

Transcription

Media Duration: 31:30

Hi, my name is Michele Lucero, Director of Client Development with LAC Group. Today I am presenting how to build the career you want, connect to the right job. This is our agenda for today, I want to cover a little more about the new normal and then discuss trends we are seeing among public, academic, and special libraries. Let's talk a little bit about what is going on in the job market as well as how you can find the right job and what skills and qualities are needed. How to get involved and how to make that change. Before considering how to actually find and connect to the right job, let's talk about current trends in the field and what the job market looks like.

There is no such thing as normal. Nowadays, there is this whole concept of new normal which has probably been around for 10 plus years. There is no new normal, there is no normal. It just is what it is currently today due to the legal market we are seeing in our profession. There is a great little story, "mom what is normal?" a little girl asks and the mother says "it is just a setting on the dryer honey". Truly today, normal is just that. It is something we have to be aware of when we are discussing the legal market and the information profession and what we are seeing. Here is the definition from 2003 about the new normal, it was official defined in an article in Fast Company. As you can see here, new normal really encompasses a lot of things. It has been around for some time. What exactly does it mean for companies today? This is from Mackenzie and Company, a leading management consultant firm, they said we are experiencing not merely another turn in the business cycle but a restructuring of the economic order. Executives preparing their organizations to succeed in the new normal must focus on what has changed and what remains. Basically they are saying for their customer's companies and industries. The result will be an environment that while different from the past, is no less rich in profitability for those who are prepared. So it is really time for us to get prepared. What are the trends we are seeing? We are not going to cover government, we are going to focus on public, academic, and special libraries. What are the trends we are seeing in the market? On the public side, there has been a huge shift when it comes to cutbacks and shutdowns. Across the border throughout the United States, we have seen many entities that have a cutback or maybe they have reduced more hours, maybe they have closed and opened doors at limited hours. It really is the whole mantra of doing more with less. A lot of

public entities also are librarians with non-credentialed librarians and even bringing in interns or those that are at a cheaper wage rate to replace those individuals that have been there for a long time. A lot of public libraries also have been faced with closures. They are dealing with how to provide service to their patrons when they have these closures. Material budgets have also been cut and funding. This does depend for considering state county court. This does depend on your institution. You might possibly get funding from civil filings or maybe your funding comes through a state entity. That is something also to consider and how the library support is varied depending on your entity and how funding changes have been impacted. This is a graphic that came through Library Journal. They did a survey in 2013 related to funding in the budget balancing act. Library budgets show modest improvement and signs of more to come. This is just one screenshot related to your library's major budget challenges. As you can see, the top two relate to rising staff costs, so think about benefits and insurance, and the second one relates to technology costs and the demand in third for new media. Technology is not going away, it is something you have to embrace and utilize but costs are increasing on the electronic side as well. More trends on the public side, we have seen the restoration of hours and maybe reduced hours but those closures are now open and there has been some hour cutbacks. With restoration of hours, we have seen a larger demand for library services. Whether you are in a public library or even a state county court entity, there has been a lot of demand for library services. There has been huge world of all segments for eBooks within the public sector. Another thing that is on the rise is new advocacy resources for libraries. Truly being an advocate if you are on the public side, even roles within libraries that entail advocacy components. There's been a huge increase also in the application for grants. On the academic side, we are seeing several trends as well that relate to some similar on the public side but in academic a lot of it relates to communicating your value. Proving your value not only to your library but to the parent or the bigger brother entity. This is really important too because in a way you are marketing your services, you are marketing the library as well as internally to your constituents but to the larger enterprise. There has been some challenges as far as digital preservation and data curation and considering what are you going to

