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## Telling Your Story: Articulating Your Value as a Technical Services Librarians

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# Telling Your Story

Articulating Your Value as a  
Technical Services Librarian

Atla Webinar Series  
March 10, 2020

# **Poll: Who are we?**

What area(s) of technical services  
do you work in?

Please select all that apply.

# Context

- Stagnant or declining budgets
- Automation
- Changing areas considered technical services
- Tenure and promotion justification

**VALUE in relationship to IMPACT**

# **Poll: What are we measuring?**

Which of these statistics does your department keep about work performed in technical services?

Please select all that apply.

# Monetary Value Measurements

- Commodity production
- Comparing competing workflow alternatives
- Frequency of use
- Expenditure reports
- Return on investment (ROI)



# Impact Measurements

- Direct
  - User experience
  - Access fulfillment
  - Graduation rates
- Indirect
  - Prestige of the institution
  - Use of data by new technologies in new ways



# Impact/Effort Matrix

	High Impact	Low Impact
High Effort	Major Projects	Thankless Tasks
Low Effort	Quick Wins	Fill in Jobs



# Assessment Measures

Examples of connecting stats to impact:

- ❑ Comparing LC#s of new pieces or circ stats to curriculum
- ❑ Comparing diversity of subject headings, publishers, or languages in the collection to a desired level
- ❑ Showing the variety of areas of study that use “subject specific” databases (from parsed user data) to demonstrate broad value

# Conversation starter:

What types of assessment measures do you have in place to determine the impact of technical services “products” on users?

What are some other ways of relating what you measure to impact?



# Mission

# Personal Mission or Vocation

“One’s vocation is one’s calling in life – not simply what one “wants” to do or “is expected” to do, but that toward which one is drawn, and which (it is hoped) will provide one’s life with meaning, purpose, and a sense of genuine fulfillment.” *Hearing Vocation Differently* (p.8)

“when our work expresses gratitude for our continuous receiving from others and for the gifts from God. ... embrace of a concern for the flourishing of all.” (p. 149)

Vocational mission means: We live out our theology (or life philosophy) in our work

We bring our whole selves to our work (#wholeheartedlibrarian)

challenges students to grow spiritually, **intellectually**, and professionally in order to lead God's people

*transforms lives, communities, and the world by providing opportunities ... through **excellence in learning, discovery, healthcare, and engagement***

**to educate men and women for worldwide leadership and service by integrating **academic excellence** and Christian commitment within a caring community**

a center for **scholarly research**, informed and creative teaching, and service to the community and society at large. ...uphold the highest standards and be a leader in the **quest for new knowledge** through scholarship, dissemination of knowledge through teaching and outreach, **creative experimentation of ideas and concepts**. ...values most highly intellectual freedom that supports **open inquiry**, equality, compassion, and excellence in all endeavors

# Transferable skills - Acquisitions

- Finding the best price and best access to content needed by patrons
  - Negotiation skills
  - Data analysis
  - Technological skills
  - Mathematical abilities
  - Familiarity with publishing industry
  - Clarity of communication



# Transferable skills - Cataloging

- Facilitate access to intellectual content
  - Attention to detail
  - Data analysis
  - Pattern seeking: user, publisher, provider
  - Technological skills
  - Project management
  - Familiarity with ontologies and taxonomies



# Transferable skills - Electronic Resources Management

- Maintaining discovery and linking technologies for maximum access
  - Data analysis
  - User need assessment
  - Technological skills
  - Troubleshooting
  - Pattern seeking





# Conversation starter:

What is your 30-second elevator speech that explains the value of your job in 5 years to library outsiders?

# Communicating Your Value

 **David East** @davideastUK · Feb 10

"I'm a copy-editor"

- boring
- who cares
- what does that even mean

"I am here to right what has gone wrong"

- mysterious
- ominous
- maybe you have a sword

I'm a cataloger

- Boring
- What does that even mean?
- Most people think I read all day

I know where the treasure is buried and I made a map so you can find it.

- Cool
- Powerful
- Magic might be involved

# Resources

<https://libguides.murraystate.edu/Treasures>

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Thank You!