Career Agility: Transforming Knowledge and Expertise into Strategic Value

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SLA 56th Military Libraries Workshop

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SLA Strategic Agenda

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SLA Strategic Agenda
Key Focus Areas

- Annual Conference

- Professional Development

- Creating Richer Volunteer Experiences to Develop In-Demand Skills

- Opening New Markets Through Collaboration

- Growth Through Diversity

SLA Update

- PRAC motion
- Membership is down
- Membership survey

SLA Going Forward

- Solvency

- Reinvention

- Execution

- The Evolving Value of the Information Professional: http://ftcorporate.ft.com/files/2013/10/FT-SLA-Report.pdf

Why SLA?

- Leadership skills
- Annual Conference as a springboard for professional development
- Professional development – at the unit level (in person and virtually)
- Collegiality
- Volunteering at many levels to enrich/expand network and skills
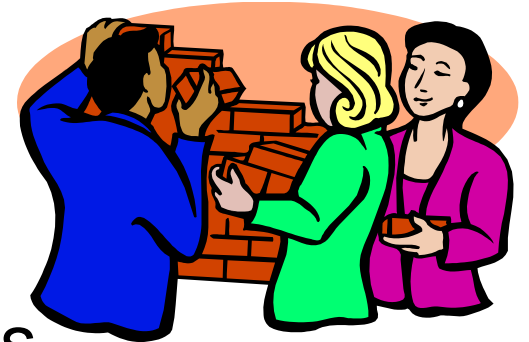
The Emerging Role of the Librarian/Information Professional

Who are we?

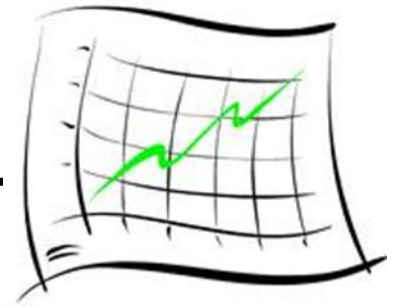Where do we want to go?

How will we get there?

We Are All in this Together

- How will you be an evangelist for SLA, our Strategic Agenda and our profession?

- Where will you have the most impact with SLA, our members and each other?

- How will you *transform*, *renew* and *inspire* others?

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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.

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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.
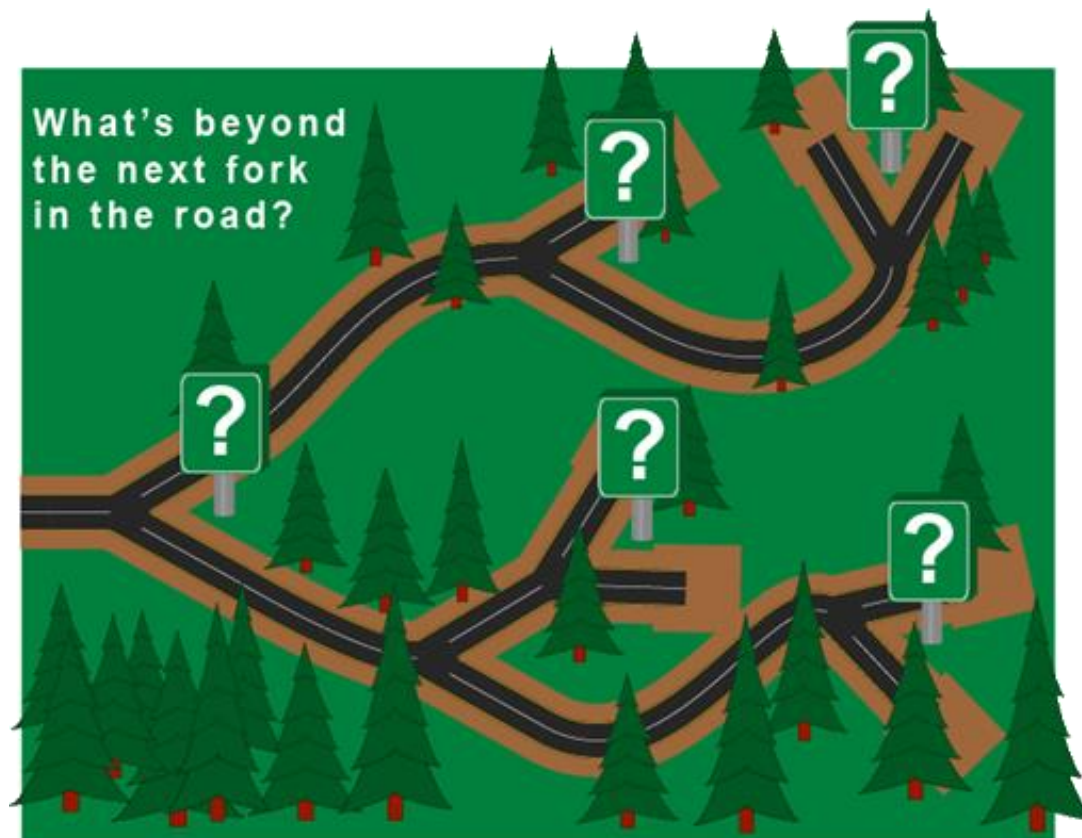
Do I look like a librarian?