preserve? For example, maybe a historic law collections and you are going to preserve them for how long? What will that look like? Even considering what do vendors have? Will the vendors have those resources for that long? We have also seen throughout the literature a rise of online instruction and degree programs. As an example, it can be a library school. I am also aware of law schools that are now offering hybrid model programs. This ties into the return investment on the degree. How does that really impact what your are learning, the courses you are taking, how does that impact the collections and how they are developed, the delivery of service and really demonstrating the value. Mobile is not going away. It is something that I am sure each and every one of you has some type of mobile device. It really is transforming the way in which we deliver and access information. A lot of aspects on the academic side deal with eBooks and the teacher driven eBook accusation. That is a trend that we have seen in public libraries across the board and also in academic where students may be able to get their course book through an eBook. Communication and publishing models are also changing. I would say this is probably due to the online technologies that we have available. Even staffing and the skills that are needed for your staff. Keep in mind user behaviors and expectations are also changing as young and newer generations are going into school and graduate programs. They are really looking at how they will access all the information and they may have very high expectations of obtaining the information. Technology really is driving the way in academia. I can tell you that in all the literature I have read on this, everything emphasized technology. It is a huge thing that is going on right now in the academic segment. Everything from challenges with the role of our education to the hybrid online learning, even web scale discovery systems. These are also some of the things that the ACRL research, planning and review committee found out when they were doing some studies. One thing that I thought was interesting was vending machines where they handle low ends of equipment. Another hot thing that has been going on within academia. This is from the 2011 ACRL survey. I am going to read the top statement. Academic libraries must develop the staff needed to meet new challenges with creative approaches to hiring new personal and training existing staff. This is really true. There may be a component to where you need to look at what skill set you need or what skill you will need in the

future and so you may need to read to an existing position, maybe a new title, new aspects of that job and you might have to retrain staff that are currently in those positions so they can really grow to meet the goals of your organization. On the special library side, I would say the new normal has become the catch phrase for the fundamental shift we are seeing in the market place. We are seeing things like new business models, new staffing models, even new value propositions. We are actually seeing new leadership or new management teams that really need to step up and meet the challenges and changes that are taking place. While most firms recognize entire industries transitioning and change is required, a much more difficult issue is how to carefully and strategically align the business professionals with the new strategies to meet these industry expectations. This really is in the special library sense. We are still seeing cutbacks as well as the doing more with less. New staffing models, there is three components where special libraries are really looking for that talent. Looking for those individuals that have corporate expertise, they need business skills. Also, there is an emphasis on retaining the importance of people. Special organizations are looking at retaining their current employees by changing the job description or changing the job duties. We are seeing pricing wars more and more. We are seeing this on the financial side. Some entities have actually hired pricing directors. While exact skills and experience vary, having that understanding of billing practices and financial practices and even professional services culture is helpful in a special library environment. This is both in a library and also higher up, executive level. Pricing directors will provide that financial crisis support for our FP's to review and approve a law firm environment an AFA alternative fee arrangement proposal, and to really support and provide guidance with project management initiative. It really is the mantra now that it is a business. Your special library is a business within a larger business and we have to keep that in mind when running a business. It is very competitive out there across the board in getting new clients and retaining your current clients. There is new value propositions that are being developed through organizations. There is a lot more emphasis on business development in marketing. How can you intergrade your special library and work collaboratively with the marketing or VD departments. According to SLA, Special Library Association, and this

is right on point to everything I just said prior and sums it up into three major paradigm shifts. As we move towards further looking into the future, the library information profession is really facing these three major shifts. One, is the transition from paper to electric media. We are seeing that in every entity where they have reduced their print collection with more electronic. Also there is a higher demand for accountability. Focusing on customers, performing benchmarking, continuous improvement. This actually ties to your return investment, the skills you need to be competitive in your current environment in the future. We are also seeing new forms of work organization a lot of trends stress outsourcing and insourcing whether it is outsourcing a component of a library or the full library. May even be reengineering your particular work environment and that can take the shape of renaming your library or even going through and modifying job descriptions to fit the skill set you need. I do want to mention information vendors because we do work with them all the time and there is some things that really need to be considered here. They are also feeling struggles or pressures to increase prices then, at the same time, there is the client pressure to decrease prices. It is a balancing game and a balancing act for them. We have seen a lot of the new next generation platforms or interfaces that have come out and there is the question of supporting more than one platform. Will those classic platforms go away? There is also increased competition on the vendor side, there is a lot of key players out there but there are also some smaller ones that provide niche resources and niche expertise that we can merge and incorporate into our library. I want to mention that leadership again and that it is really moving away from candidates with law firm or corporate experience. We are looking at other types of skills or experience, there might business or negotiation, other skills such as that. The impact on special libraries because of all this, there has been several. I will give you just a few examples from the law firm side. The ALM 2013 law library survey came out recently and in the last four years there has been a dramatic decline in the number of firms which we cover. More than 60% of their online cuts. In 2009 it was 61%. Now I should say, it is 22%. This is probably due to part of growth of AFA and also that pressure. The client demands cost reduction. More and more organizations were seeing the expertise of licensing negotiations and that stays with the library director

