

**Event Name:** Identifying and Acquiring New Skills: The Key to Career Growth and Advancement

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Please stand by for realtime captions.

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Today's webinar is Identifying and Acquiring New Skills: The Key to Career Growth and Advancement:  
Presented by Deb Hunt and David Grossman.

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[ Indiscernible - low volume ]

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Thank you. I want to add my welcome. Thank you for attending. This is the first in a series of four winners we will give through Infopeople. On career growth and advancement. We will talk specifically today about critical skills and go through many of the critical skills we see up there in great demand today. To discuss why skills are so important for career advancement.

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Welcome everyone is well. I am going to read a quote. We librarians are information professionals. If we play our cards right there are very few areas in any organization in which we won't have significant contribution to me. I want to remind us all that the roles have changed and we must change with them. That ensures our continued success in our chosen field. Why are we doing this webinar? We see our colleagues struggling trying to figure out where to go. We know the desired change but are not sure how. We know there are a lot of opportunities outside the library world for us and our skill set. We want to share our experiences with you because we have had success in this area and we want to provide health inspiration and new ideas so you can move forward to feel successful also.

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Great. First we will take a poll. We went into check of all of the ones that apply to you. One moment please. We are learning this system.

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Think about where you are and where you're going while you think about these questions.

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Standby please. Thank you.

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One of the things that happens to us. Technology works great when it works and other times you have to do a tap dance. I think rather than spend more time. We will move on.

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It should be open now.

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Okay.

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I hope you all have thought about how you feel when you have been laid off. I leverage that experience to move on to do other things. Even though it was very sad to have that happen, I hope you are thinking about where you can go next. Looking more to the future and springboard from there.

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It is not showing the results.

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17% have never been laid off. 4% are unemployed now. 32% are stuck in a rut. 27% are seeing someone else can a dream job and 51% are searching for opportunities to break out.

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We will now move on. Thank you everyone for your response. The agenda for today. We are going to talk a lot about skills. Having the right skills is primary for success for career expansion or against it. We will spend lunchtime discussing the many skills we see are the most critical, sought after and in demand. Then we'll show you how to conduct your own self-assessment of the skills you possess and those who do not. That is the first map in developing your own plan for acquiring the skills you need to you do not have to be. We will cover develop your plan in the next webinar. Then, we are going to provide you with a number of improving strategies or tactics useful in acquiring new skills that you cannot get in your current job. Finally a preview of what we will do in our next webinar in August.

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We have another poll.

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Here are the excuses. I don't go to professional development events or conferences because might order will not pay. And so busy I do not have time. Please fill out this poll.

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The results are still coming. 10 seconds are left. Some excuses are more popular than others.

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It looks like there is no time. That is a big excuse. And your employer does not pay.

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After all of that work you have done. I am going to tell you there are no valid excuses. I heard these uses all of the time. I pay for my own professional development since I am self-employed. So I am not airy sympathetic. -- Very sympathetic. We have to invest in ourselves or others will not invest in us. I hear these all the time but we need to put these of time. Only then can we move forward.

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We will move on to different scales. These are the skills we believe we give you the greatest over your compensation. -- Will give you the greatest compensation.

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We often hear about the skills we need to acquire but not why we should acquire. Here are some good reasons about why we want to acquire skills. This is important. We need to stress by and quantify.

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We will start with our and Peter, technical skills. -- Computer, technical skills. No one expects you to be an expert. You need to know enough so that you can talk intelligently and nowhere to go to get more information to get up to speed. Continuing education, colleagues or reading something.

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The first skill we have listed under computer and technical skills is digitization. This is the hottest ticket in town. I agree. This is very true. This is happening in many library settings including public and academic libraries. The new technology has made digitization very inexpensive. Scanners are cheap and digitizing vast collections of documents or it images is now within the reach of even the smallest library business or organization.

