

# Do You Have the Skills for Tomorrow's Library Careers?

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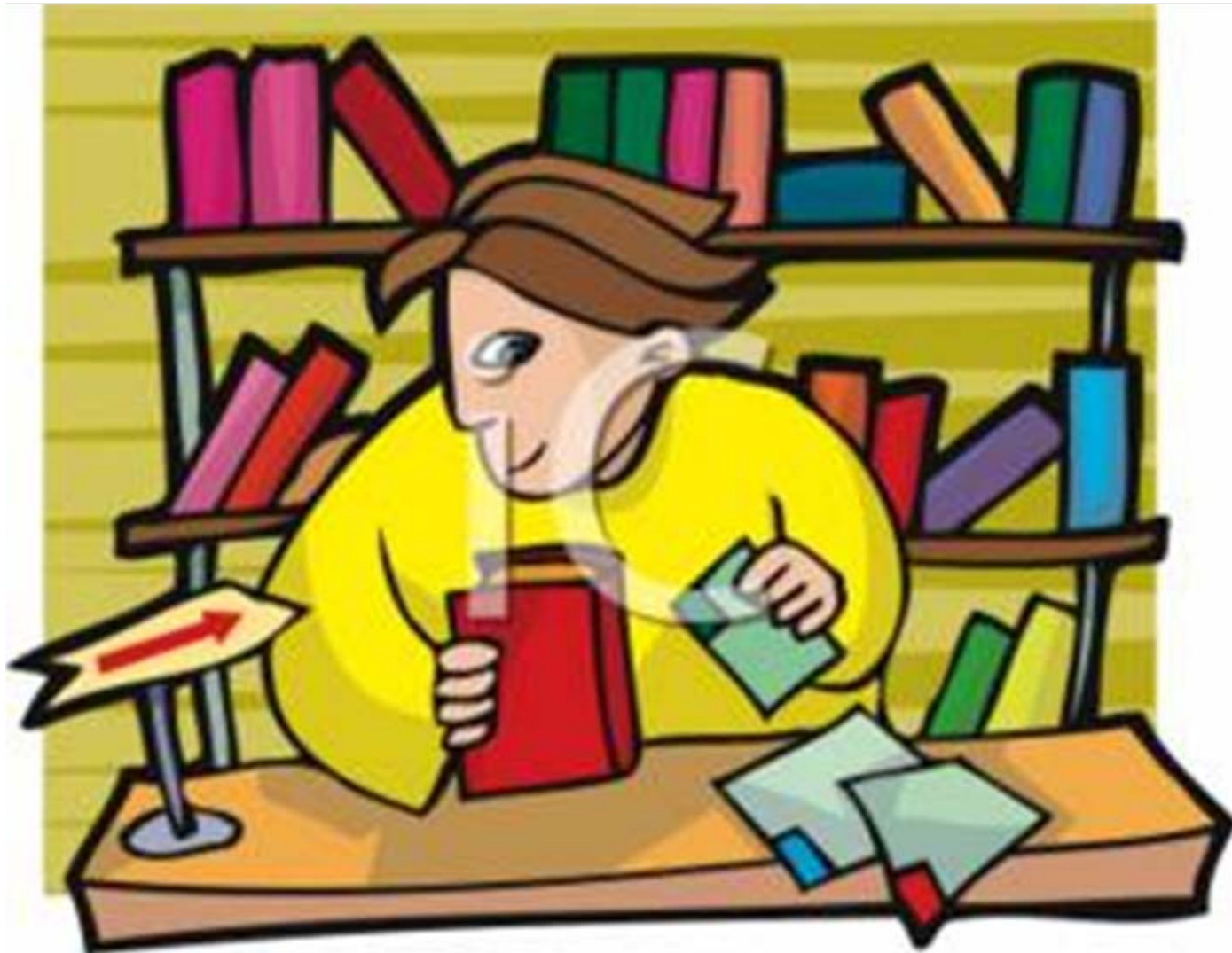