which is very critical nowadays as you are negotiating your contracts. There is a lot in special libraries related to collections. Not just management, but also cancelations and really looking at every single line item whether it is print or electronic. All the different formats available and even reducing duplication of content. A lot of times we are called in to help with a library audit and go through this exercise which can be a huge project particularly depending upon collection size and all the resources available. More and more organizations are choosing to move to one key vendor. That impacts how you can deliver information to your end users. There is also the eBook and mobile device movement. While it has increased a bit it is still behind related to public and academic libraries. eBooks have a statistic, fewer law firms are purchasing eBooks and the numbers dropped from 2012 to 2013 to 24% to 21% of libraries. Majority of people have some type of mobile device but there is a lot of questions when it comes to these eBooks within your organization and how you can really integrate them and use them. I love this picture, it is one of my favorites. What do you see or think you see? The mantra find your young lady mind sets the initial impression of a situation or what jumps out first, especially when it is negative, only provides part of the story. There are a host of other cues in any situation that we can attend to that can turn the situation around. This is just my first lesson we can learn from this illusion that every situation there is more than meets the eye. My point here is even though a lot of what was recently discussed seems negative, there is more than meets the eye. Let's talk a little more about this illusion. The second reason this illusion can be helpful is because it really provides highlights. It highlights the fact that the meaning of any experience changes based on what cues you choose to focus on and how you choose to perceive those cues. Reduce budget, you may think that is negative however, depends on how you are viewing it with the overall circumstances are. Maybe there is some creative way. Yes, you have to reduce your budget by 30% but what creative things can you do to make sure that giving the same if not better support to your constituents or your end users even with less. It does come down to creativity. This image is actually an illusion of an old woman or young lady and it never changes so the black and white spaces are always the same but the meaning of the image is really based on what cues you choose to attend to. You can apply this in any type

of exercise. Here is another one, this is an author on the internet related to librarians as far as what other individuals think you do and what you actually do. It is a perception of what the librarian is and what the librarian does. My challenge to you is to find your new normal. Remember, there is truly no new normal so it is just finding who you are now, where you want to be, what the environment looks like within your organization and how you can provide services and resources that really can support your end users and what the main goal strategy is at the end of the day for your library and for your organization as a whole. I want to talk a little bit about jobs because this is an area that I continually am asked questions about. I was director of recruiting at LAC and currently do recruiting for one of the MLS programs out here in L.A. and it is really an important area to understand and really stay on top of because you may not be considering a new position today however, you need to know what is going on in the market and what employers are expecting. Particularly, if you are going to be hiring staff or if you are in a role where you are hiring staff or even just to see what is coming down the pipe and who and what type of skills are required. There has been a reduction of full time positions. We are seeing more and more part time positions, even internship positions, which is great for those that are freshly out of graduate school and looking to dip their feet in different segments within librarianship. Some job descriptions even may combine two or more jobs. You may see that if you read a position that sounds like two jobs and it truly is, they just creatively modified it and included various skills which may overlap for those two positions. On this screen, this is a listing of jobs that are still hot. Meaning they are still around, still available. Areas that organizations are still seeking. Some of these to research to reference, library director, even clinical librarians. You will see these types of positions. Some cool and emerging titles are emphasis on digital or technology. These are newer positions that have come out of digital data. Some of them may have always been around but it may just be a modification of the job title. Others are new based upon technology and how far we have come with technology. Here is some career examples. Even though you went to library school, you can still follow any of these career paths, you do not need to follow the traditional career path. Business intelligence, this is where you are analyzing organizations raw data. So it is data mining, it includes online analytics,