- 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's beyond the next fork in the road?

How will we get there?

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, CEO/Executive Director, Federation of Ontario Public Libraries

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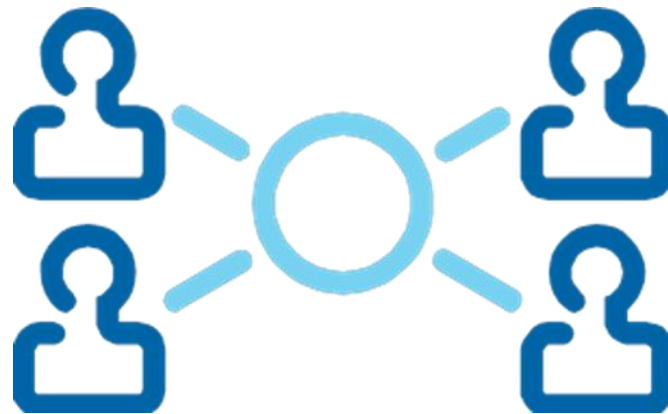
How do we transform ourselves, our jobs and the places we work?

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Transform Knowledge and Expertise into Strategic Value

- Are you an investment or an expense?
- Forge a brand
- Communicate and demonstrate value

Don't Confuse Effort with Results

- Align yourself with mission and strategic goals of your organization/library
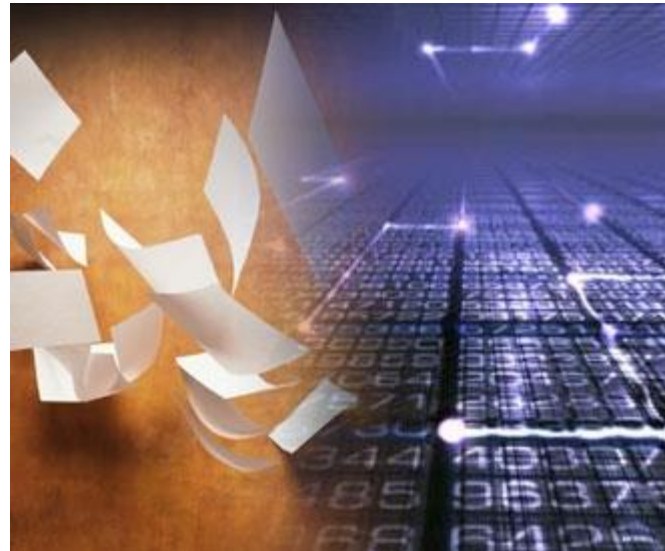- Then step up to the plate

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
- Roll back to previous versions
- Audit trail
- 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)

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Librarians
in Adjacent Careers

*Stories from fellow professionals
who have made a shift,
using their skills in novel
(and sometimes unexpected) roles*

⇧ Shift

http://ow.ly/rxdIp

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 your value and expertise to 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.

What's in it for me…

- 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!

"Excellence is never an accident; it is always the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities."

