Welcome to the online supplement for Part IV of the second edition of Information Services Today: An Introduction, edited by Sandra Hirsh. This online supplement contains additional information to extend your learning and understanding of the topics covered in this book. Specifically, you will find supplemental online resources, recommended readings, additional content that does not appear in the book, and other information. See also the webinars for this section at: http://ischool.sjsu.edu/informationservicestoday/webinars

REPRESENTING CHAPTERS 19-28
Chapter 19 - Strategic Planning

Online Resources

- Cincinnati Public Library Mission
- Harvard University Priorities
- LL Bean Values Statement
- Multnomah County OR Public Library Priorities
- Pima County Public Library Mission
- Santa Clara University Strategic Plan
- Seattle Washington Public Library Mission Statement
- The Rise and Fall of Strategic Planning
- UBC Library Swot Analysis

Recommended Reading


Mathews, Joseph R. *Strategic Planning and Management for Library Managers*. Libraries


**Chapter 20 - Change Management**

*Online Resources*

- [360 Degree Feedback](#)
- [IDEO](#)
- [Institute for Mindful Leadership](#)
- [Libraries Systems and Services, Inc](#) (LSSI)
- [The Myers and Briggs Foundation Personality Basics](#)

*Recommended Reading*


Chapter 21 - Managing Budgets

Online Resources

- AE13: Developing the Library Budget
- Institute of Museum and Library Services
- Library Services and Technology Act

Online Resources: Annual Financial Reports from a sample of libraries:

- Carnegie Library of Pittsburgh Annual Reports
- Chicago Public Library 2012 Annual Report
- Clifton Park-Halfmoon Public Library 2013 Annual Report
- New York Public Library Annual Report 2013
- New York Public Library Annual Reports
- Warsaw Community Library Growing with the Community – 2015-2016 Annual Report

Recommended Reading


Chicago, IL: ALA Neal-Schuman, 2013.


Chapter 22 - Managing Personnel

*Online Resources: Employment Forms*

- I-9 Form
- United State Citizenship and Immigration Services Policy Manual
- W-4 Form

*Online Resources: Employment Law Sites*

- United States Department of Labor
- United States Department of Labor: Minimum Wage and Overtime Pay
- United States Equal Employment Opportunity Commission

*Online Resources: Employee Onboarding Tips*

The 10 Commandments of Employee Onboarding

*Online Supplement: Job Search Sites*

- INALJ - Information professionals finding and sharing jobs & job hunting advice.
• **LAC Group** - Professional services firm specializing in librarian and information professional staffing.

• **Librarians in the Job Market** (LinkedIn Group)

• **LIS Career Options** (LinkedIn Group) - This sub-group of the American Library Group was created by Kim Dority and has blossomed into a resource for discovering positions and opportunities outside of the traditional library science jobs.

• **Liscareer.com** - Career advice for library and information professionals. There is a range of articles, some are several years old; most are still relevant today.

• **Lisjobs.com** - Job postings for librarians and information professionals. The site is maintained by Rachel Singer Gordon.

• **New Librarians listserv** - This listserv had been extremely active and hosted great discussions about job searching and the future of the profession. But participation has greatly tapered off.

• **USAjobs.gov** - Dreaming of becoming a government librarian? If you want to work for the Library of Congress? This is the site for you!

---

**Online Resources: Legislation**

• **The Fair Labor Standards Act**

• **Civil Rights Act**

• **Americans with Disabilities Act**

• **National Labor Relations Act 29 U.S.C. Sec. 201-219**

---

**Online Resource: Sexual Harassment Procedure Flow Chart**
- Sexual Harassment Procedure Flow Chart (upload PDF file)

  “Chapter_22_Sexual_Harassment_Procedure_Flow_Chart"

Recommended Reading


Sample Job Description for Reference Librarian

### Job Description

<table>
<thead>
<tr>
<th>Job Title: Reference Librarian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor’s Title: Library Director</td>
</tr>
</tbody>
</table>

#### Job Summary

The James E. Tobin Library at Molloy College seeks a user-centered, public service-oriented Reference Librarian to provide reference and instruction services to both undergraduate and graduate students at Molloy’s Rockville Centre Campus. This position works both collaboratively and independently within other departments/divisions of Molloy College.

#### Duties and Responsibilities

Provide reference, instructional, and research services to students, faculty members, and other users of the James E. Tobin Library.
Develop customized classroom instruction sessions upon request.

