

Bobbi L. Newman

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EDUCATION

- Graduate Certificate, Online Teaching, in progress
- MA, Political Science, Journalism & Mass Communication minor, Iowa State University, 2014
- Graduate Certificate, Public Management, Iowa State University, 2013
- MA, Information Resources and Library Science, University of Arizona, 2003
- BA, History major, Spanish and Anthropology minors, University of Northern Iowa, 1998

PROFESSIONAL EXPERIENCE

Community Engagement and Outreach Specialist, Network of the National Library of Medicine (NNLM), Greater Midwest Region (GMR) at The University of Iowa, July 2016 – present

- Outreach to public libraries
- Design and deliver presentations at state, regional, and national conferences
- Develop and teach online courses for library staff
- Host national webinars featuring guest speakers
- Collaborate with NNLM National Training, Evaluation Office and other Regional Medical Libraries
- Supervise student workers

Accomplishments

- Planned and co-wrote winning application for competitive funding award “Equipping Public Library staff with Quality Consumer Health Resources,” designed to lead the eight regional offices of the NNLM in the evaluation and revision of educational offerings for a national public library audience
 - Collaborated with the Center for Evaluation and Assessment in the College of Education at the University of Iowa to develop and distribute pre and post surveys for two online cohorts designed to determine if the format of the class met their needs and if the content provided the information they needed
 - Consulted with WebJunction, a nationally known online learning space for libraries, on best practices for teaching asynchronous online class and maximizing the cohort experience
 - Partnered with an instructional designer to implement the format and layout changes as a result of the first surveys and input from WebJunction
 - Wrote new content for the class; rewrote the existing content
- Initiated and managed the NNLM collaboration with Public Library Association (PLA) subaward, “Promoting Health Communities: A Health Information Initiative”
 - Reached out to PLA to initiate partnership
 - Ensured the project was on task and on time
 - Planned ALA Midwinter Unconference event
 - Planned and co-taught PLA pre-conference, “Stand up for Health” with over 90 attendees
- Initiated and managed the Association of Rural and Small Libraries (ARSL) subaward
 - Reached out to ARSL to initiate partnership
 - Ensured the project was on task and on time
 - Planned and co-taught ARSL pre-conference, “Stand up for Health” with over 70 attendees

Consultant, Speaker, Trainer, Self Employed, Iowa, 2008 – Present

- Consultant on digital literacy, technology, and library issues
- Speaker at state, national, and international conferences and events
- Trainer for library and technology related topics

Graduate Assistant, University of Colorado-Boulder, Boulder CO, 2014-2015

- Conducted research, literature reviews, and research interviews

Graduate Assistant, Iowa State University, Ames IA 2012-2014

- Supervised undergraduate assistants
- Assessed undergraduate course work
- Developed method for assessment of course objectives and goals
- Lectured undergraduate courses

Digital Branch Manager, Chattahoochee Valley Libraries, Columbus, GA, 2009 – 2011

- Management and Administration
 - Oversaw strategic plan for, and implementation of, digital services and website
 - Supervised staff from multiple departments in the creation of digital content
 - Represented the library to local community organizations and at community events
 - Managed budget for digital services and website
 - Provided library policy review and development
 - Served on strategic planning committee
 - Created and lead Future, Innovation, and Technology (FIT) team for exploring new and innovative technology and services
 - Served on Integrated Library System search and implementation committee
 - Coordinated with IT department on the integration of databases and digital services
 - Coordinated with marketing and outreach departments to promote library services
- Instruction
 - Trained staff and the public on new technologies and web-based tools and services using both in-person classes and asynchronous methods including videos and online services
 - Provided training, group, and on-demand, on databases, cloud-based services, and ebooks
 - Created tutorials and other content for the website
- Innovation
 - Managed projects to bring new technology and services into the library including ebooks, digital resources, and technologies
 - Anticipated changing community needs and interests through surveys and social media

Adjunct Instructor, University of Missouri, Columbia, MO, 2009 - 2009

- SISLT 7313, Managing Collections
 - Developed and provided lectures for in-person and online classes
 - Evaluated assignments

Digital Services Librarian, Missouri River Regional Library, Jefferson City, MO, 2005 - 2009

- Management and Administration
 - Managed budget for assigned collection sections
 - Served on multiple committees for the improvement of patron and staff services
 - Developed promotional materials and displays to publicize library materials and services
 - Served on MOBIUS consortium committee for evaluation of digital services
 - Acted as supervisor on nights and weekends

- Innovation
 - Applied for and received an LSTA grant for creation of a mobile computer training lab
 - Participated in the creation and provision of information in digital formats
 - Managed projects to bring new services and resources into the library
- Training
 - Created and implemented a web-based learning program for staff
 - Trained staff on new technologies for delivering services and information
- Patron Services
 - Provided reference services and readers advisory services
 - Assisted patrons with computer issues in the Public Computer Center
 - Developed and led adult programs
 - Developed and led classes on technology and internet services
 - Provided collection development for assign subject areas

