

Successful Librarians Share their Stories of Career Growth and Advancement

An Infopeople Webinar

Tuesday, September 6, 2012

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Agenda



- The case of the downsized library
- All about Front Runners
- Famous Front Runners
- Developing your Front Runner personas
- Next: Webinar #4: October 10, 2012

The Case of the Downsized Library

Based on a true consulting project
by Deb Hunt, Information Edge

- Downsizing threat
- Preserving accreditation
- Impact on research grants
- Impact on access to collection
- Storage issues



The Case of the Downsized Library

- Staff space requirements
- Review space saving options
- Enlisting user support
- Environmental issues
- Librarian ignored consultant advice
- Library ultimately downsized



The Case of the Downsized Library

- What could have been done differently?
- What advice would you give the medical librarian?



The Case of “The Downsized Library”

Poll: What would you recommend?

1. Implement recommendations/programs suggested by the consultant
2. Focus on supporters at high enough levels to be able to make a difference
3. Document accomplishments and results for greater visibility and buy-in from hospital administration
4. Garner advice from other librarians who've faced similar situations
5. Obtain testimonials from library supporters

Career Changers: Front Runners



Front Runner Personas

Agile Achiever

Future Ready

Survivor

Artful Dodger

Motivator

Pit Bull

Entrepreneur

Cash Cow

Campaign Manager

Boundary Spanner

Deal Closer

Intrapreneur

Role Model

Shape Shifter

Bulldozer

Chameleon

Infiltrator

High Flyer

Change Agent

Opportunity Seeker

Consensus Builder

Case Study 1: Christine Freeman

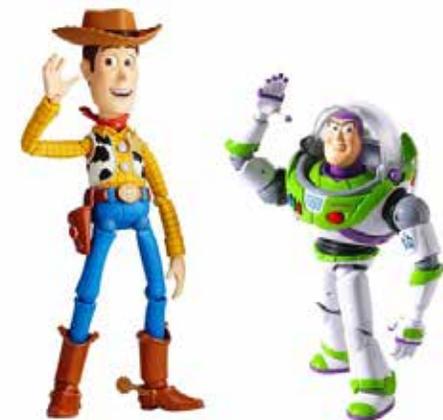


Persona	Definition
Campaign Manager	Networks and builds support in org. to demonstrate department's value to total org.
Change Agent	Facilitates change in own org. to keep org. as top performer
Opportunity Seeker	Proactive in seeking out new bus. and projects to maintain high value within org.

Case Study 1: Christine Freeman



- Pixar archivist and special projects librarian
- Networked like crazy
- First hired to run the Pixar archives, but that expanded to include cataloging an collection and more



Case Study 1: Christine Freeman

- Research for Pixar documentary
- Built an archives facility
- Began exhibitions program to show artwork behind the movies
- Created and works on projects she wants to do that will benefit Pixar



Case Study 2:

Leigh Montgomery



Persona	Definition
Artful Dodger	Displays resourcefulness and agility to persist and remain successful under threatening conditions
Chameleon	Displays the resourcefulness and agility to survive and persist under constantly changing conditions
Future Ready	Forward thinking/strives to be on the leading edge
Infiltrator	Becomes part of group they serve or “embedded” with customers, clients, end users, etc.
Shape Shifter	Keeps up with current developments and prepares for inevitable change
Survivor	Able to survive a catastrophic event without losing it all or giving up

Case Study 2:

Leigh Montgomery



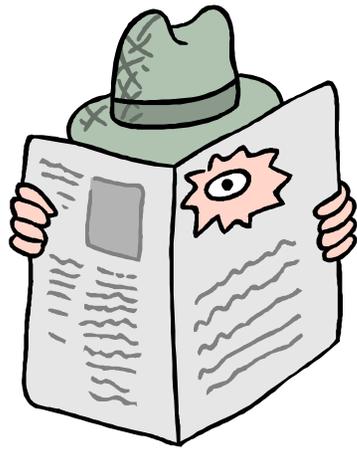
Newspaper Libraries -- bad news on the doorstep:

- 105 newspapers folded in six months
- 23 of top 25 newspapers lost 7% to 20% of circ
- Print ad revenues fell by 30% in 1 quarter
- 58 news libraries downsized, 9 closed in 3 years
- SLA News Division 46% decline since 1994

What's a librarian to do?