# Objectives

1. Distinguish between careers in the Information field
2. Identify the skills that you will need
3. Steps to your goal

# Introductions

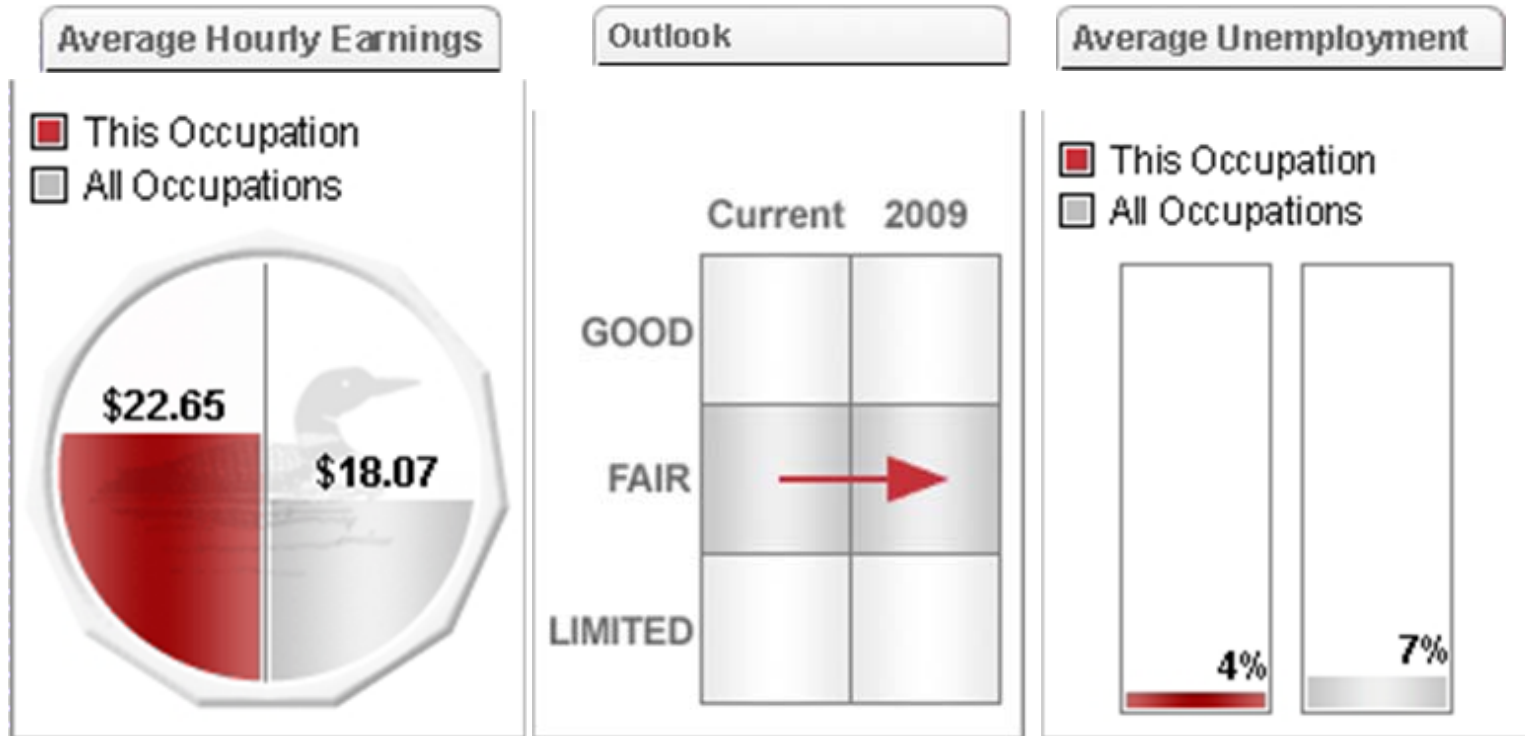




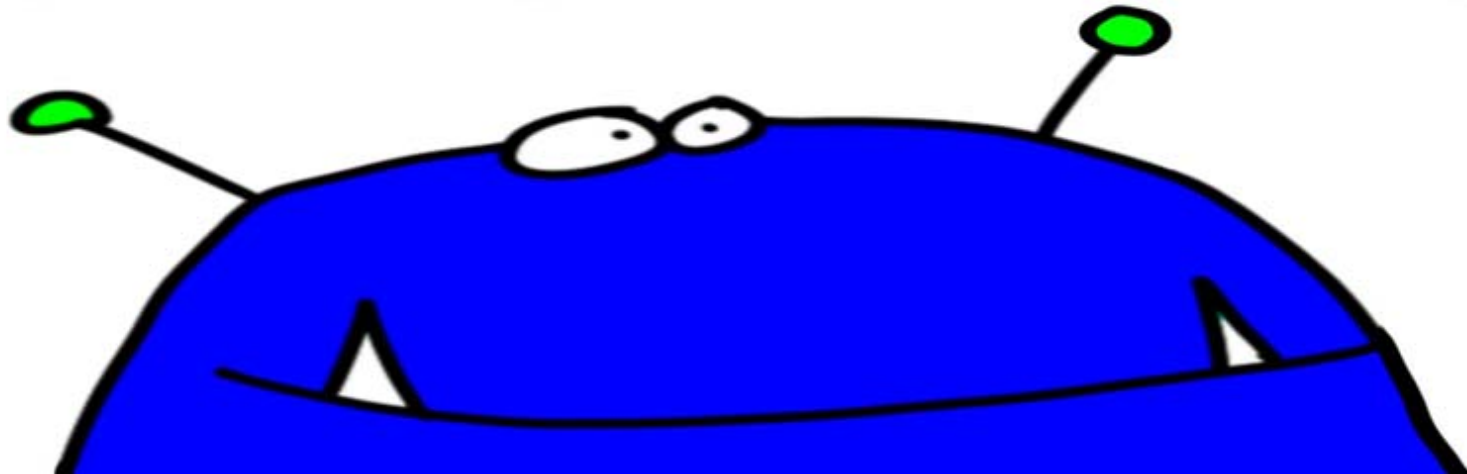