Librarian II, Raytheon, Tucson, AZ, 2002 - 2005

- Management and Administration
 - Supervised library staff and interns
 - Acted as liaison to other Raytheon libraries and external contacts
 - Represented the library to internal departments
 - Developed and implemented five-year strategic plan
 - Managed library budget of over \$647,000
 - Developed marketing plan to expand awareness of the library and its services
 - Provided regular assessment reports for library services
- Innovation
 - Streamlined article procurement process from 2 weeks to 48 hours
 - Increased circulation by 13% from 2002 to 2003
- Patron Services
 - Provided research consultations
 - Performed research using various print resources and on-line systems
 - Conducted reference interviews
 - Carried out selection and weeding of library materials, copy, and original cataloging
- Digital Services
 - Maintained library website
 - Negotiated database and print subscription services

PROFESSIONAL SERVICE

- Office of Information Technology Policy (OITP), NNLM Liaison, 2017-present
- Board Member, Let's Move in Libraries, 2019 - present
- Institute of Museum and Library Services (IMLS), reviewer, 2020
- Stoflet Lecture Committee, University of Iowa Libraries, December 2018 – November 2019
- Steering Committee Member, Public Libraries Respond to the Opioid Crisis with their Community, OCLC and PLA projected, funded by IMLS, October 2018 – February 2020
- Co-Chair, Health Initiative, PLA, 2017-2018
- National Information Standards Organization (NISO) committee to develop a Consensus Framework to Support Patron Privacy in Digital Library and Information Systems, Member, 2015-2016
- Pew Internet & American Life Research Initiative To Study The Changing Role of Public Libraries & Library Users In The Digital Age, Advisory Group Member, 2012-2014
- American Library Association (ALA), Councilor-at-Large, 2011-2014
- Office of Information Technology Policy (OITP), ALA, Advisory Committee, 2011-2013

- Digital Literacy Task Force, Member, OITP, ALA, 2011-2013
- Transliteracy Interest Group, LITA, ALA, Chair, 2010-2013
- Learning Round Table, ALA, Blogger, 2009-2011

MEMBERSHIPS and ASSOCIATIONS

- Medical Library Association
- American Library Association
- Public Library Association
- Association of College and Resources Libraries
- Association of Rural and Small Libraries

GRANTS, HONORS, AND AWARDS

- Special Recognition in response to the COVID-19 pandemic, University of Iowa, 2020
- Teaching Excellence Award, Iowa State University, 2014
- Young S. Lee Excellence in Public Management Scholarship, Iowa State University, 2014
- First place Salem Press Blog Awards for *Librarian by Day*, 2012
- Mover & Shaker, *Library Journal*, 2011 (voluntarily revoked due to irreconcilable differences)
- First Place Salem Press Blog Awards for *Libraries and Transliteracy*, 2010.
- Grant, Library Services and Technology Act (LSTA) creation of a mobile computer training lab, 2008.
- Individual Achievement Award for grace under pressure, Raytheon, 2004.
- Individual Achievement Award for initiative. Raytheon, 2003

PUBLICATIONS

Print

- Newman, B.L., Hodge, T. (Forthcoming) *Fostering Wellness in the Workplace for Libraries*. ALA Editions.
- Kiscaden, E., Newman, B., Malachowski, M., & Martin, C. (2019). Developing an Online Consumer Health Course for Public Library Staff. *Journal of Consumer Health on the Internet*, 23(3), 249-260.
- Contributor, Deyrup, M. (2018). *Librarian's Guide to Writing for Professional Publication*. Libraries Unlimited.
- Co-editor, *Projecting Patron Privacy: A LITA guide*. (2017). Rowman & Littlefield.
- Should Libraries Get Out of the E-Book Business (2013). In D.A. Miller (Ed.), *E-Books*. Greenhaven Press.
- E-Book, Sea of Change in Public Libraries with Michael Porter & Matter Weaver. (2012). In S. Polanka (Ed.), *No Shelf Required II*. Chicago: American Library Association
- Taking Readers Advisory Online (2010). In J.E. Moyer & K.M. Stover (Eds.), *Readers' Advisory Handbook*. Chicago: American Library Association.

Online

- Author, *Librarian by Day* (<http://librarianbyday.net>)

SELECT SPEAKING, PRESENTATIONS, and WORKSHOPS

Keynotes and Invited Presentations

- Panelist, ALA's Committee on the Status of Women in Librarianship (COSWL), "How Employers Can Support Library Workers Who Are Caregivers During COVID-19" February 2021
- Speaker, Allied Professional Association, ALA. "Creating a Culture of Wellness for Library Staff", August 2020
- Panelist, New Members Round Table (NMRT) President's Program, ALA, "Making Your Library Sustainable for Your Community and Our Future", June 2020