clearing, reporting, and really to help improve decision making, cut costs, and identify new business opportunities and this can tie into business development too. Consulting, you may want to do a career where you can be a consultant and really help entities to save money or restructure their libraries. The second challenge is finding the right job. How can you find the next job? Your dream job is the next exit. What is required for you to get there? How do you get there, what do you need? Consider your transferable skills too. Here is a full listing of some required skills that I regularly see with job descriptions and employers ask for and you will see a lot of them are not new, they are just putting more emphasis on them. Gathering statistics and analysis, that is not new but more the analysis piece is what is critical and application. Technology is driving the way so any skills that you can leverage or add to your toolkit related to technology will benefit you at any library position. The more positions that are out there require some level of technology expertise. This is from the Bureau of Labor Statistics from the occupational outlook by 2012, 2013 and I just looked up librarians, I was curious as to what they would say about librarians and these are the six qualities that the BLS reports that a librarian should have. Active learning, and we do this very well, staying up on trends, learning about the newest resources. Communication skills, librarians need to be strong communicators, need to be able to understand people's written and spoken thoughts and respond clearly. Computer skills, any skill you can gain through technology. Interpersonal, being able to work as part of a team but also being able to work with the public and possibly other researchers. Problem solving ties into your critical thinking aspect and even the reading comprehension. There are some frequent public skills so I am going to break it down now based upon library type. Public library skills. These I see over and over in job descriptions and what employers are seeking. Advocacy skills, budgeting, understanding how to do a budget and helping with budgets, computer skills, fundraising, having knowledge of current library technology. On the academic side, some of the same that we saw on the prior screen but also there is an emphasis on the technology side related to virtual reference or even delivery of instructional content. There are a lot of new technologies out there and understand new technology for discovery and management. For special libraries, a lot of the same. The key ones I will

highlight are analysis from the BI intelligence I mentioned earlier. More and more organizations are really looking at not only what they are collecting statistics on but doing a full in depth analysis on these statistics and applying it. This is how to do it, this is how to really get out there for seeking that next career move. It is really all about relationships and getting involved, building your portfolio. Maybe it will be becoming involved with an association at a local, regional, or even international level. Becoming involved through work. Maybe there is an entity you could join or become a liaison to a certain group. Volunteering is huge and really important. Become involved with your association and volunteer maybe be on a committee or head up a specific project or even volunteer at work. Publishing, you can start writing short articles for your local library association newsletter all the way up to getting published in a particular journal. Presenting and attending conferences, they are always looking for program proposals and that is a really great way to not only share your expertise but also you name and then additionally to really develop you own resume and it is really great for your own presentation skills which you will use in your employment. Leverage your network, do not just connect and gain all these relationships, really leverage it and become an active networker. Make a change, consider thinking outside the box, do not stay inside the box, you may need to move or relocate if possible. Do you research. Marketing yourself, it starts with your cover letter. You take that job description to make sure your cover letter and your resume agree to that job description. You might need to do some tweaking. Make sure your references are professional references. Be enthusiastic and open to your options. With any of this, it takes creativity and it does take time. You might want to have your elevator pitch ready, have your personal narrative, have your own story ready and maybe have multiple stories ready. Having multiple pitches depending on whom you are networking or speaking with. Make sure you do know the process when it comes to jobs. What may be the job selection with an academic may be completely different if you are applying for a job within a corporate entity. You want to use your resources, this goes with networking and really leveraging your connections. That wraps up today, I really thank you for your time. If you are interested you can register with LAC group, we have a careers page that is free to register

and you can see all of our current openings and apply. As well as please feel free to reach out to me and Linkin with me, I would love to be a contact for you if I can help you in any other way. I really appreciate your time for spending the past 40 minutes with me and going through my presentation related to the career you want and connecting to the right job. Thank you.