(2009 statistics unless otherwise noted)





Case Study 2: Leigh Montgomery



Newspaper librarians survival strategies

- Find new revenue streams for employer
- Apply new technologies to improve productivity
- Reinvent/reposition yourself
- Demonstrate/increase core value to organization
- Deploy a combination of strategies
- Pursue alternative career



Case Study 2: Leigh Montgomery



Advice for upwardly mobile librarians/info pros

1. Take a wide range of courses to expand your skills
2. Align great ideas with your organization's needs
3. Appreciate change – sometimes an unwelcome teacher, but always a learning experience
4. If it seems important to learn, learn it
5. If it seems important to do and no one's doing it, do it
6. Be proactive: those who sit around won't be around long
7. Talk to your manager regularly; don't wait to be asked



Case Study 2: Leigh Montgomery



Advice for upwardly mobile librarians/info pros

8. Join teams, committees and volunteer opportunities to burnish your skills in other areas
9. Plan an event, join an awards committee or lead an effort to promote your organization in the world
10. “It is important to think about how you want to be remembered” – Peter Drucker
11. Send the message that you care about something larger than your library



Case Study 2: Leigh Montgomery



Leigh Montgomery, Librarian, *The Christian Science Monitor*, asks herself every day:

1. What are my strengths? What do I bring every day to the job?
2. What do I need to learn as our business changes?
3. How am I connected to business development? What more can I do to contribute to it?

Case Study 3: Marlene Vogelsang



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Artful Dodger	Displays resourcefulness and agility to persist and remain successful under threatening conditions
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Opportunity Seeker	Proactive in seeking out new bus. and projects to maintain high value within org.

Case Study 3:

Marlene Vogelsang



- Resource Specialist at PG&E
- Made lemonade out of lemons (layoff)
- Gets out of the library for formal/informal interactions ("visibility is a good thing")
- Initiates proactive interactions providing needed, actionable information



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Electric Company*[®]

Case Study 3: Marlene Vogelsang

- Volunteers within PG&E
- Volunteers with SLA and BayNet
- Continually growing her skills



Case Study 4:

Anne Montgomery



Persona	Definition
Agile Achiever	Plays different roles like jumping from practitioner to vendor or vice versa
Boundary Spanner	Makes the jump to different field using same skills they've already acquired
Campaign Manager	Networks and builds support in org. to demonstrate department's value to total org.
Change Agent	Facilitates change in own org. to keep org. as top performer
High Flyer	Seeks to move up the corporate ladder or "food chain" at every possible opportunity
Intrapreneur	Able to get new businesses and ventures started within their own operation or organization



Case Study 4: Anne Montgomery



- Improbable rise from humble beginnings as tech services librarian to City Librarian to City Manager
- Moved cross country three times for new jobs with progressively increasing responsibility
- Moved between academic and public libraries
- Implemented new technologies (networks and OPACs) as soon as they became available
- Passed local bond issue to expand her library
- Developed sustainable income stream from Foundation, Friends book sales, investments



Case Study 4: Anne Montgomery



Factors for success

- Honed management skills (e.g. delegating, accountability)
- Learned the art of decision making
- Unafraid to accept new assignments and responsibilities beyond the library walls
- Ability to see the big picture and envision ways to improve internal processes and external services
- Recognized “transferability” of administrative and management skills

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Deb's Personas



Persona	Definition
Boundary Spanner	Makes the jump to different field using same skills they've already acquired
Cash Cow	Consistently delivers visible results and quantifiable value to their organization
Change Agent	Facilitates change in own org. to keep org. as top performer
Entrepreneur	Starts and operates a new business or venture on their own

David's Personas



Persona	Definition
Agile Achiever	Plays different roles like jumping from practitioner to vendor or vice versa
Boundary Spanner	Makes the jump to different field using same skills they've already acquired
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Your Personal Action Plan



What kind of front runner are you?