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You have programs like Photoshop and Acrobat professional to make it easy to enhance and reformat digitized documents and images. With cost cheap many organizations are seeking digitized collections that they have held for many years that were impractical before. These types of collections include photographs, maps, videos, films, handwritten letters. Meeting minutes, contracts, property deeds, government and official records. Research papers, legal briefings and so much more. Many organizations are searching for someone to manage or implement digitization projects. If you can acquire this skill and gain experience, a new world or chop opportunity will be open to you. Secondly is electronic archiving, indexing and metadata. They go hand in hand with digitization . The digitization is a wonderful invention but often , just digitizing a

document is not enough to unlock the potential contained in the new electronic library. Digital documents or archivist must be organized and indexed or properly describe the addition of metadata to make them accessible and useful.

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These are skills we actually already possess. We understand the concepts of indexing. And the value of online searching. Being able to apply an existing standard. Scheme of electronic indexing. The can be a very critical skill for occur advancing. It is about describing content, developing hierarchal schemes. Work with authority list. Deciding on what feels to use and what goes into the field. He made see a prospective employer looking at standards like [ Indiscernible name ]. Or it may be called upon to manage a home-grown developer scheme depending on the nature of collection.

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We described hierarchal schemes and authority list. We know how to do that and taxonomy is the next skill. As the classification of the organization data information in content and expertise into a full structure. -- Hierarchal structure. We all know about library of congress ossification. -- Classification.

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We may have to build taxonomies from scratch depending on the collection you are describing. I have done that before and it is a little daunting. The last one on the slide is document management. The process of managing documents through their lifecycle from inception to creation. Reviews and dissemination although we do the destruction.

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On the next slide I want to talk about enterprise content management. This is the strategy and methods and tools used to capture manage, store preserve and deliver content and documents related to an organization's process. One of the key things. Workflow. Which is part of managing information. ECM tools and strategies allow the management of organization structured and unstructured information. Wherever the information exists. We know how to organize information it is called different things depending on where we are in the information realm. Next, knowledge management or services. That is the process through which organizations generate value. From the intellectual and knowledge-based assets. Most often generating value from such assets involved codifying what employees, partners and customers know and sharing that information along those employees, departments and even other companies in an effort to divide best practices. If you want to know more, CIO.com is a great place to find out more.

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The next one we have listed. Records management. These-- with Digitization it causes many organizations to convert internal documents and records to electronic format. You need to organize and manage those internal documents including e-mail messages. Records management is a systematic control of records throughout the lifecycle. Records management comes with a full set of rules and legal issues governing the management of disposal of these internal documents. Learning the language and principles of records management opens vast opportunities for librarians. More and more documents -- excuse a. The next one is digital asset management. More documents are now born digital and managing organizations digital assets have become a discipline unto itself. To summarize all of these different areas that we have talked about. They are all about digital documents or document management. So digitizing and managing special collections of information, building and managing archives, records management and I will throw in ravaging museum collections. I like to describe these as parallel worlds. If you are a Star Trek fan. They are similar with core characteristics that they have different rules, customs and practices. They all have one thing in common. They deal with managing different kinds of information or collections. I grinned and information professionals possess many of the basics fill the underlying these areas. All you need to do is learn a specific language, rules and best practices associated with any of these areas. You can -- you already possess the fundamentals to expand your career into one or more of these are a little worlds. As librarians we are per -- familiar with the organizations

that we belong to. If you are going to the archive world there is a society of American archivists. The international Association of records management and administrators. All of these are places to explore and identify new job opportunities. If you're just looking in the old familiar places where libraries posted -- traditional jobs you are missing an opportunity.

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At the end of the slide deck will have Association sites and URLs to look at to see where their opportunities and opportunities to get new skills. For free, sometimes.

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For computer and technical skills. Developing and finding pathfinders is another one. We see this important. As collection start digitized and put online. The need for good finding aids and pathfinders are increasingly important. I see many job descriptions with employers looking for someone familiar with the encoder archival system which is a set of international standards detained by LC and the sight of American archivists. This is another area where your existing training skill sets at the library and can be easily leverage to take on a job that involves creating finding aids or pathfinders.

