

Bobbi L. Newman

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EDUCATION

- 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

University of Iowa, Network of the National Library of Medicine, Region 6

Senior Librarian June 2019 – present.

Expert Librarian July 2016 – May 2019

- Engage in public library outreach activities to promote library services and resources.
- Develop and deliver presentations at state, regional, and national conferences on relevant topics.
- Design and facilitate online instruction for library staff to enhance their skills and knowledge.
- Host national webinars featuring guest speakers to provide valuable insights to the library community.
- Collaborate with NNLM Regional Medical Libraries and Offices to foster partnerships and collaborations.
- Provide supervision and guidance to student workers in a supportive and mentoring environment.

Accomplishments

- Chair and project manager of the Consumer Health Misinformation Symposium working group, a free three-day virtual event in April of 2023
 - Provided leadership and direction to a team of NNLM staff members in planning the event
 - Established event deadlines and monitored progress to ensure timely delivery
 - Managed budget allocation and resource allocation for the event
 - Evaluated event outcomes and incorporated feedback for future improvements
- Chair and project manager of a free three-day virtual event for library staff focused on their health and wellbeing in March of 2021. BLOSSOM (Building Life-Long Opportunities for Strength, Self-Care, Outlook, Morale and Mindfulness) with 6,000 registrants and over 3,000 live attendees.
 - Vetted, recruited, and curated an authentically diverse panel of library thought leaders to provide engaging sessions for the event
 - Vetted and contracted Virtual Event Architect to provide a seamless virtual event experience for attendees, including registration, Zoom license management, virtual conference space setup, and technical support
 - Led an internal team for event support, including introduction of speakers and chat support during the live sessions
 - Developed comprehensive marketing materials to promote the event and increase registration
 - Managed budget allocation and monitored expenses to ensure financial goals were met
 - Evaluated event outcomes, collected feedback, and analyzed data for future planning and improvements
- 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 to assess the effectiveness of the educational offerings
- Consulted with WebJunction, a nationally known online learning space for libraries, on best practices for teaching asynchronous online classes and maximizing the cohort experience
- Partnered with an instructional designer to implement format and layout changes based on survey results and input from WebJunction
- Wrote new content and revised existing content to enhance the quality and relevance of the educational offerings
- Initiated and managed the NNLM collaboration with Public Library Association (PLA) subaward, "Promoting Health Communities: A Health Information Initiative"
 - Initiated partnership with PLA to collaborate on the project
 - Provided oversight and ensured the project was on track and completed within the timeline
 - Planned and facilitated ALA Midwinter Unconference event as part of the collaboration
 - Designed and co-taught a PLA pre-conference, "Stand up for Health," with over 90 attendees, providing valuable health information resources and strategies for public library staff
- Initiated and managed the Association of Rural and Small Libraries (ARSL) subaward
 - Initiated partnership with ARSL to collaborate on the project
 - Provided oversight and ensured the project was on track and completed within the timeline
 - Planned and co-taught an ARSL pre-conference, "Stand up for Health," with over 70 attendees, offering practical health information resources and strategies for rural and small library staff.

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

- Consultant providing guidance and expertise in workplace wellness, digital literacy, and library issues
- Speaker at state, national, and international conferences and events, delivering engaging and informative presentations on a wide range of topics related to libraries
- Instructor offering comprehensive training programs participants with the necessary skills and knowledge to excel in their roles

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

- Managed and supervised undergraduate assistants, providing guidance and support for their tasks
- Conducted thorough assessment of undergraduate course work to evaluate student performance and provide constructive feedback.
- Designed and implemented a comprehensive method for assessing course objectives and goals, ensuring alignment with curriculum standards and desired learning outcomes.
- Delivered engaging lectures in undergraduate courses, utilizing effective instructional strategies to facilitate student understanding and engagement.

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

- Management and Administration
 - Provided leadership in the development and implementation of the strategic plan for digital services and website, aligning with library goals and objectives.
 - Supervised cross-departmental staff in the creation of high-quality digital content, ensuring consistency and accuracy in messaging and branding.

- Represented the library at local community organizations and community events, building partnerships and promoting library services.
- Managed budget for digital services and website, ensuring effective resource allocation and financial sustainability.
- Conducted policy review and development to ensure compliance with library standards and best practices, and to facilitate efficient operations.
- Served on the strategic planning committee, contributing insights and recommendations for future initiatives and innovations.
- Created and led the Future, Innovation, and Technology (FIT) team, driving exploration of new and cutting-edge technologies and services to enhance library offerings.
- Served on the Integrated Library System search and implementation committee, providing input and expertise in selecting and integrating new library technologies.
- Collaborated with the IT department to ensure seamless integration of databases and digital services, optimizing access and usability for library users.
- Coordinated with marketing and outreach departments to effectively promote library services and engage with the community.
- Instruction
 - Conducted comprehensive training sessions for library staff and the public on new technologies and web-based tools and services, utilizing a variety of methods including in-person classes, videos, and online resources.
 - Stayed updated on emerging technologies and trends in the library field, continuously expanding knowledge and expertise to effectively train others on the latest tools and services.
 - Assessed training needs and evaluated the effectiveness of training programs, making adjustments and improvements as necessary to enhance learning outcomes and user satisfaction.
- Innovation
 - Successfully managed projects to implement new technology and services in the library, including ebooks, digital resources, and cutting-edge technologies, ensuring smooth implementation and integration
 - Proactively anticipated changing community needs and interests through conducting surveys and leveraging social media, gaining valuable insights to inform strategic planning and decision-making.

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

- SISLT 7313, Managing Collections
 - Designed and delivered 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 DEVELOPMENT

- Building University of Iowa Leadership for Diversity (BUILD) program, 2022
- Workplace Racial Equity Symposium, Virtual Event, Denver Public Library, 2022
- UI LEAD (Leadership Education, Assessment, and Development), University of Iowa, 2019
- Mindfulness Based Stress Reduction Program, University of Iowa, 2019
- Managing from the Middle: Learning to Lead from Where You Are, MLA Preconference, 2019
- Advancing Racial Equity in Public Libraries: Normalizing, Organizing, and Operationalizing, preconference ALA Midwinter 2019
- Influencer, University of Iowa, 2018
- Moving into Leadership: Transitioning into a New Role, LLAMA, ALA Preconference 2018

PROFESSIONAL SERVICE

- Wellness Ambassador, University of Iowa, 2021 - present
- Government Affairs Committee, Iowa Library Association 2022 - present

- Board Member, Let's Move in Libraries, 2019 - present
- Office of Information Technology Policy (OITP), NNLM Liaison, 2017-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

- Association for Size Diversity and Health (ASDAH)
- 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. (2022) *Fostering Wellness in the Workplace for Libraries*. ALA Editions.
- Newman, B.L. (2021). Moving Health and Wellness Online at Your Library. In Hughes, K.M., Santoro, J. (Ed.) *Pivoting During the Pandemic: Ideas for Serving Your Community Anytime, Anywhere* (25-29). Chicago: 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.
- Newman, B.L. (2018) Twitter. In Deyrup, M. *Librarian's Guide to Writing for Professional Publication*. Libraries Unlimited.

- Newman, B.L., Tijerina, B. (2017) *Projecting Patron Privacy: A LITA guide*. New York: Rowman & Littlefield.
- Newman, B.L. (2013) Should Libraries Get Out of the E-Book Business. In D.A. Miller (Ed.), *E-Books*. Greenhaven Press.
- Newman, B.L., Porter, M., Weaver, M. (2012) E-Book, Sea of Change in Public Libraries. In Polanka, S. (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