Your Personal Action Plan

What kind of front runner are you?

Your Personas	Your Plan
1)	
2)	
3)	
4)	
5)	

Developing a Personal Action Plan

Answer these questions:

- 1) What is my passion?**
- 2) Why do I want to change?**
- 3) Where have I been?**
- 4) Where am I going?**
- 5) How will I get there?**



Your Personal Action Plan

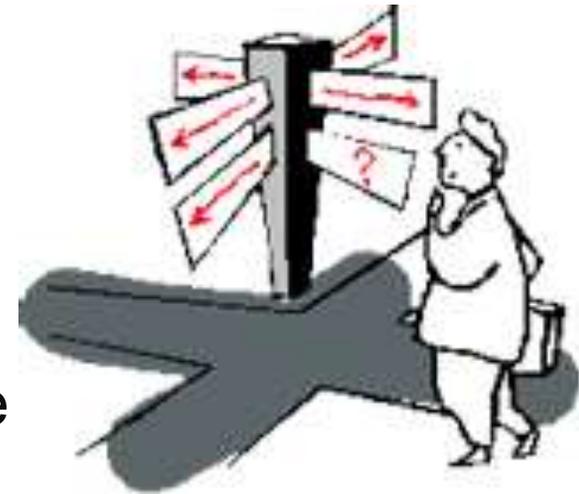
What kind of front runner are you?

My Personas	My Plan
1) Cash Cow	Develop revenue stream to make local History Room self supporting
2) Intrapreneur	Develop business selling historic photographs, books, postcards, posters, etc.
3)	
4)	
5)	

Poll: How will you become a Front Runner?

Which will you choose?

1. Reading
2. Classes/workshops
3. Webinars
4. Writing
5. Blogging
6. Networking – in person and online
7. Finding or being a mentor
8. Volunteering
9. Mid-career internships



You can be a Front Runner...



...and you don't have to run alone

Join our LinkedIn Career Sustainability Group
<http://linkd.in/pqkjzp>

Wrap Up: What Have We Learned Today?

Front Runners:

- **Come in all Flavors**
- **Have a Plan**
- **Garner all Opportunities**

**Front Runners
Work Hard and
Smart
You Can Be a
Front Runner,
too.**



Questions?



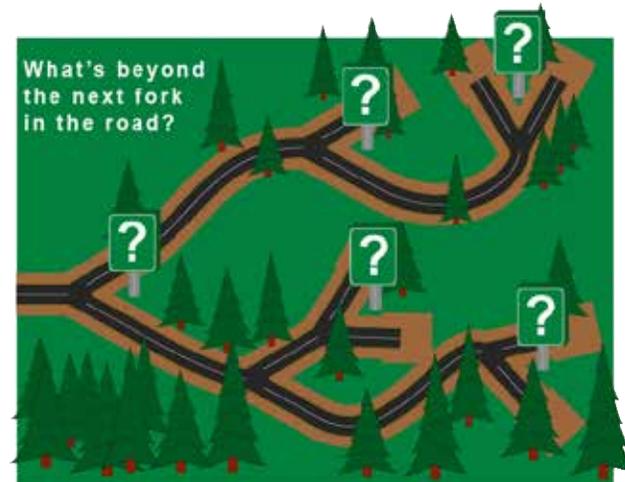
What's Next?

Telling Your Story: Five Secrets for Successful Career Growth and Advancement

Webinar 4: Wednesday, October 10, 2012

Deb and David also provide:

- Workshops/seminars
- Customized career counseling, resume writing, mentoring



Contact Us: Join our mailing list to more learn about our upcoming workshops, counseling services, publications and discussion groups.
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