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I would like to talk about web design. I hear people groaning already. I used to be a web project Adger. It is interesting I have forgotten a lot of that because I have not done it for several years. It is important to remember we may not need to build a website from scratch. We do need to know enough to make updates and edits because whether we are using any type of software or overseeing intranet or Internet. We need to make simple changes to update contents. It is important to do that. What I said at the beginning. You do not need to know all of this inside out. Just being aware of the skill. The next one is dear to my heart. What is your presence on linked in, Twitter, Google plus and Facebook we do you blog? What is your brand? Even you think you have a brand but if you are on social networking sites you certainly do. Employers and others who wish to network will look at your brand.

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For the last technical skill we have listed 21st century cataloging. People have been predicting the demise of cataloging for decades. Ever since LC begin logging everything. For most standard library, it has become more than clerical tasks. Basically people that extract records that's one else has catalogued and upload them to our OPAC. If you are in a library or archive that deals with unique or nontraditional materials. Original catalog he is alive and well. The history room where I work, we are creating new oral histories to the world, publishing scrapbooks and historical information and cataloging historical photographs and handwritten letters. If you create those new words that are unique to your organization and the world. LC AND OC Probably is not useful to you. You need to exercise and exercise the nonconventional items.

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I was listening to another webinar. It was semantic Web 3.0. The presenter addressed this exact issue. We need catalogers and people who know how to catalogued another principles of cataloging. That is another place for us to move into a new area of expertise.

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Now we will move on to beyond reference skills. The first one. I want to talk or remind us that we need to align with the mission and goals of our organization, users, the clients. This empowers us to deliver the strategic knowledge they need to do their work and thrive. This is an essential skill we need especially in this economy.

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We have also listed here results for problem solving as one of those beyond reference fields. As many of us who were taught. Who went to library school one time ago. Changing fast. It is no longer just the reference questions. You cannot be successful doing that. We must go beyond reference in today's world. It is to longer good enough to just provide the information and walk away. Organizations are end-users and public are

academic. Libraries are increasingly seeking someone who can go beyond providing information. They expect you to provide solutions to their business, technical or even personal problems. That means asking and understanding the big picture. And the problem they are trying to solve. It is no longer giving all the articles about making widgets. Today's question is how can our company make the best widgets on the market. For example for public libraries. Work at the reference desk and I just got one last week where someone -- a lot of people come up and just ask for books about travel, for example. I had someone basically say, I can find the book. Going to Italy. I want to take the bus between Palermo and Syracuse. Can I do that? Can I get a schedule? How do I buy a ticket? That kind of question is going to be on reference providing an entire solution in the sense of being a travel agent for that person. It is about playing a central roles and providing a critical piece of the solution to a major problem. These by and give -- individual or organization. -- Faced by an individual or organization.

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Then we have the value added solutions. If we propose solutions or indicate trends in our analysis or any work that we do. We contribute positively to the bottom line and become an intra-partner or entrepreneur. If you are an organization where you are in employee you can be an interpreter. Don't be afraid to go on a live and trying some new. To suggest ideas. Following on the heels of value-added this research and analysis. Gone are the days when we had the users a Google list of search results. We need to provide an analysis of what we find and pass it on to the users. This empowers them and us. To makes us invaluable. Competitive intelligence. Like strategic knowledge this is for knowing what the competition is up to. You must be top of mind for the sweep. For-profit or not-for-profit. We need to be the source of the intelligence that they are not going to Google or going to add IT person. We are the ones who provide vetted current accurate information.

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For the final, beyond reference Gil we referenced thinking outside the box. We have heard this before and it is a simple concept but simple and true. It requires continually asking yourselves. Is there anything we should be doing differently now that we are not currently doing? How can we improve the process for performance existing functions better? I am not talking about within your library. If you are in a larger setting. You want to look at and I towards improving the processes across the entire organization. It is very important the on reference kill.

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Now we are going to have a poll. We would like you to Mark any that apply to you.

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15 more seconds. The results are pretty even.

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Thank you everyone. It looks like a lot of skills need to be increased. We will talk or about how to do that.

