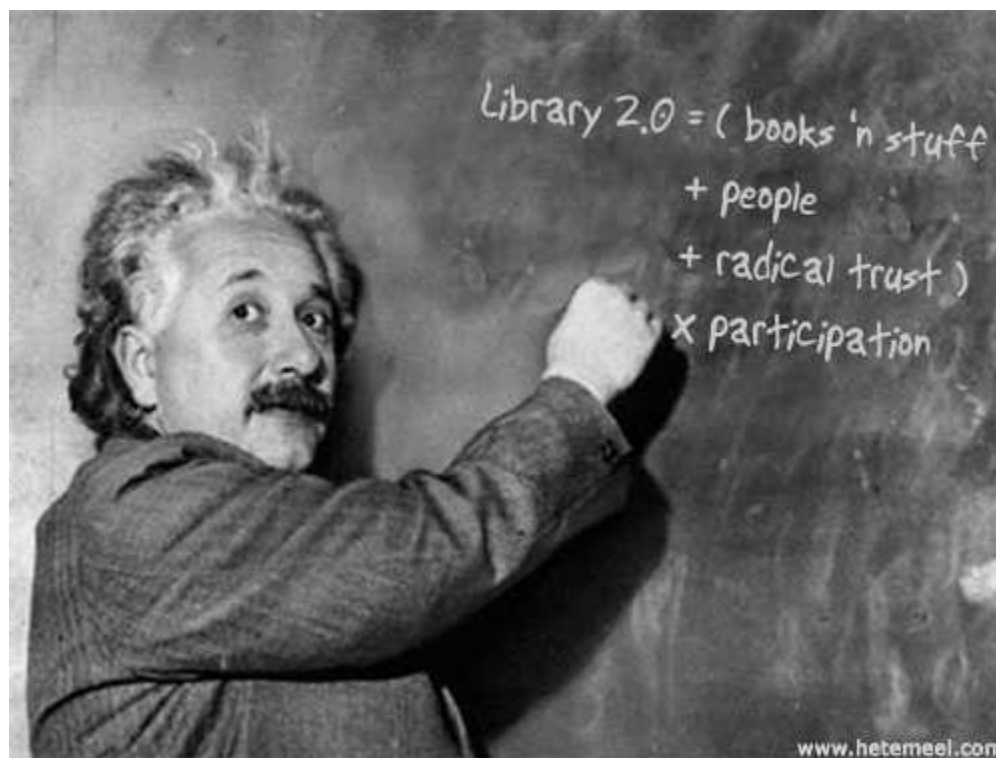
It's just a setting
on the dryer, honey.

“New Normal” Defined

- The “New Normal” is about:
 - Business after the bubble and beyond the bust
 - Fresh thinking and smart adaptation
 - Relentless execution and solid performance
 - Great ideas and great execution
 - Honesty, integrity, and authenticity
- The “New Normal” is a time of solid opportunity

Source: “Welcome to the New Normal,” Fast Company, April 30, 2003

Trends



Public Trends

- Cutbacks and shutdowns
- Doing more with less
- Budgets cut: “Robbing library Peter to pay library Paul!”
 - Cutting staffing
 - Cutting hours
 - Replacing retirees with younger, cheaper workers
 - Replacing librarians with non-credentialed librarians
 - Furlough
 - Cutting materials budgets
- Library Support varied
- State funding changes

WHAT ARE YOUR LIBRARY'S MAJOR BUDGET CHALLENGES?

| | Total weighted sample | Suburban | Rural | Urban | Small Town |
|--|-----------------------|----------|-------|-------|------------|
| Rising staffing costs (insurance/benefits/retirement) | 74% | 75% | 75% | 77% | 71% |
| Technology costs | 66 | 58 | 74 | 67 | 69 |
| Demand for new media | 56 | 54 | 57 | 59 | 54 |
| Rising materials costs | 50 | 41 | 59 | 52 | 52 |
| Increased demand for services/programs | 44 | 48 | 42 | 49 | 39 |
| Capital expenses (building renovation/expansion project) | 44 | 47 | 46 | 51 | 42 |
| Tax reduction/cap | 37 | 45 | 35 | 43 | 31 |
| Rising energy costs | 32 | 29 | 43 | 28 | 31 |
| Demand for updated collection | 29 | 26 | 33 | 36 | 31 |