Hi, my name is Michelle Lozaro, director of client development with LAC group. Today I am presenting how to build the career you want, connect to the right job. This is our agenda for today, I want to cover a little more about the new normal and then discuss trends we are seeing among public, academic, and special libraries. Let's talk a little bit about what is going on in the job market as well as how you can find the right job and what skills and qualities are needed. How to get involved and how to make that change. Before considering how to actually find and connect to the right job, let's talk about current trends in the field and what the job market looks like. There is no such thing as normal. Nowadays, there is this whole concept of new normal which has probably been around for 10 plus years. There is no new normal, there is no normal. It just is what it is currently today due to the legal market we are seeing in our profession. There is a great little story, "mom what is normal?" a little girl asks and the mother says "it is just a setting on the dryer honey". Truly today, normal is just that. It is something we have to be aware of when we are discussing the legal market and the information profession and what we are seeing. Here is the definition from 2003 about the new normal, it was official defined in an article in Fast Company. As you can see here, new normal really encompasses a lot of things. It has been around for some time. What exactly does it mean for companies today? This is from Mackenzie and Company, a leading management consultant firm, they said we are experiencing not merely another turn in the business cycle but a restructuring of the economic order. Executives preparing their organizations to succeed in the new normal must focus on what has changed and what remains. Basically they are saying for their customer's companies and industries. The result will be an environment that while different from the past, is no less rich in profitability for those who are prepared. So it is really time for us to get prepared. What are the

trends we are seeing? We are not going to cover government, we are going to focus on public, academic, and special libraries. What are the trends we are seeing in the market? On the public side, there has been a huge shift when it comes to cutbacks and shutdowns. Across the border throughout the United States, we have seen many entities that have a cutback or maybe they have reduced more hours, maybe they have closed and opened doors at limited hours. It really is the whole mantra of doing more with less. A lot of public entities also are librarians with non-credential librarians and even bringing in interns or those that are at a cheaper wage rate to replace those individuals that have been there for a long time. A lot of public libraries also have been faced with closures. They are dealing with how to provide service to their patrons when they have these closures. Material budgets have also been cut and funding. This does depend for considering state county court. This does depend on your institution. You might possibly get funding from civil filings or maybe your funding comes through a state entity. That is something also to consider and how the library support is varied depending on your entity and how funding changes have been impacted. This is a graphic that came through Library Journal. They did a survey in 2013 related to funding in the budget balancing act. Library budgets show modest improvement and signs of more to come. This is just one screenshot related to your library's major budget challenges. As you can see, the top two relate to rising staff costs, so think about benefits and insurance, and the second one relates to technology costs and the demand in third for new media. Technology is not going away, it is something you have to embrace and utilize but costs are increasing on the electronic side as well. More trends on the public side, we have seen the restoration of hours and maybe reduced hours but those closures are now open and there has been some hour cutbacks. With restoration of hours, we have seen a larger demand for library services. Whether you are in a public library or even a state county court entity, there has been a lot of demand for library services. There has been huge world of all segments for eBooks within the public sector. Another thing that is on the rise is new advocacy resources for libraries. Truly being an advocate if you are on the public side, even roles within libraries that entail advocacy components. There's been a huge increase also in the application for grants. On the academic side, we are seeing several