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Talking about business and management skills. They are very important. You do not need an MBA but you need to think like a business person and people to speak the language of a business person. The first skill we have listed is marketing and sales. We believe this is critical skill that cuts across all industries, roles and jobs. We are talking about being able to package and promote your value. Whether you are in a corporate, public academic library or another setting. Need to be able to take proactive roles to demonstrate how your project should have top priority. The second skill is people management/supervisory. But motivating and delegating. About feeling confident and letting go. Any people are uncomfortable delegating but you can accomplish so much more if you delegate and get others to do the work. Volunteer recruitment and management is another one I have listed. Especially now in a world where downsizing and budget cuts have become a fact of life. I have been able to extend my workforce by utilizing volunteers. I have no budget to hire people. I have more than 25 volunteers who are either student interns or practicing librarians who are looking for something to volunteer. By doing that I have been able to do so much more. Learning how to

find, recruit and manage volunteers to extend your workforce at no additional cost can be a valuable business skill.

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Were organization will thank you also. Developing strategic planning and policies. If you don't know where you're going you won't get there. You must have a mission, goals and object does that align with the organization. We must revisit them frequently to make sure they are still relevant, update them and evaluate how we are doing at meeting or exceeding them. Many of you are probably thinking. One more thing to add to my plate. If we don't do this, we are not going to have jobs and we are not going to move up.

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We have also listed financial budget management. As you move up the career ladder, constructing and managing a budget is critical. You need to be able to live within your means and show that you are fiscally responsible. You need to demonstrate why you need money. It is good to be a profit center if you can or at least not be a cost center. Developing a sound plan is the difference between success and failure.

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We must be clear on how we can contribute to the return on investment of the organization or with our client. How much we can do for them. Outside the realm of our traditional role. Being top of mind and a profit center. The communication of what we have been talking about. This is true whether you are in a for-profit or not-for-profit organization. The next one is near and dear to my heart. I am passionate about what I do and about our profession. I use public speaking and presentations to share the passion with my colleagues and clients. To network and get work in recognition for my skills. You can also do that.

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We have also listed project management as another essential business skill. This cuts across all jobs, organization types. Open the private and public sector. This is being able to manage a project from start to finish. Being able to set and achieve goals and manage a project efficiently and cost-effectively while documenting what you have done.

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File additional skills. -- Final additional skills. We have also listed effective writing. Being able to write and communicate well is essential in any environment. Poor writing at best will not convey your message and at worst it makes you look incompetent.

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Proposals. This can be a good career or part of a current job. Why? If you can bring money into your organization or client you are perceived as invaluable. The last one. Meeting and event planning. Volunteer in a professional association for programs or hospitality committees. Some of you may already be doing that. You'll learn how to plan meetings and events which can also add to your skill set.

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Now, we have given you many skills. To consider. We will next show you how to assess your skill sets today. First, in getting to a plan.

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We have -- make a chart like this. Create all of the skills on the left and across the top, the different levels of expertise. Of course this can be much longer. Assess where you are with these along the spectrum.

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Now we will talk about strategies for acquiring new skills. I'm sure you wonder how to get the skills if you don't get them on your current job. First, reading, taking classes or webinars such as this. These are great ways to learn about new skills and acquire new schools. -- Skills. We all know about the specific ones that are offered by the different professional organizations such as Infopeople or SLA. Many vendors also offer free webinars for it lunch is. -- Wenches. -- lunches. They can be very valuable. Yes it is a sales pitch. But it really gives you the perspective of something new that you have not used before that might be useful at a job

that you applied for. It is always good to attend those webinars. In addition they are great places to network and to meet other people. You might learn about other opportunities or find someone who might be able to use your skills. Another great way.

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I want to talk about writing and blogging. Writing for your library events, newsletter and professional association is a wonderful way to get your writing better. Editors are always looking for contributions and will welcome something you offer to write. Or if you don't want to write a lot be an editor and encourage others to write. If you don't want to start a blog but you want to be heard and seen as an expert. Ask and answer questions on LinkedIn. I challenge you to get a profile. The last one, is one I teach. My word is networking. Get out there in person and online. Talk to people. We are so lucky that we have so many avenues and ways to communicate. Virtually and in person. Are you on LinkedIn? Do you post and answer questions? Are you active on listserv. If not, start working and start answering questions. You know things that you can share with people then people will begin to see you as an expert.

