

Career & Educational Growth Plan

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Career Goal

My career goal is to work in external public relations and/or marketing in a library, school, education organization, or publishing company. I would also like to continue making progress with a side gig as a developmental book editor.

I started out at the Dayton CVB as a freelance Social Media Manager, which evolved into a full-time administrative support role spanning the Sales, Services, and Marketing Departments. I am now primarily involved in CRM Administration, compiling data, organizing workflows, and providing requested reports. I also post to our social media channels, update the website, compose content, create promotional graphics, flyers, brochures, etc.

I will continue to work in my present position until I find an opportunity that is a good fit. I am also working on my personal website as a platform for my creative endeavors, and eventually as the site for my book coaching business.

Educational Goal

The steps I'm taking now are:

- Complete my Associates in Information Science/Library Paraprofessional
- Broaden my knowledge and skills in marketing with Hubspot courses
- Earn a certificate in developmental book editing

I enjoy learning by doing, so I will continue to create content about books, movies and television, education, culture, and faith. I will also be podcasting and vlogging, and promoting my website through online communities and social media platforms.

Coursework

This is a list of the courses that I have taken in fulfillment of my Information Services degree, with brief descriptions.

- **Public Speaking:** The course taught best practices for composing different kinds of speeches. I improved my skills in outlining and organized speech construction, as well as practicing delivery in-person and online. Presentations were created using Powerpoint.
- **English I:** Through textual analysis of novels and other writings, I exercised skills in research and composition.
- **Computer Concepts & Software Applications:** This was an intensive course in Microsoft Office applications. Each assignment involved using Word, Excel, Powerpoint, and Access separately and together to complete a variety of 'real world' projects.
- **Social Media Digital Interact:** Through the creation of a hypothetical business, I learned more about web design, social media, marketing, and Google applications.

- Introduction to Psychology: This was a very thorough foundational course in psychological theories, principles, and concepts relevant to human biological processes and physical health, memory, cognition, perception, intelligence, human development, personality, social awareness, and mental health. I learned to evaluate a variety of methodologies used in research and applying basic psychological principles, as well as developing a global perspective.
- Introduction to Sociology: Starting with a study of sociology itself, this course moved through how sociologists do their research, different perspectives on sociology, cultures, social structures and deviations, and culminates with a personal sociology experiment and research paper. I learned quite a bit about how to properly do both quantitative and qualitative research and analysis.
- Collection Management: Collection Management covers the skills needed to manage library collections. I developed a much clearer and deeper understanding of the assessment and procurement of library resources and using digital library systems. I also learned about the ethical considerations of developing library collections.
- Reference and Information Services: This course teaches the basic of reference collections and providing information to users in the library. Through a series of skillbuilders, I learned about databases, researching and evaluating sources like websites, creating a pathfinder, and creating a core reference collection. I also learned more about how to do a helpful reference interview.
- Cataloguing and Classification: Cataloguing and Classification teaches skills important for the organization library materials, and how to use integrated library systems. I learned more about the Dewey Decimal system, and was introduced to the Library of Congress Systems and MARC record codes, and how to use OCLC cataloging.
- Computerized Spreadsheets: This course focuses on advanced Excel skills in manipulating, analyzing, and presenting data. I was able to build on the skills learned in Computer Concepts and Software Applications, and develop expertise in functions like Pivot Tables.
- Foundations of Library Services: Foundations is more of a concept course, exploring the philosophy of the public library and its role in society. I learned about the ramifications of how ethics and values are applied in library operations, and how public libraries, special libraries, and academic libraries function. Assignments reinforced the importance of understanding intellectual freedom, privacy, access, and diversity in the library and its collections. I will be able to apply this information in a professional setting in the future.
- Technology in Libraries: This course focuses on the technology skills needed in a library setting, as well as how to help users with their technology needs. By researching and creating training products for library users, I learned to better understand the specifics of how to apply the uses of technology in a library setting.
- Statistics: Statistics is a math-focused course teaching concepts like frequency distribution, variations, and probability. I was able to understand how this kind of analysis could be helpful in library information management, and gave me more confidence in my math skills.
- Biology I: This required natural science course taught basic in biology such as classifications, genetics, and cell structure. In addition to more knowledge about the intricacies of the building blocks of nature, I learned a lot about proper lab procedures.