trends as well that relate to some similar on the public side but in academic a lot of it relates to communicating your value. Proving your value not only to your library but to the parent or the bigger brother entity. This is really important too because in a way you are marketing your services, you are marketing the library as well as internally to your constituents but to the larger enterprise. There has been some challenges as far as digital preservation and data curation and considering what are you going to preserve? For example, maybe a historic law collections and you are going to preserve them for how long? What will that look like? Even considering what do vendors have? Will the vendors have those resources for that long? We have also seen throughout the literature a rise of online instruction and degree programs. As an example, it can be a library school. I am also aware of law schools that are now offering hybrid model programs. This ties into the return investment on the degree. How does that really impact what you are learning, the courses you are taking, how does that impact the collections and how they are developed, the delivery of service and really demonstrating the value. Mobile is not going away. It is something that I am sure each and every one of you has some type of mobile device. It really is transforming the way in which we deliver and access information. A lot of aspects on the academic side deal with eBooks and the teacher driven eBook accusation. That is a trend that we have seen in public libraries across the board and also in academic where students may be able to get their course book through an eBook. Communication and publishing models are also changing. I would say this is probably due to the online technologies that we have available. Even staffing and the skills that are needed for your staff. Keep in mind user behaviors and expectations are also changing as young and newer generations are going into school and graduate programs. They are really looking at how they will access all the information and they may have very high expectations of obtaining the information. Technology really is driving the way in academia. I can tell you that in all the literature I have read on this, everything emphasized technology. It is a huge thing that is going on right now in the academic segment. Everything from challenges with the role of our education to the hybrid online learning, even web scale discovery systems. These are also some of the things that the ACRL research, planning and review committee found out when they were doing some studies. One

thing that I thought was interesting was vending machines where they handle low ends of equipment. Another hot thing that has been going on within academia. This is from the 2011 ACRL survey. I am going to read the top statement. Academic libraries must develop the staff needed to meet new challenges with creative approaches to hiring new personal and training existing staff. This is really true. There may be a component to where you need to look at what skill set you need or what skill you will need in the future and so you may need to read to an existing position, maybe a new title, new aspects of that job and you might have to retrain staff that are currently in those positions so they can really grow to meet the goals of your organization. On the special library side, I would say the new normal has become the catch phrase for the fundamental shift we are seeing in the market place. We are seeing things like new business models, new staffing models, even new value propositions. We are actually seeing new leadership or new management teams that really need to step up and meet the challenges and changes that are taking place. While most firms recognize entire industries transitioning and change is required, a much more difficult issue is how to carefully and strategically align the business professionals with the new strategies to meet these industry expectations. This really is in the special library sense. We are still seeing cutbacks as well as the doing more with less. New staffing models, there is three components where special libraries are really looking for that talent. Looking for those individuals that have corporate expertise, they need business skills. Also, there is an emphasis on retaining the importance of people. Special organizations are looking at retaining their current employees by changing the job description or changing the job duties. We are seeing pricing wars more and more. We are seeing this on the financial side. Some entities have actually hired pricing directors. While exact skills and experience vary, having that understanding of billing practices and financial practices and even professional services culture is helpful in a special library environment. This is both in a library and also higher up, executive level. Pricing directors will provide that financial crisis support for our FP's to review and approve a law firm environment an AFA alternative fee arrangement proposal, and to really support and provide guidance with project management initiative. It really is the mantra now that it is a business. Your special library is a

business within a larger business and we have to keep that in mind when running a business. It is very competitive out there across the board in getting new clients and retaining your current clients. There is new value propositions that are being developed through organizations. There is a lot more emphasis on business development in marketing. How can you intergrade your special library and work collaboratively with the marketing or VD departments. According to SLA, Special Library Association, and this is right on point to everything I just said prior and sums it up into three major paradigm shifts. As we move towards further looking into the future, the library information profession is really facing these three major shifts. One, is the transition from paper to electric media. We are seeing that in every entity where they have reduced their print collection with more electronic. Also there is a higher demand for accountability. Focusing on customers, performing benchmarking, continuous improvement. This actually ties to your return investment, the skills you need to be competitive in your current environment in the future. We are also seeing new forms of work organization a lot of trends stress outsourcing and insourcing whether it is outsourcing a component of a library or the full library. May even be reengineering your particular work environment and that can take the shape of renaming your library or even going through and modifying job descriptions to fit the skill set you need. I do want to mention information vendors because we do work with them all the time and there is some things that really need to be considered here. They are also feeling struggles or pressures to increase prices then, at the same time, there is the client pressure to decrease prices. It is a balancing game and a balancing act for them. We have seen a lot of the new next generation platforms or interfaces that have come out and there is the question of supporting more than one platform. Will those classic platforms go away? There is also increased competition on the vendor side, there is a lot of key players out there but there are also some smaller ones that provide niche resources and niche expertise that we can merge and incorporate into our library. I want to mention that leadership again and that it is really moving away from candidates with law firm or corporate experience. We are looking at other types of skills or experience, there might be business or negotiation, other skills such as that. The impact on special libraries because of all this, there has been several. I will give you