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Next we will move to strategies for acquiring new skills. Why you need to get new skills and the different skills. Now we will talk about how to get them to the first one is a great one that we can give and take. We can find a mentor or be a mentor. Is there someone that you would like to learn from? Finding a mentor can be as easy as asking. Some professional associations have more formalized mentoring programs that you can find a mentor. Or be a mentor and you will learn so much while contributing to our profession.

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The last two, I will talk about together. Alan tearing and internships. These are the most -- volunteering and internships. These are the most critical when you don't have other options available. I want you to remember. Volunteering and internships are very great tools to acquire the new skills. I am biased since I am hiring a lot of volunteers. Many job seekers I come across complaining that employers are looking for someone who has a certain type of experience and how can you get the experience if no one hires you? It is a Catch-22 situation. I would to you, volunteering and internships is the way to break out of this vicious cycle. You can acquire new centers -- skills that you cannot get elsewhere. Volunteering can fill in the gaps in your resume when you are between jobs. I have no budget but I have more than 25 volunteers. Dozens of interns and librarians were working for me. Many looking to learn new skills they cannot get anywhere else. Such as Digitization , indexing. When your resume say it's you have experience working on a life Digitization project. It doesn't much matter whether you are paid or not. Because you have done the job and you know how to do the job the next time someone asks if you have that experience. You don't have to wait for someone to advertise for a volunteer position. You can find an organization that interests you and talk to the library and or whoever is in charge to see if they want volunteers. Very often they are delighted to have volunteers. They career internships. I have listed this as something I think is are important. Internships are not just for students anymore. Many professionals take on they career professionals to break out the current limitations. Many employers this their internships with library schools. When the towers with San Jose State. -- We list hours with San Jose State. You can see what internships are available. Here in Northern California, there are not enough student internships to go around. I can be with hundreds of other organizations listed on the website for interns.

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Again, it is very important for new skills.

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Also, I worked at the exploratory and in the Museum of science for 14 years in San Francisco. I had interns bear. Most of them were -- I had interns bear and I hired them because I know the type of work they can do. You never know. Where jobs are coming from. Also it is a reference for them. Think about doing that and even if you have one or two hours per week. One other thing about strategies for acquiring skills. If you have

children or a volunteer in scouting for PTA. You can also learn a lot of skills such as budgeting. If you are a treasure. -- Treasurer. We will do another poll.

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Which of these would you want to do when you leave this webinar? How will you acquire your new skills?

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15 more seconds. I would say another thing about networking. 90% of my work comes from networking. I have had one client who said they found me on my website and another potential client I am working with full also funding on my website. So networking is very important.

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Yes. Every job I have had comes from networking. It is very important.

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We understand if you are working full time and have a family. Internships and voluntary they be hard to do. But you don't have to do it for five years. Find somewhere where you can do it for three months or -- and or a few hours a week. You get something to add to your resume and also the references.

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Now we will move on to questions. There are a couple already here.

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How do we show the skills on a webpage resume or cover letter to get to the interview?

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-- One page resume or cover letter to get to the interview?

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I don't know that you necessarily have to put it on one page. Especially now that things are electronic. Those people don't know how my pages there are. You can list your skills first. We will talk about how to do that in the next webinar. And go through resume writing tricks that we think would get you to the top of the pile. I am not so sure you need to have a one-page resume.

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It depends. I just finished a job hunting class. The virus in a looks like -- my clients don't usually ask. I do keep your resume today because I have clients ask for it. It is not one-page log. -- Long. But I am old as dirt. If you cannot fit on one page, don't worry. It is okay.

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How many hours per week do you spend at work related to the developing skills and networking? How much time do you have for personal life.

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I have an advocate tennis player. I walk with my dog. My husband is understanding. We are both self-employed so that tells you about the craziness of our life. I found I do not -- at first when I was getting into LinkedIn and tweaking it was a sober around. Now it is -- separate realm. Now it is completely separate. I use hoot tweet which helps me to tweet. If I see something I think my colleagues need to know. I put it on Twitter or a schedule it so it does not go out all at once.