# Traditional Careers

- Cataloguing Technician
- School Library Technician
- Information Specialist
- Children's Librarian
- Library Technician

# Librarians – At A Glance



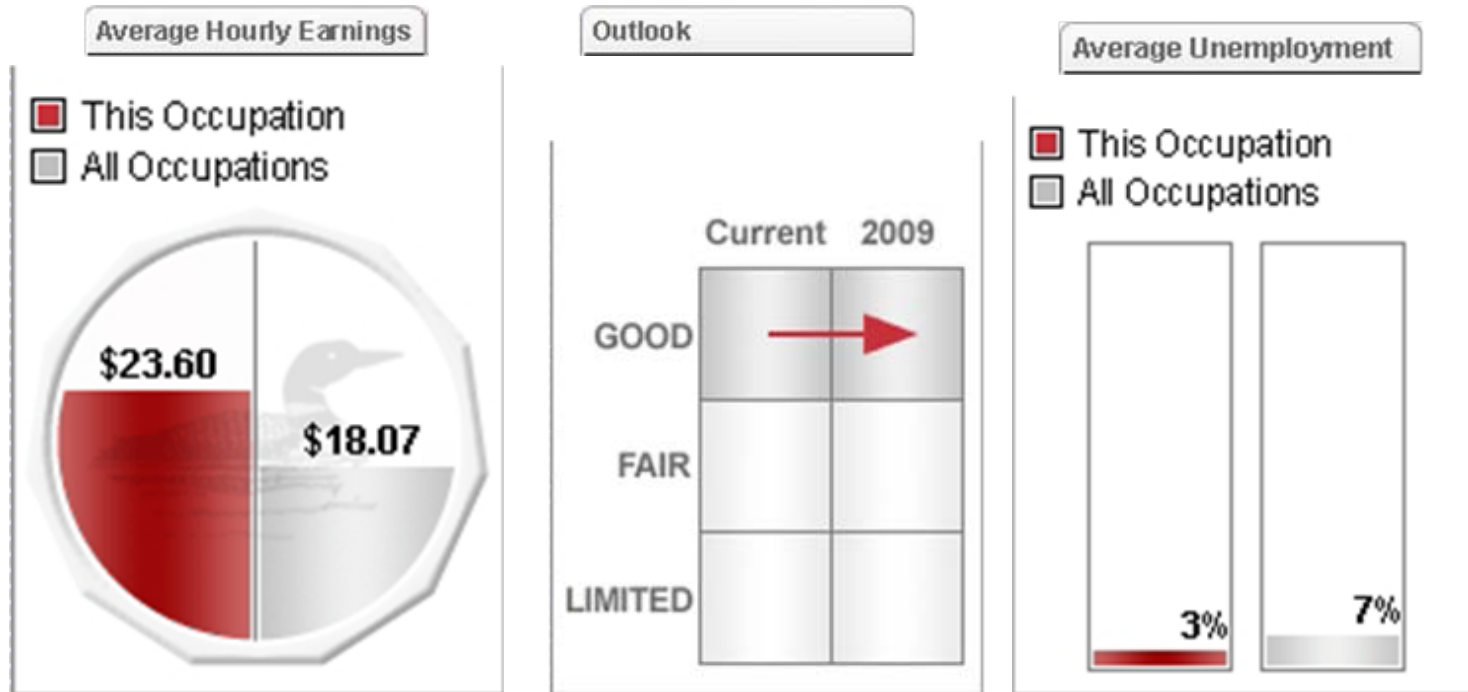
WITH A  
SOCIAL MEDIA  
SPECIALIST  
ALL THINGS ARE  
POSSIBLE!!