Teach research and search strategies to students in small and large groups and/or one-on-one sessions.

Prepare online tutorials utilizing LibGuides.

Remain current in navigating academic resources held by the James E. Tobin Library.

Other library related duties as assigned.

**Work Hours and Travel**

Required to report to campus Monday – Friday, 9:00am – 5:00pm
Weekend and evening hours may be required to support special events
12-month position
Occasional travel required

**Required Skills**

Intermediate proficiency for the following computer software:
- Microsoft Office Excel
- Microsoft Office Outlook
- Microsoft Office PowerPoint
- Microsoft Office Word

**Desired Qualifications**

Prior experience with medical databases such as CINAHI, Cochrane, and Ovid is highly desirable.
Prior experience with English literature databases such as Artemis, MLA Bibliography, and JSTOR is highly desirable.
Second master’s degree a plus.
High comfort level with social media, including Pinterest, Twitter, and Facebook.

**Required Work Experience**
Two years of experience in an academic library including prior experience teaching instructional sessions.

**Supervisory Responsibilities**

Supervises the work of students assigned to the library in the role of work study. Responsibilities include planning, assigning, scheduling, and reviewing the work of direct reports. Responsible for training, developing skills and knowledge of the direct reports.

**Budget Responsibilities**

Participates in the development of the annual budget for the library.

**Education**

Earned Master’s degree in Library/Information Science from an American Library Association accredited school.

**Collaboration/Service**

The role of a librarian includes a collaborative nature. A disposition to serving others’ information needs is a requirement of the position.

**Decision Making and Problem Solving**

Able to make decisions that fall within the scope of this position. Able to identify, research, analyze, and recommend solutions to problems emerging within the scope of the position.

**Environmental Demands**

Able to lift up to 25 pounds
Extensive standing and walking is required

*Sample Job Advertisement for a Reference Librarian:*
# Job Advertisement

## Reference Librarian

The James E. Tobin Library at Molloy College seeks a user-centered, public service-oriented Reference Librarian to provide reference and instruction services to both undergraduate and graduate students at Molloy’s Rockville Centre Campus. This position works both collaboratively and independently within other departments/divisions of Molloy College.

Reporting to the Director of the Library, the Reference and Instructional Librarian provides tailored information instruction (both in a classroom and a one-on-one environment), reference and research services to students, faculty, staff, and other users of the James E. Tobin Library.

## Duties and Responsibilities:

- Provide reference, instructional, and research services to students, faculty members, and other users of the James E. Tobin Library.
- Develop customized classroom instruction sessions upon request.
- Teach research and search strategies to students in small and large groups and/or one-on-one sessions.
- Prepare online tutorials utilizing LibGuides.
- Remain current in navigating academic resources held by the James E. Tobin Library.
- Other library related duties as assigned.

## Required Qualifications:

- Applicants must hold a Master’s degree in Library/Information Science from an American Library Association accredited school.
- **Two years of experience in an academic library** including prior experience teaching instructional sessions.
- Strong knowledge of academic databases.
- Excellent organization skills and strong oral and written communication skills.
- Ability to work independently and as part of a team.
**Desired Qualifications**

- Prior experience with medical databases such as CINAHI, Cochrane, and Ovid is highly desirable.
- Prior experience with English literature databases such as Artemis, MLA Bibliography, and JSTOR is highly desirable.
- Second master’s degree a plus.
- High comfort level with social media, including Pinterest, Twitter, and Facebook.

**Application Instructions:**

Please send resume and hours of availability to Nikki Palumbo, Associate Librarian of Reference Services at: Library@Library.edu or mail to:

Molloy College Library
Attn: Library Director
1000 Hempstead Avenue
Rockville Centre, New York 11571

AN EQUAL OPPORTUNITY EMPLOYER
Women, minorities, persons with disabilities, and veterans are encouraged to apply.

---

**Chapter 23 - Innovative Library and Information Services: The Design Thinking Process**

**Online Resources**

- [Council on Library and Information Resources Design Findings](#)
- [Hasso Plattner Institute of Design](#)
- [IDEO](#)
Online Resources: Examples

- **ASK Desk at Ohio State University Health Sciences Library**
- **Chicago Public Library Co-Lab**
- **eXtensible Catalog Project at the University of Rochester**

Online Resources: Blogs

- **Blended Librarians Online** - This online community of “blended librarians”—librarians who combine skills from librarianship, information technology, and instructional design—offers online chats, webcasted events, shared resources materials, discussion forums, and other ways for librarians to connect and learn. Although not exclusively focused on design, this resource often emphasizes design skills, especially for curriculum and instructional design.