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I have learned to fold that into the work I do so I am continually learning. I was listening to a semantic workshop while I was having a pair of pants. I multitask while I do things. Especially being self-employed it is easy to work 12 or 15 hours per day. I get up from my computer and walk away and play fetch with the dog. I do things that let me have a break. It does not mean I go and do housework during the middle of the day. I have to be disciplined. To do things to stay on schedule and be serendipitous. I am working on getting things done so I get better.

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I am not as busy as Debbie. It helps to set aside time every day every week. To say, this is the time I will

spend on getting new skills. Whether reading, posting to social networking sites for networking with other people. Or going to events. You have to plan and set aside certain times. Or you will not do it.

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I am passionate about what we do so I try to speak not only at, this is that are directly related to our profession. But I just spoke in February. I don't the how the person found me. Networking. I asked -- we were asked to present why you need a library and on a project. I just turned in an article on the same topic. You can repurpose the content so you are not re-create the wheel every time.

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When we teach or write we learn more than we ever share a piece -- share because we have to condense it down. I encourage you to fold into your life and have a life outside of work also. Not live for work but -- wait a think I got that wrong. [ LAUGHING ]. Any other questions?

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I have seen people talking about the volunteering and internships. If you are working part-time, you have more flexibility. A lot of places, you can work even if working full time. For example my library have people coming in on Saturday to work full-time. They may not come every Saturday but once per month or twice per month to work on a project. To get through the experience you need and be able to say you have done this project. Also, any times you can find -- many times you can find work you can do remotely depending on what the project is and what they are doing it for.

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I see someone asked about not doing a double page resume. Double sided. It depends.

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What is the name of the book? Getting things done by David Allen. There is a website and other productivity tools.

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If you are part of a professional association, they always need people to moderate for webinars. That is another skill toward -- to learn.

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Very is working on a new Spanish project in the library. My advice. Don't be worried about going out on a limb. I'm not saying jump into the future blindly leap off of the edge. Leap off of the edge is important. Don't be so timid that you don't take chances. I don't want you to fall flat on your face. But it is important to prepare as much as we can and take a leap of faith. Take a risk. That is how we get to move forward. It is very exciting to think about how we can contribute more to our organization.

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Ellen has a comment for you, David.

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You are better at navigating these windows.

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Some systems do not a volunteer at the same library that you work. That is true. We have about four minutes left and I think we will go to the next slide. You can still post questions.

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I do not have a degree and what is the best way to approach this. Should I go back to school and earn my degree or take specific courses? I am in my late 40s and educating my daughter at all. This is from Angela.

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When I had kids at home. I sent -- spent a lot of time doing little things so I could remain in contact with my network. I edited a newsletter. That was something I could do from home. So I could stay connected and add that to my resume. I could network and still be around for my children. It is important to -- it not only answers the volunteering part. As far as places to get education. If you look at these showing. We have many

organizations.

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Here are some more. I would say to look at these for continued education opportunities. A great place to learn skills you may be lacking is lynda.com. You can learn anything. From SharePoint to create advanced spreadsheets. There is a lot of opportunities out there.

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Many libraries have that for free. I want to mention other things before we talk about the next one. A lot of the organizations shown on the last slide have local chapters. You don't have to join the national. You can just go to local needs. That is great for networking in addition to learning new skills or a whole new language. I want to make one last comment on Angela's question about being at home. For and more schools offer virtual programs. I hear many schools do this across the country. If you are a stay at home on or dad -- mom or dad. You can take classes. And not have to actually go anywhere. You can control how they classes you can handle if you have other responsibilities at home.

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We are running out of time. We have this last slide. We hope you join us the same time, same place Same Place, Tuesday August 14. We will talk about resumes and developing your plan. Our e-mail addresses are here. We have e-mail lists we would like you to be on. We also have a newsletter. We will not sell your name.

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We would love to hear about any experiences you have, whether successful or not. We would love to hear how people are doing in trying how to to do these things. Please be in touch.

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Thank you everyone for your time today. Goodbye.

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[ Event Concluded ]