John C. Maxwell

Do you want to change the world?
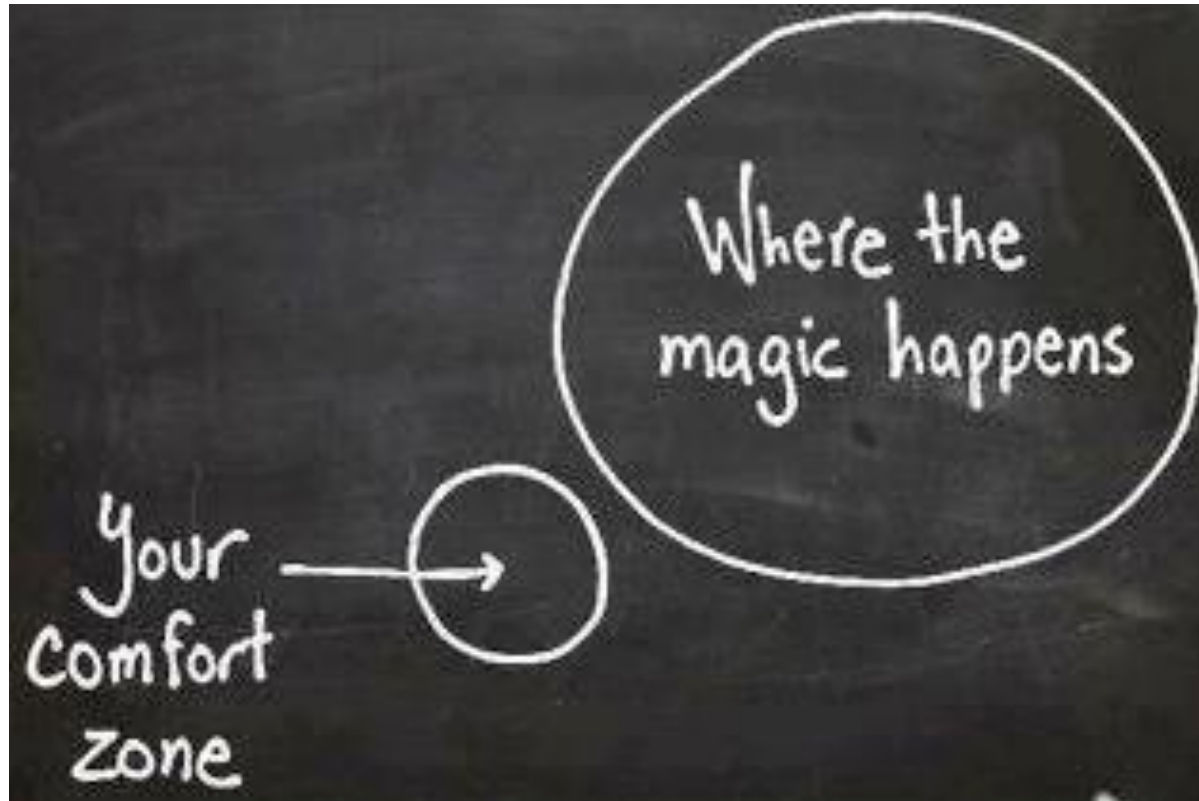
Chadhymas.com

Change – Love it or Hate it!

"You miss 100 percent of the shots you never take." ~Wayne Gretzky

"All great changes are preceded by chaos."
~Deepak Chopra

"If you can dream it, you can achieve it."
~Zig Zigler

"Every time you are tempted to react in the same old way, ask if you want to be a prisoner of the past or a pioneer of the future."
~Deepak Chopra

Each time I volunteered, whether building rock walls in the West Bank or working at a school in China, I felt very much like…an idiot. Every experience was new, from the food to the language. I came to cherish my stupidity. Every time I felt dumb, I learned something.
Ken Budd. *The Voluntourist: A Six-Country Tale of Love, Loss, Fatherhood, Fate, and Singing Bon Jovi in Bethlehem*. 2012.

Imagination Lays the Tracks for Reality to Follow

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?

The Librarian's Skillbook:
51 Essential Career Skills for Information Professionals

Trust · Library · Librarian · Team Research · Grants · KM · Volunteers · Skills · Taxonomy · Knowledge · Digitization · Intelligence · Reference · Metadata · Networking · Documents · KS · RM · Pathfinders · Strategic · Value · People · Archiving · Indexing · Information · Storytelling · Negotiation · Speaking · Project · Content · Teaching · Planning · Marketing · Communications · Decisions · Listening · Analysis · Proactive · Positive · Writing · InfoPro

Deborah Hunt and David Grossman

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Thank you!

Questions?

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

http://www.linkedin.com/in/informationedge
http://twitter.com/debhunt6

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