- **Composition II:** Composition II is an advanced writing course focusing on research papers. I developed better research writing skills, especially in MLA formats for reports and citations.
- **Experiencing Literature:** This literature course used short stories from a variety of authors to teach the complex themes in literature, and the writing assignments helped develop skills in literary analysis and conveying personal interpretations.
- **Communication and Teamwork:** This was a course specifically about developing communication and teamwork skills, primarily through actually applying them with fellow students. I felt that my teamwork skills improved through strategizing on our shared class teamwork project, which included agreeing on the platform we used, times to meet, dividing up the coursework, and polishing the project for submission.
- **Web Technologies:** As the title of the course indicates, this was about how to evaluate and use web technologies, as well as looking at trends and deciding how best to integrate them into a library setting. I was able to exercise my skills in finding and using new platforms, and writing a website with HTML.
- **Access Services in Libraries:** This course is about how a library functions for the user, and customer service as it relates to libraries. I'm learning about this customer service focus and how to apply what I've learned to meet the needs of library users.
- **Adult Reader's Advisory Services:** This course is all about how to help patrons find the materials they want in a library. I'm learning the importance of reading widely and taking advantage of reader advisory websites and services to become more knowledgeable about how to use them.
- **Information Seminar:** This course builds skills in project management and career development. I'm further developing the skills needed to create a professional portfolio and cultivate professional contacts.
- **Information Capstone:** The capstone is the final thesis project for the Library Paraprofessional degree. I've exercised skills in brainstorming project ideas and how to turn ideas into an organized presentation.

Professional Organizations:

Professional organizations that are appropriate to my career and educational goals that would be beneficial to join.

The Ohio Library Council is a state association that represents the interests of Ohio's public libraries, including library staff and volunteers.

Ohio Library Council
 495 Metro Place South
 Suite 350
 Dublin, OH 43017
 Phone: (614) 410-8092
 Email: olc@olc.org

The American Marketing Association provides a community for marketers and works to shape the profession of marketing.

Contact Form: <https://myama.force.com/s/contactsupport>
 Phone: 1-800-AMA-1150

Professional Journals:

Professional journals that are appropriate to my career and educational goals.

Endnotes: The Journal of the New Members Round Table is an American Libraries Association journal with peer-reviewed, scholarly research, web site reviews, and book reviews.

<https://journals.ala.org/index.php/endnotes>

The Journal of Marketing is an American Marketing Association publication, and is considered to be the most substantive journal in marketing, providing information relevant to scholars, educators, managers, consumers, policy makers and other stakeholders.

<https://www.ama.org/journal-of-marketing/>

Educational Resources

Hubspot Academy: Hubspot is a respected full-service sales, marketing, and CRM platform that offers comprehensive certification courses. I plan to earn several certificates that they offer, including Digital Marketing, Content Marketing, and Social Media Marketing

<https://academy.hubspot.com/>

Author Accelerator: This website offers a book coaching certification that will help me launch a career in developmental editing.

<https://www.bookcoaches.com/>

Career Resources

LinkedIn: This career/social media platform is a great place to make career connections, post skills and job experience, and search for job openings.

Dayton Metro Library Outreach Services: I am volunteering at the Dayton Metro Library to gain experience and develop a network of contacts.

Trending Resources:

American Libraries' Dewey Decimal Podcast: Lots of discussion of hot button topics and library trends. <https://soundcloud.com/dewey-decibel-703453552>

Library Journal: is an important source of library news and encouragement for librarians

<https://www.libraryjournal.com/>