just a few examples from the law firm side. The ALM 2013 law library survey came out recently and in the last four years there has been a dramatic decline in the number of firms which we cover. More than 60% of their online cuts. In 2009 it was 61%. Now I should say, it is 22%. This is probably due to part of growth of AFA and also that pressure. The client demands cost reduction. More and more organizations were seeing the expertise of licensing negotiations and that stays with the library director which is very critical nowadays as you are negotiating your contracts. There is a lot in special libraries related to collections. Not just management, but also cancelations and really looking at every single line item whether it is print or electronic. All the different formats available and even reducing duplication of content. A lot of times we are called in to help with a library audit and go through this exercise which can be a huge project particularly depending upon collection size and all the resources available. More and more organization are choosing to move to one key vendor. That impacts how you can deliver information to your end users. There is also the eBook and mobile device movement. While it has increased a bit it is still behind related to public and academic libraries. eBooks have a statistic, fewer law firms are purchasing eBooks and the numbers dropped from 2012 to 2013 to 24% to 21% of libraries. Majority of people have some type of mobile device but there is a lot of questions when it comes to these eBooks within your organization and how you can really intergrade them and use them. I love this picture, it is one of my favorites. What do you see or think you see? The mantra find your young lady mind sets the initial impression of a situation or what jumps out first, especially when it is negative, only provides part of the story. There are a host of other cues in any situation that we can attend to that can turn the situation around. This is just my first lesson we can learn from this illusion that every situation there is more than meets the eye. My point here is even though a lot of what was recently discussed seems negative, there is more than meets the eye. Let's talk a little more about this illusion. The second reason this illusion can be helpful is because it really provides highlights. It highlights the fact that the meaning of any experience changes based on what cues you choose to focus on and how you choose to perceive those cues. Reduce budget, you may think that is negative however, depends on how you are viewing it with the overall

circumstances are. Maybe there is some creative way. Yes, you have to reduce your budget by 30% but what creative things can you do to make sure that giving the same if not better support to your constituents or your end users even with less. It does come down to creativity. This image is actually an illusion of an old woman or young lady and it never changes so the black and white spaces are always the same but the meaning of the image is really based on what cues you choose to attend to. You can apply this in any type of exercise. Here is another one, this is an author on the internet related to librarians as far as what other individuals think you do and what you actually do. It is a perception of what the librarian is and what the librarian does. My challenge to you is to find your new normal. Remember, there is truly no new normal so it is just finding who you are now, where you want to be, what the environment looks like within your organization and how you can provide services and resources that really can support your end users and what the main goal strategy is at the end of the day for your library and for your organization as a whole. I want to talk a little bit about jobs because this is an area that I continually am asked questions about. I was director of recruiting at LAC and currently do recruiting for one of the MLS programs out here in L.A. and it is really an important area to understand and really stay on top of because you may not be considering a new position today however, you need to know what is going on in the market and what employers are expecting. Particularly, if you are going to be hiring staff or if you are in a role where you are hiring staff or even just to see what is coming down the pipe and who and what type of skills are required. There has been a reduction of full time positions. We are seeing more and more part time positions, even internship positions, which is great for those that are freshly out of graduate school and looking to dip their feet in different segments within librarianship. Some job descriptions even may combine two or more jobs. You may see that if you read a position that sounds like two jobs and it truly is, they just creatively modified it and included various skills which may overlap for those two positions. On this screen, this is a listing of jobs that are still hot. Meaning they are still around, still available. Areas that organizations are still seeking. Some of these to research to reference, library director, even clinical librarians. You will see these types of positions. Some cool and emerging titles are emphasis on digital or technology. These are

