

**2012 HBCU Library Alliance
Exchange Program
Application**

****This is a fillable form****

Name: Marcella L. McGowan
Title: Instructional Electronic Resources Librarian
Institution: Johnson C. Smith University
Address: 100 Beatties Ford Road
City/State/Zip: 28216
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- What is your most significant achievement as a librarian?
My first professional position has provided me with the opportunity to participate in several projects such as becoming an Emerging Leader and being selected into the HBCU Library Alliance Leadership Institute. These as well as other programs have increased my lifelong learning opportunities, which benefit myself and the users of the James B. Duke Memorial Library.

- Describe your project and why it is strategically important to your library?
I would like to explore and create assessment tools and strategies that can be integrated into our Information Literacy Program, JILL. These assessment tools and strategies will be developed in a generic format, as well as cross-disciplined for delivery to multiple departments and classes. One of the strategic plans for the James B. Duke Memorial Library is to foster an environment in which librarians and faculty will become teaching partners in research methodology and information technology.

- What is the outcome/goal of your project?
My first goal is to take this assessment plan and immediately implement this semester. We'll take the data from this semester and seek grants to study other assessment tools with emerging technologies. The last goal is to create assessment forms utilizing mobile technologies.

- What resources will you need to complete the project?
I will need access to traditional and technological assessment resources that will encompass the various learning styles of our diverse student population.

- Are you aware of any barriers that may inhibit successful completion of your project?
I do not foresee any barriers that would prevent me from completing this project.

SUBMISSION REQUIREMENTS – All materials are due no later than **Wednesday, August 15, 2012.**

- A completed application submitted via one of the following methods:

Email: sphoenix@hbculibraries.org

Fax: 404-892-7879

Mail: HBCU Library Alliance, Attn: Sandra Phoenix, 1438 W. Peachtree Street, Suite 200, Atlanta,

GA 30309-2955

- A current resume.
- A written letter of support from your library director for your participation in this program and toward the completion of the project including permission to be on leave from your library duties during the exchange.
- Your energy, enthusiasm, and excitement in support of this opportunity!!

MARCELLA L. MCGOWAN
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EDUCATION

MLS, Indiana University School of Library and Information Science, Indianapolis, IN December 2008.

BA, Robert Morris College, (concentration in Computer Information Science), Chicago, IL February 1996.

PROFESSIONAL EXPERIENCE

Instructional Electronic Resources Librarian, Johnson C. Smith University
Charlotte, NC, June 2009 - Present

- Manage the lifecycle of licensed electronic resources that includes purchases, renewals, cancellations, and trials.
- Correspond with vendors and consortium group.
- Compiled monthly statistical reports of database activities.
- Research and analyze electronic resources.
- Created and maintain procedures and policies manual for serials management.
- Update and maintain E-Journals in Moodle.
- Troubleshooting user connection problems.
- Overseeing print serials management, including placing orders, receiving issues, initiating claims, maintaining holdings, preparing volumes for binding, and renewing or canceling subscriptions.
- Perform reference services, in addition to providing information literacy to students and faculty on how to use these resources effectively.
- Develop information literacy/research instruction programs and professional development workshops for faculty, students, staff and the community.
- Teach instruction sessions covering research and library skills to core curriculum courses.
- Collection development for faculty in the Social Science and Psychology areas.
- Participate in library committees, including information literacy, and publication.
- Stay current with relevant trends in information literacy, reference, and E-resources.

LIBRARY RESIDENCY EXPERIENCE

Career Transitions Executive Leadership Program (CTELP), Indiana University Northwest
Gary, IN Summer 2008

- Selected from competitive pool to become a CTELP resident.
- Interned at Indiana University-Northwest participating in management-level operations and organizational decision-making.
- Provided in-person and telephone reference assistance.
- Instructed users on how to use a wide range of library sources (both print and electronic).

PARAPROFESSIONAL EXPERIENCE

Coordinator, ClubZ Tutoring
Hobart, IN 2006 – 2008

Paraprofessional, Northwest Indiana Special Education
Crown Point, IN 2006

Instructional Aide, Lake Central School Cooperation
St. John, IN 2005 – 2006

IT Recruiter Manpower Professional
Gurnee, IL 2000 – 2002

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Systems Engineer/Helpdesk Technician, Manpower Professional
Gurnee, IL 1998 – 2000

PROFESSIONAL PRESENTATIONS

"The Personal Librarian: Easing Adult Learners' Transition in College." Co-presented with Latrice Booker at Indiana University Northwest, American Libraries Association Annual Conference, Anaheim, CA, June 2012.

"Develop Awesome Promotional Videos – Support ACRL and New Conference Attendees!" Emerging Leaders Poster Session. Co-presented with Tahirah Akbar-Williams, at Johns Hopkins University, Brook Minner at Northeast Harbor Library, Heidi Steiner at Norwich University and Greta Wood at Mississippi State University Libraries, American Libraries Association Annual Conference, Anaheim, CA, June 2012. <http://www.youtube.com/user/ALAACRL>.

"Develop Awesome Promotional Videos – Support ACRL and New Conference Attendees!" Emerging Leaders 2012 Virtual ACRL Meeting. Co-presented with Tahirah Akbar-Williams, at Johns Hopkins University, Brook Minner at Northeast Harbor Library, Mary Jane Petrowski, at Association of College and Research Libraries, Heidi Steiner at Norwich University and Greta Wood at Mississippi State University Libraries, American Libraries Association Annual Conference, Anaheim, CA, June 2012.