SOURCE: LJ BUDGET SURVEY 2013 *Weighted to reflect the 2005 Public Library Data Service breakdown of public libraries by population served

Public Trends

- Restored hours
- Demand for library services increases
- E-book Growth
- New advocacy resources for libraries: PAC
- Applying for Grants

Academic Trends

- Communicating value: prove the value they provide to the academic enterprise
- Data curation challenges
- Digital preservation for long-term
- Rise of online instruction and degree programs / ROI on degree: impact development of collections, delivery of services, demonstrating value
- Mobile devices changing the way information is delivered and accessed
- Patron-Drive E-Book acquisition
- Scholarly communication & publishing models
- Staffing
- User behaviors and expectations

Academic Trends

- Technology driving the way
 - Desire for information and access anytime/anywhere
 - Cloud-based technologies
 - More value placed on collaboration
 - Challenges to the role of higher education
 - Online and hybrid learning
 - Emphasis on challenge-based and active learning
 - Web-scale discovery systems
 - Community-source library management systems
 - Vending machines to handle loans of equipment

Academic libraries must develop the staff needed to meet new challenges through creative approaches to hiring new personnel and deploying/retraining existing staff.

Staff development and personnel are the top work place issues for academic librarians, according to a 2011 ACRL survey.

Continuing education, professional development, strategic and creative approaches to hiring for vacant or new positions, retooling existing positions, and retraining the staff currently in those positions are some of the ways libraries can “grow” the staff they need.

Special Trends

- Cutbacks
- Doing more with less
- New business models
- New staffing models
 - Corporate experience
 - Talent acquisition / retention – Importance of People
 - Strategic thinkers
- Price wars / Financial
- It is a business
- Closer examination of client needs and demands – Client focused
- Competition
- New value propositions
- Elevating business development
 - Integrated with marketing

Special Trends

3 major paradigm shifts:

- *Transition from paper to electronic media* as the dominant form of information storage and retrieval.
- *Increasing demand for accountability*, including a focus on customers, performance measurement, bench marking and continuous improvement.
- *New forms of work organization* such as end-user computing, work teams, management delayering, job sharing, telework, outsourcing, downsizing and re-engineering.

Special Trends: Information Vendors

- Pressures to decrease prices
- Devaluing of commodity information
- Need to create next generation interfaces
- Need to support more than one format/platform
- Increased competition
- Leadership is moving away from candidates with law firm / corporate experience

Impact on Special Libraries

- Reduced budgets
- Significant increase in resources expense
- Cancellations that once seemed implausible
- Rebalancing of collection – formats
- Reduced duplication of content
- More organizations moving to sole provider
- Movement toward online libraries has increased
 - Ebooks & mobile devices
- Lower cost recovery

Not What You Think (or See)



Librarians



What my parents think I do.



What my friends think I do.



What my boyfriend thinks I do.



What my patrons think I do.



What the taxpayers think I do.



What I actually do.

finding

your new

normal

Still Hot Jobs

- Archivist
- Education Technology
- Library Director
- Reference
- Scholarly Communication
- Collection and Outreach Librarian
- Director of Diversity
- Information Resources Specialist
- Research
- Information Management Officer
- Media Services
- Clinical Librarian
- Information Services

Cool Emerging Titles

- Digital Asset Managers
- Digital Archivist
- Digital...
- Taxonomist
- SEO and SEM Specialists
- Systems...
- Information Architects
- Designers
- Digital Initiatives Librarian
- Emerging Technology Services Librarian
- Electronic Resources Specialist
- Data Migration Specialist
- Semantic Web Programmer
- Cloud & Metadata Specialist
- Business Intelligence Analyst
- Competitive Intelligence Analyst
- User-Service Specialist
- Web Developer
- Metadata Librarian
- Knowledge Management
- Virtual Services Librarian
- E-Learning
- Cloud / Metadata...