- **Designing Better Libraries** - Steven Bell’s blog focuses on applying concepts and techniques from design to libraries, with an emphasis on user experience. Posts often highlight example applications of design concepts in library settings, and reviews and commentary on books and other resources.

- **Design Thinking for Libraries** - This toolkit, created by a partnership among IDEO, the Bill & Melinda Gates Foundation, Chicago Public Library, and Aarhus Public Libraries, offers readings, resources, and activities to guide understanding of design thinking methods. While the full toolkit requires a time commitment of 5-8 hours per week for 6 weeks, there is also a quickstart “at-a-glance” guide for those with less time.
- **San José State University School of Information** - The School of Information at San José State University offers special topics courses in “design thinking for information professionals.”

- **Simmons College School of Library and Information Science** - As part of the IMLS-funded National Forum Planning Grant “Envisioning Our Information Future and How to Educate for It,” Simmons developed the “Library Test Kitchen,” a course focused on design thinking for library science students.

- **Stanford University d.school’s Crash Course in Design Thinking** - Includes videos, handouts, and other resources for leading a 90-minute team design challenge that covers all the phases of the design thinking process.

- **University of Washington Information School** - The University of Washington Information School offers courses such as “Design Methods for Libraries and Librarianship” and “Participatory Design in Libraries” as part of their MLIS degree program.

- **Youth Experience (YX) certificate at the University of Maryland - Information School** - The YX certificate trains public librarians working with children and teens in methods for engaging youth as co-designers using the design thinking process.

**Recommended Reading**


**Chapter 24 - Managing Collections**

*Online Resources*

- [ALCTS - Collection Management Section](#)
- [Booklist – Collection Management](#)
- [California Digital Library](#)
- [Choice](#)
- [Developing Collections ‘By Any Means Necessary’](#)
- [Librarians at the Gate](#)
- [Libraries and Learning](#)
- [Publisher’s Weekly](#)
- [PLA Preview 2014: How Do You Manage?](#)
- [The Northeast Research Libraries Consortium](#)

*Recommended Readings*


**Chapter 25 - Managing Technology**

*Online Resources*

- [ALA TechSource](#)
- [Issues in Science and Technology Librarianship](#)
- [Google Analytics](#)
- [Library Simplified Initiative](#)
- [Library Technology Guides](#)
- [LITA](#)

*Online Resources: Standards*

- [National Information Standards Organization (NISO)](#)
- [SimplyE](#)
- [W3C](#)

*Online Resources: Metadata*
• **BIBFRAME**
• **Schema.org**

**Online Resources: Programming and Software**

• **Bootstrap**
• **Go**
• **iBeacon**
• **JQuery**
• **Near Field Communications**
• **Perl**
• **PHP**
• **Python**
• **R**
• **Ruby on Rails**
• **Swift**

**Online Resources: ILS**

• **Millennium**
• **SirsiDynix**
• **VTLS Virtua**

**Major Open Source ILS**

• **Evergreen**
Online Resources: Alternative Open Source

- Koha
- Ex Libris Alma
- ProQuest Intota
- Sierra
- Worldshare Management Services

Online Resources: Discovery Interfaces

- VuFind
- Blacklight

Online Resources: Examples


Recommended Readings


Chapter 26 - Managing Data and Data Analysis in Information Organizations

Online Resources

- Data Management Association
- General Data Protection Regulation
- HIPAA
- National Science Foundation Data Management Plan Requirements

Online Resources: Disaster recovery and business continuity planning

- Business Continuity Institute
- Disaster Recovery Institute

Online Resources: Data cleanup and transformation resources
Online Resources: Platforms used for statistical analysis.

- **Minitab** - often used in a teaching environment
- **R programming language** - an open source solution.
- **SAS** - often used in public health, government, and business.
- **SPSS** - often used in social science fields.
- **Stata** - often used in the sciences in general.

Online Resources: Data mining and visualization tools

- **Knime**
- **Power BI (Microsoft)**
- **Rapid Miner**
- **Tableau**

Online Resources: Cloud-based data management tools

- **Counting Opinions**
- **Microsoft Azure**
- **Qualtrics Research Core**

Online Resources: Research data management and storage resources

- **CKAN**
- **Data Vault Platform**
- **DMP Online**
Recommended Readings


Additional Information

Three means of replication from simplest to most complex:

- **Snapshot replication** copies data as they exist at a specific moment in time. Snapshot replication can be used on its own, but it is most typically used to provide the initial set of data used by the other two types of replication. In general, using snapshot replication as a sole means of duplicating data is only appropriate when the data infrequently changes or involves only a small amount of data.