"Know Your Plate." Co-hosted with Monika Rhue, at Johnson C. Smith University, Charlotte, NC, March 2011.

"Scholarly Communication and New Roles for Research Libraries TDEL 4." Co-hosted with Sara Seten Berghausen at Duke University, hosted by Johnson C. Smith University, Charlotte, NC, April 2011.

"Charting A New Course: Archival Best Practices and Technologies." Panel Session, HBCU Library Alliance ASERL Exchange Program, Atlanta, GA, October 2010.

"Job Searching Strategies Panelist." Group Discussion at Indiana University-Purdue University, Indianapolis, IN, Spring 2009.

"Life as a CTELP Resident at Indiana Northwest University." Indiana University-Purdue University, Indianapolis, IN, Summer 2008.

MODERATOR

"Charting A New Course: Archival Best Practices and Technologies." Panel Session, HBCU Library Alliance ASERL Exchange Program, Atlanta, GA, October 2010.

PROFESSIONAL DEVELOPMENT

HBCU Library Alliance Leadership Institute. Co-Scholarship partner Michelle Orr at Johnson C. Smith University "nine-month, intense training and leadership program" Atlanta, GA, February 2012.

Electro Cruise. Faculty Presentation, Johnson C. Smith University, Charlotte, NC, February & October 2011.

Re-engineering Academic Libraries for Digital Natives and Beyond: Digital Learning Materials and the 'Teaching Machine' of the Future. ACRL e-Learning Course, Johnson C. Smith University, Charlotte, NC, August 2011.

HBCU Library Alliance ASERL Exchange Program, with Carson Holloway, Duke University, Raleigh, NC, Summer 2010.

AWARDS/HONORS

2012 American Librarians Association – Emerging Leaders

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2012 HBCU Library Alliance Leadership Institute – Leadership Institute Scholarship
2011 North American Serials Interest Group - Rose Robischon Scholarship
2011 North Carolina Library Association - Conference Scholarship
2011 Association of College and Research Libraries - Librarian Scholarship
2008 Judie Violette Participation Grant – Indiana Networking for Documents and Information of Government Organizations

CONFERENCES ATTENDED

2012 Carolina Consortium Annual Meeting at University of North Carolina at Charlotte, NC, May 10.
2012 MLA Tech Summit at South Country Regional Library, Huntersville, NC, April 4.
2012 21st North Carolina Serials Conference, Déjà Vu All Over Again: Familiar Problems, New Solutions, Chapel Hill, NC, March 16.
2011 NCLA 59th Biennial Conference: LIBRARIES: The Next Generation, Raleigh, NC, October 4.
2011 2nd Annual ShareAcademy at Central Piedmont Community College, Charlotte, NC, August 2.
2011 NCknows, University of North Carolina at Charlotte, Charlotte, NC, July 21.
2011 27th Annual NASIG's Conference, Nashville, TN, June 7-10.
2011 NC LIVE Resource Advisory Committee Summit, Chapel Hill, Raleigh, NC, May 4.
2011 ACRL Annual Conference "A Declaration of Interdependence," Philadelphia, PA, March 30-April 2.
2010 Web Junction/Learning RT Online Conference Information, August 10.
2010 Annual ShareAcademy, Central Piedmont Community College, Charlotte, NC, August 3.
2010 21st Century Library Instructor: Innovative Methods to Engage Today's Students, University of North Carolina at Charlotte, Charlotte, NC, August 2.
2010 TRLN Annual Meeting Triangle Research Librarian Network, Chapel Hill, NC, July 19.
2009 7th National Conference of Black Caucus of the American Library Association, Birmingham, AL, August 4-8.
2009 ALA Annual Conference, Chicago, IL July 9-15.

PROFESSIONAL MEMBERSHIPS

American Libraries Association, 2009 to present
American Library Association Black Caucus, 2009 to present
Association of Colleges & Research Libraries, 2008 to present
North American Serials Interest Group, 2010 to present
North Carolina Library Association, 2010 to present

JOHNSON C. SMITH UNIVERSITY
CHARLOTTE'S PREMIER INDEPENDENT URBAN UNIVERSITY

Dear Sandra and Members of the Exchange Committee:

It gives me great pleasure to recommend again Marcella McGowan for the 2012 HBCU Library Alliance/ASERL Exchange Program. It should be noted that Marcella was accepted for the 2010 class and had an excellent project in which she collaborated with Carson Holloway from Duke University. That partnership was on marketing electronic resources, and Marcella's project was integrated throughout the James B. Duke Memorial Library. Marcella has been at the library for over three years as the Instructional Electronic Resources Librarian in which she manages the serial collection, and is a part of the information literacy team.

Marcella is an ambitious librarian. Most recently, she was one of seventy-seven librarians selected for the 2012 class of ALA Emerging Leaders. Her exchange project centers on our information literacy program. Her goal is to create assessment tools and strategies, which will be immediately integrated into our current program. From this exchange, Marcella will be able to share and implement her project with our information literacy team. This type of collaboration benefits the users of JCSU and adheres with the university's strategic goals.

As the Director, I strongly support professional development and networking in the library profession. Although I do not have the budget to support traveling, I can support Marcella by recommending her for this exchange opportunity.

Thank you



Monika Rhue, MLIS
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