newer positions that have come out digital data. Some of them may have always been around but it may just be a modification of the job title. Others are new based upon technology and how far we have come with technology. Here is some career examples. Even though you went to library school, you can still follow any of these career paths, you do not need to follow the traditional career path. Business intelligence, this is where you are analyzing organizations raw data. So it is data mining, it includes online analytics, clearing, reporting, and really to help improve decision making, cut costs, and identify new business opportunities and this can tie into business development too. Consulting, you may want to do a career where you can be a consultant and really help entities to save money or restructure their libraries. The second challenge is finding the right job. How can you find the next job? Your dream job is the next exit. What is required for you to get there? How do you get there, what do you need? Consider your transferable skills too. Here is a full listing of some required skills that I regularly see with job descriptions and employers ask for and you will see a lot of them are not new, they are just putting more emphasis on them. Gathering statistics and analysis, that is not new but more the analysis piece is what is critical and application. Technology is driving the way so any skills that you can leverage or add to your toolkit related to technology will benefit you at any library position. The more positions that are out there require some level of technology expertise. This is from the Bureau of Labor Statistics from the occupational outlook by 2012, 2013 and I just looked up librarians, I was curious as to what they would say about librarians and these are the six qualities that the BLS reports that a librarian should have. Active learning, and we do this very well, staying up on trends, learning about the newest resources. Communication skills, librarians need to be strong communicators, need to be able to understand people's written and spoken thoughts and respond clearly. Computer skills, any skill you can gain through technology. Interpersonal, being able to work as part of a team but also being able to work with the public and possibly other researchers. Problem solving ties into your critical thinking aspect and even the reading comprehension. There are some frequent public skills so I am going to break it down now based upon library type. Public library skills. These I see over and over in job descriptions and what employers are seeking. Advocacy

skills, budgeting, understanding how to do a budget and helping with budgets, computer skills, fundraising, having knowledge of current library technology. On the academic side, some of the same that we saw on the prior screen but also there is an emphasis on the technology side related to virtual reference or even delivery of instructional content. There are a lot of new technologies out there and understand new technology for discovery and management. For special libraries, a lot of the same. The key ones I will highlight are analysis from the BI intelligence I mentioned earlier. More and more organizations are really looking at not only what they are collecting statistics on but doing a full in depth analysis on these statistics and applying it. This is how to do it, this is how to really get out there for seeking that next career move. It is really all about relationships and getting involved, building your portfolio. Maybe it will be becoming involved with an association at a local, regional, or even international level. Becoming involved through work. Maybe there is an entity you could join or become a liaison to a certain group. Volunteering is huge and really important. Become involved with your association and volunteer maybe be on a committee or head up a specific project or even volunteer at work. Publishing, you can start writing short articles for your local library association newsletter all the way up to getting published in a particular journal. Presenting and attending conferences, they are always looking for program proposals and that is a really great way to not only share your expertise but also you name and then additionally to really develop you own resume and it is really great for your own presentation skills which you will use in your employment. Leverage your network, do not just connect and gain all these relationships, really leverage it and become an active networker. Make a change, consider thinking outside the box, do not stay inside the box, you may need to move or relocate if possible. Do you research. Marketing yourself, it starts with your cover letter. You take that job description to make sure your cover letter and your resume agree to that job description. You might need to do some tweaking. Make sure your references are professional references. Be enthusiastic and open to your options. With any of this, it takes creativity and it does take time. You might want to have your elevator pitch ready, have your personal narrative, have your own story ready and maybe have multiple stories ready. Having

multiple pitches depending on whom you are networking or speaking with. Make sure you do know the process when it comes to jobs. What may be the job selection with an academic may be completely different if you are applying for a job within a corporate entity. You want to use your resources, this goes with networking and really leveraging your connections. That wraps up today, I really thank you for your time. If you are interested you can register with LAC group, we have a careers page that is free to register and you can see all of our current openings and apply. As well as please feel free to reach out to me and Linkin with me, I would love to be a contact for you if I can help you in any other way. I really appreciate your time for spending the past 40 minutes with me and going through my presentation related to the career you want and connecting to the right job. Thank you.