# Future Careers

- Knowledge Manager
- Taxonomy Specialist
- Social Media expert
- Website Specialist
- Data Initiatives Manager

# Web Designer – At A Glance



# Knowledge Manager

- Excellent information technology skills, particularly database-related
- Excellent organization skills including ability to manage multiple tasks and projects and an ability to prioritize and work to deadlines
- Financial management skills
- Information searching skills
- High level of competence in word processing, spreadsheets, office administration systems and electronic

# Taxonomy Specialist

- Experience in developing and managing large or multiple taxonomies.
- User Experience background desirable.
- Understanding of taxonomy and search technologies.
- Strong analytical skills
- Good grasp of statistics
- Coding ability a plus

# Social Media expert

- Discretion to identify threats and opportunities in user generated content
- Understands social media universe including YouTube, StumbleUpon, Delicious, Digg, Reddit, Flickr, Forums, Twitter, Wikis, blogs, Possesses functional knowledge or some experience with HTML/CSS
- Knowledge of search engine optimization-think including basic keyword research.

# Website Specialist

- Basic knowledge of web site design standards and best practices including a working knowledge of HTML, CSS, PHP Javascript and SQL
- Working knowledge and experience with properly engaging social media (including tools to support social media, such as Word press or other blogging software, Facebook, and Twitter);

# Data Initiatives Manager

- Ability to work in fluid, multi-tasked environment with minimal supervisions
- Knowledge of data bases and data base structures and processes
- Excellent organizational and time-management skills, with an ability to prioritize work and problem-solve, initiate and complete projects.
- Understanding of the strategic importance of data to the delivery of 211 services and its value in generating revenue to help support sustainability of 211.

# Skills

- **Technical Skills**
  - Taxonomy development
  - Metadata analysis
  - Information Architecture
  - Web 2.0
  - Social media
- **Soft Skills**
  - Leadership skills
  - Presentation skills
  - Flexible
  - Independent

# How do I develop them?

- **Associations**

- Discussion Lists
- Networking
- Volunteer

- **Training**

- Educational Institution - In class / Online
- Private companies - Groups

- **Online & Social Networks**

- Online networks
- Blogs, etc.

# Associations

- Knowledge Workers of Toronto  
<http://meetup.knowledgeworkers.org/>
- Special Library Association  
<http://www.sla.org/index.cfm>
- CIPs – Computer Information Professionals  
<http://www.cipstoronto.ca/>
- AIIM – Association of Information Mgmt  
<http://www.aiim.org/chapters/firstcanadian/>

# Training

- PLC – University of Toronto
  - <http://plc.ischool.utoronto.ca/>
- Athabasca University
  - <http://auspace.athabascau.ca:8080/dspace/handle/2149/578>
- Special Libraries Association
  - <http://www.sla.org/careers/>
- SeoTraining Toronto
  - <http://www.seotrainingtoronto.com/social-media-marketing/>

# Course Example

## University of Toronto – Professional Learning Centre

### ***Taxonomy Guide: Online Resource & Learning Tool***

- **Taxonomies In Context:** *Definition> Problem Defined> Benefits> Knowledge Assets Management> Applications*
- **Taxonomy Basics:** *Classification>Controlled Vocabulary>Metadata*
- **Software Tools:** *Automatic Categorization Tools> Thesaurus Management Software> Vendor List*
- **Design:** *Domain and Purpose>Design Elements>Advanced Design*
- **Planning:** *Introduction> Making a Business Case: Project Phases: Project Management> Pitfalls> Case Studies*

# Online & Social Networks

- Linked In - [www.inlinkedin.com](http://www.inlinkedin.com)
- Twitter – [www.twitter.com](http://www.twitter.com)
- Facebook – [www.facebook.com](http://www.facebook.com)
- Ning - [www.ning.com](http://www.ning.com)
- Yahoo – [www.yahoo.ca](http://www.yahoo.ca)

# Additional Resources

## Websites

- ***Taxonomy***

- <http://www.taxonomystrategies.com/>
- <http://taxonomystrategies.com/tsblog/>
- <http://www.taxonomybootcamp.com/2009/>

- ***Social Media***

- <http://www.netsquared.org/blog/channing/social-media-job-description>

## Journals

- KMWorld
- EContent
- Information Outlook

# Contact

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Check out my blog for more resources and to share: <http://www.bloglines.com/myblogs>

<http://twitter.com/LibrarianCA>

<http://www.facebook.com/home.php?ref=home#!/InformationNow>

<http://ca.linkedin.com/pub/pam-casey/1/b98/614>