- Panelist, "OCLC Virtual Town Hall: Libraries and the COVID-19 Crisis", April 2020
- Keynote, Chicago Public Library, IL, May 2018
- Closing Keynote, Internet Librarian, CA, Oct 2017
- Keynote, William F. Laman Public Library, AK, March 2017
- Keynote, Minnesota Library Association Annual Conference, MN, 2016
- Keynote, WALE conference, "A Look to the Future", WA, 2015
- Keynote, Lexington County Public Library System staff day, SC, Libraries as a Bridge: The Role of Libraries in Closing the Digital Skills Gap", 2014
- Keynote, Iowa Association of College and Research Libraries, IA, "Escape the Silo: How and Why to Escape Your Professional Silos", 2014
- Spotlight Speaker, "Disruption as Opportunity", Ontario College and University Library Association, Ontario Library Association Superconference, Canada, 2014
- Keynote, Accufest Conference, "Looking Over the Horizon: Exploring the Future of Libraries", Germany, 2013
- Keynote, Houston Community College, TX, "This Transliterate Life: All Tech Considered, Annual Faculty Conference", 2013
- Keynote, Colorado Library Association conference, CO, "Set the World on Fire", 2013
- Presenter, Panhandle Access Library Network, FL, "Closing the Digital Skills Gap", 2012
- Presenter, Library Tech Networking, TX, "Bridging the Digital Divide", 2012
- Keynote, Library of Michigan, MI, "Libraries Bridging the Digital Divide", 2012
- Keynote, ILEAD U, The 21st Century Technology Tools Institute, IL, "Meeting the Needs of 21st Century Patrons: The Role of Libraries in a Transliterate World", 2011
- Keynote, Midwest Collaborative for Library Services, WI, "Choose Your Own Adventure: The Future of eBooks and Libraries", 2011
- Speaker, Kansas Library Association, KS, "Libraries and Transliteracy", 2010
- Speaker, The University of Malaysia, Malaysia, "The Social Web and Your Library", 2008
- Speaker, UK Serials Group, England, "Implementing Library Learning 2.0 at Your Library", 2008

Instruction and Training

- "Reference in the 21st Century", Missouri State Library, 3-day workshop, MO, 2010
- "Using Technology to Reach Teens", full day workshop, Portsmouth Public Schools, VA, 2010
- "Keeping Afloat: Time Management Workshop", Internet Librarian, CA, 2009
- "Reference in the Electronic Age", full day workshop, Arrowhead Library System, 2009
- "Using Video Games as Outreach", half day workshop, Arrowhead Library System, MN, 2009
- "Putting 2.0 to Work for You", post-conference workshop, International Conference on Libraries, Information, and Society, Kuala Lumpur, Malaysia, 2008

Presentations and Panels

Note: As part of my work at NNLM I have presented extensively at local, state, and national conference on topics related to health information and resources. I have not included those presentations

- "A Bridge Across the Divide: The Role of Libraries In The Digital Skills Gap", South Central Library System, WI, 2013
- "Bridging the Divide: New Literacies & Libraries", Panhandle Access Library Network, FL, 2012
- "Training is not Learning with Polly Farrington and Kate Sheehan, Internet Librarian, 2011
- "Transliteracy & 21st-Century Skills for Library Users" with Matt Hamilton and Jamie Hollier, Internet Librarian, 2011
- "Ebooks: Putting the Issues on the Table", panel with Sarah Houghton-Jan, Amy Affeft, & Faith Ward, moderated by Dick Kaser, VP Content, Information Today, Internet Librarian, 2011

- “Why Transliteracy” ALA Annual, 2011
- “Working Towards Transliteracy”, ALA Annual, 2011
- “Libraries in a Transliterate, Technology Fluent World” Internet Librarian, 2010
- “Learning From Failure” with Matt Hamilton, Internet Librarian, 2010
- “Digital Manager Sound Off” with David Lee King, Matt Hamilton, & Sarah Houghton, Internet Librarian, 2010
- “Designing Digital Experiences for Library Websites”, LITA, ALA Annual, 2010
- “Promoting Teen Reading with Web 2.0 Tools”, YALSA, ALA Annual, 2010
- “Ebooks: Landscape & Implications”, Computers in Libraries, 2010
- “Introducing Libraries and Transliteracy” with Matt Hamilton and Buffy Hamilton, Computers in Libraries, 2010
- “Digital Manager Sound Off” with David Lee King, Matt Hamilton, and Sarah Houghton-Jan, Computers in Libraries, 2010
- “Ebooks: Landscape & Implications” with Brian Hulsey & Jason Griffey, Computers in Libraries, 2010
- “Training in the Cloud or Mobile Labs!” with Maurice Coleman, Computers in Libraries, 2010
- “Sneaking the Social Web into Your Library” with Erin Downey Howerton, Internet Librarian, 2009
- “Collaborating in the Clouds: Selecting Tools” with Tom Ipri, Rachel Vacek and Anna Creech, Internet Librarian, 2009
- “23 Things for Communities” with Jennifer Koerber, Sean Robinson, Rebecca Ranallo, Internet Librarian, 2009
- “Implementing a 23 Things Program at your Library”, COMO XXI, Columbus GA, 2009
- “Bring on the Rain: Putting the Cloud to Work for You: An Introduction to Cloud Computing”, COMO XXI, Columbus GA, 2009
- “Web 2.X Training for Customers and Staff”, with Beth Tribe and Michael Sauers, Computers in Libraries, 2009
- “Reaching Patrons in the Brave New World of the Social Web”, Missouri Library Association, 2008
- “Beyond Learning 2.0 – Library Learning 2.1”, Missouri Library Association, 2008