Career Paths... Examples

- Digital Asset Management
- Competitive Intelligence
- Knowledge Management
- Marketing
- Vendor
- Business Intelligence
- Archives
- Data... Digital... Systems...
- Business Development
- Consulting

Finding the Right Job



Required Skills

- Technology
 - New and emerging technology skills
 - Network and cloud storage
 - Metadata standards for digital content
 - Web development skills
 - Digitization
 - Social media
 - ILS
- Communication skills
- Teaching / Instructional skills
- Planning and coordination
- Marketing
- Project management
- Leadership
- Management
- Reference skills
- Gathering Statistics / Analysis
- Professional Development

Qualities

- *Active learning.* New information, technology, and resources constantly change the details of what librarians do. They must be able and willing to continually update their knowledge on these changes to be effective at their jobs in the varying circumstances.
- *Communication skills.* Librarians need to be strong communicators. They need to be able to understand other people's written and spoken thoughts and to respond clearly.
- *Computer skills.*
- *Interpersonal skills.* Librarians must be able to work both as part of a team and with the public or with researchers.
- *Problem-solving skills.* Librarians conduct and assist with research. This requires being able to identify a problem, figure out where to find information, and draw conclusions based on the information found.
- *Reading comprehension.* Those working in special libraries continually read the latest literature in their field of specialization.

Frequent Public Skills

- Virtual Reference
- Emerging trends
- Computer skills
- Research skills
- Verbal and written communication skills
- Reader's advisory
- Budgeting
- Fundraising
- Administration
- Knowledge of current library technology
- Knowledge of cataloging standards, metadata schema, bibliographic utilities
- Leadership
- Advocacy skills

Frequent Academic Skills

- Virtual Reference
- Deliver instructional content
- Emerging trends
- New technologies for discovery and management
- Computer skills
- Online learning systems
- Communication skills
- Collect, organize, evaluate data
- Budgeting
- Fundraising
- Administration
- Knowledge of current library technology
- Knowledge of cataloging standards, metadata schema, bibliographic utilities

Frequent Special Skills

- Emerging trends
- Computer skills
- Research skills
- Verbal and written communication skills
- Budgeting
- Leadership
- Administration
- Knowledge of current library technology
- Marketing skills
- Analysis
- Project Management
- Business Intelligence

Get Involved – Build Your Portfolio

IT IS ALL ABOUT RELATIONSHIPS

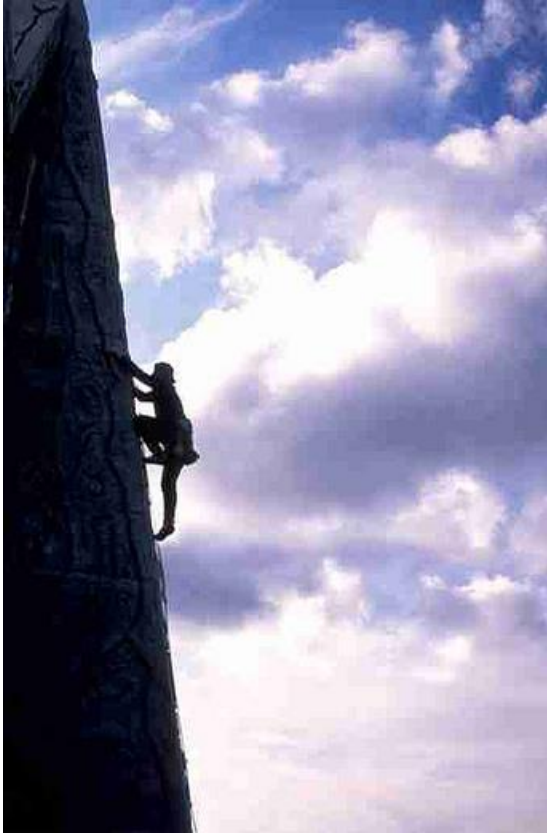


Make a Change: What to Consider

- Get ready to move
- Do your research
 - Analyze Job Descriptions
- Market Yourself
 - Cover letter
 - Resume
 - Right References
 - What's your elevator pitch?
 - Personal Narrative
 - What's Your Story?
- Make sure you know the process
- Use your resources



Questions?



Thank you!

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