- **Transactional replication** is used as a means of keeping snapshot replicas up to date when data in a primary data source change. In this model, any data that are changed in the primary data source after the snapshot was taken are automatically propagated by the
system to the replica, usually in real time. That is, each transaction that occurs is copied
to the replicas to ensure that data in all copies are always current.

- Merge replication is the most complex form of replication. It is generally used only in
specialized cases where constant connectivity is either not possible or desirable. An
example of this would be in a remote data acquisition environment, such as field
research. To facilitate activity at a remote research site, a copy of the data source may be
replicated to multiple mobile devices to provide each researcher access to the data
available in the field without having to maintain constant connectivity. When in the field,
the researchers may independently update or change the data in the primary source. On
some regular basis, these changes made on each remote device must be synchronized
with the primary data source. During this process, the independently gathered results are
merged and conflicts related to updates of the same original data are resolved. When this
is complete, the primary data are pushed back out to the replicas.

Chapter 27 - Communication, Marketing, and Outreach Strategies

Online Resources

- Basic Communication Model
- International Listening Association
- Nonverbal Communication
- The Secrets of Great Teamwork
- Top Skills for Tomorrow’s Librarians

Online Resources: Annual Reports
• Library Reports as Infographics

**Online Resources: Branding**

• Personal Branding for New Librarians
• Personal Brand Resources

**Online Resources: Civility**

• Civility & Diversity in the Library (ALA)
• Choose Civility
• Choose Civility, A Community-wide Campaign (Urban Libraries Council)
• The Ferguson Library

**Online Resources: Communication Plan and Branding**

• Developing and Implementing a Simple Media/Communications Plan
• Press Releases/PSAs
• PR & Marketing Materials

**Online Resources: Conflict**

• WebJunction® The learning place for libraries. [Approaching Conflict as an Opportunity for Growth](#)
• Understanding Multigenerational Work-Value Conflict Resolution (requires log in)

**Online Resources: Cultural Diversity**

• Diversity Standards: Cultural Competency for Academic Libraries
- Equity, Diversity, and Inclusion

**Online Resources: Disability**

- United States Department of Labor Office of Disability Employment Policy

**Online Resources: Evaluation and Assessment**

- Edge Toolkit
- In the Library with the Lead Pipe
- Library Edge Assessment Workbook
- Library Assessment Conferences
- LibQual
- Library Value Calculator

**Online Resources: Generational Differences**

- Forget the Pecking Order at Work
- Mentoring Gen-X Librarians

**Online Resources: Group Dynamics**

- Abilene Paradox
- Groupthink
- Nominal Group Technique

**Online Resources: Marketing Plan**

- A John Cotton Dana Library
• ALA Marketing@Your Library
• Library Marketing Plan Workbook
• Marketing Library Videos
• Market Plan and Cycle

*Online Resources: Networking*
• SJSU iSchool What is Networking?

*Online Resources: Newsletters*
• 4 Simple Ways to Beef-up Your Library Marketing

*Online Resources: Noise*
• Noise as a Barrier to Communication

*Online Resources: Nonverbal Clues*
• When Giving Critical Feedback, Focus on Your Nonverbal Cues

*Online Resources: Personality Tests*
• ENFP: Myers-Briggs® Type and Communication
• INFP: Myers-Briggs® Type and Communication
• ENFJ: Myers-Briggs® Type and Communication
• ESFJ: Myers-Briggs Type and Communication
• ISTJ: Myers-Briggs® Type and Communication
• Jung Typology Test
• about The Myers & Briggs Foundation

Online Resources: Resume

• SJSU iSchool Resume Writing Tips

Online Resources: Social Media

• Social Media Information

Recommended Readings


Chapter 28 - Advocacy

Online Resources

- 52 Ways to Make a Difference - Public Library Advocacy throughout the year
- ALA Office for Library Advocacy
- ESSA and School Libraries Advocacy Resources
- Getting Started as a Library Advocate (ALA)
- IFLA School Library Advocacy Kit
- Ilovelibraries Blog
- Library Advocacy Toolkit
- Public Library Advocacy

Online Resources: Examples

- Manchester by the Sea Library

Recommended Readings

