The Information Professionals’ Network: Creating new Employment Opportunities for Librarians

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Outline

In this presentation, we will talk about:

• The barriers to job-seeking for information professionals
• The impetus behind the launch of the Careers Expo
• The process of establishing the IPN, and planning the Expo
• The running of the Expo on the day
• Reflections on the Expo and plans for the future
Barriers to Job-Seeking for Info Professionals

The Portal Problem
Circulation Issues
Guidance Gaps
The Language Barrier
The Image question
The Paraprofessional Conundrum
No single jobs portal pre-2012 for LIS-related jobs

Margaret Irons
Circulation Issues

Low and slow circulation of job ads pre-social media era

Word-of-mouth, mailing lists, newsletters, noticeboards, etc.
Ad-hoc *career guidance* and advice for students and new graduates

Professional education gap?

In UCD, we launched the new professionally-oriented *Capstone* module in 2017-2017, which aims to “provide an opportunity for each student to take ownership of their emerging career and professional identity in the specialisation of their choice”

In the DBS programme, one of the core modules is “*Personal and Professional Development*” which has a similar aim
Let’s talk about the L-Word
MLIS Graduates from UCD School of ICS, 2011-2015 – how many jobs labelled with “library” or “librarian”?

<table>
<thead>
<tr>
<th>Class of 2011</th>
<th>11 (/ 25 )</th>
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</thead>
<tbody>
<tr>
<td>Class of 2012</td>
<td>15 (/ 28 )</td>
</tr>
<tr>
<td>Class of 2013</td>
<td>9 (/ 23 )</td>
</tr>
<tr>
<td>Class of 2014</td>
<td>7 (/ 18 )</td>
</tr>
<tr>
<td>Class of 2015</td>
<td>8 (/ 19 )</td>
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</tbody>
</table>

Source: UCD First Destinations Surveys, 2011-2015
Research Assistant
Temporary Clerical Officer
Taxonomist
Call Service Representative
Customer Service Associate
Rights and Permissions Assistant
Pension Administrator
Archives Assistant
Office Administrator
Retention Agent
Analyst
Social Media Specialist
DRI Data Curator
Archivist

Postgraduate Medical Education Centre Team Member
Project Management Engineer
Leisure Attendant
Insurance Advisor
Knowledge and Information Role
Transactional Specialist
Claims Assessor
Receptionist
Data Clerical Administrator
HR Assistant

Other job titles reported by MLIS graduates
Current Roles for LIM Graduates

- Researcher
- Project Manager
- Developing Databases
- Publishing
- Information Officer
- Websites/Blogs
- Desk Top Publishing
- Writer
- Digital Imagery

- Digitisation
- Taxonomy
- Metadata Developer
- Training
- Social Media
- Seminars
- Archival
- Information Literacy
- Content Development
- The list goes on!!
Future Roles for LIM Graduates

- Metadata analyst
- Quantitative data analyst
- informatics scientist
- Bioinformatics scientist
- Biostatistician
- Computational Biologist
- Medical Imaging Specialist
- Geographic Information Services Librarian
- Digital Repository Developer/Manager

- Visualisation Librarian
- Scholarly Communications Librarian
- Data Curator
- Digital Preservation Librarian
- Data Scientist
- Web Integration Specialist
- Subject Librarian
- Embedded Librarian
- Digital Projects Librarian
- Web applications Developer
- Maker Librarian
The Image Problem……
Are positions that *should* be filled by fully qualified information professionals being offered to para-professionals instead?

Do unpaid internships *de-value* our qualification, or provide valuable on-the-job training for those who are starting out?
The Impetus to launch Expo

• Marie O Neill presented at NPD (October 2016), she suggested the launching of a careers event for library and information management professionals.
• However it was a mid-accreditation (MSc Information and Library Management) visit from the LAI to DBS in December 2016 that confirmed the event will occur in 2017.
• DBS wanted to demonstrate that it was promoting the skill set of graduates to non-traditional employers to broaden opportunities for its graduates.
• For accreditation purposes library schools need to demonstrate that employers demand the skill sets of programmes’ graduates.
Establishing the Information Professionals’ Network


Was not a ‘network’ initially.

Collaboration between the 2 library schools in Ireland (Republic).
IPN’s Growth Spurt
IPN Members & Tasks

- Marie O Neill: DBS
- Colin O Keeffe: DBS
- Claire McGuinness: UCD
- Lai Ma: UCD
- Jessica Bates: University of Ulster
- Jane Burns:RCSI & UCD
- Lara Musto: LAI CDG
- Anita Cooper: TCD
- Emma Doran: Kildare Co. Co.
- Gerardine Blee: CILIP
- Marta Bustillo: UCD
- Margaret Irons: Dublin Institute of Advanced Studies
- Caroline Rowan: St. Michael’s Hospital
- Aine Carey: Maynooth University
- Clare Murnane: UCD
- Stephanie Chen: Englishiour
- Neasa McHale: Mason Hayes & Curran

- Get a logo
- Establish and maintain an online presence
  - Email
  - Twitter
  - Linkedin
- Set up Eventbrite page
- Create literature for employers
- Email prospective delegates
- Contact employers
- Physical Space
- Pen Production
- Lots more on the day…..
The IPN’s Mission

• Primary objective of the Network is to host an annual careers event (alternating between DBS and UCD).

• Focus will be on traditional and non-traditional employers.

• Longer term strategy is to grow awareness of skill set of schools’ graduates and to establish connections with the non-traditional employers.
Employers

Q: Who are the non-traditional employers?
A: Potentially all those that employ the following functions;

“The acquisition of information from one or more sources, the custodianship and the distribution of that information to those who need it, and its ultimate disposition through archiving or deletion”
Engaging Employers

Knowledge of graduates’ skill set of existing employers well known

Non-traditional employers would be more challenging:

• Links with these groups are not established.
• The general unawareness of our skill set, employers not immune.
Marketing the Event to Job Seekers

- Twitter
- Linkedin
- Email lists
- Libraryjobs.ie
- Word of mouth
- Eventbrite
- LAI Website
- VLEs
Marketing the Event to Employers

Most challenging part of launching Expo

Multifaceted Approach

• Cold calling
• Libraryjobs.ie contact list
• Meeting with IBEC (April)
• Breakfast Briefing (March)
• DBS Careers Fair: captive audience
Information Professionals' Network
info@ipnetwork.com

Careers Expo 2017

‘Give your Business a Competitive Advantage by Recruiting an Information Specialist’

The Information Professionals’ Network is a voluntary network of professional groups and associations, practitioners, leaders and educators from the information and library management sector in Ireland and beyond with the aim of showcasing to employers the competitive advantage of recruiting an information and library professional. The Network will run an annual careers expo and works with recruitment agencies to fill skills shortages in relevant areas. A key goal of the organisation is to promote the wide ranging skill set of the modern information and library practitioner which encompasses:

- Business Intelligence
- Web Design and Editing
- Data Protection
- Freedom of Information
- Digital Asset Management
- Records Management
- Research and Data Management
- Electronic Publishing
- Traditional Library Management
- Creative Project Management
- Web Analytics Management
- Information Resources Specialist
- Documentation Specialist
- Media Resource Centre Curator
- Archival Consultancy
- Teaching and Training Consultancy
- Database Administration
- Data Officer
- And more…

Date: 19th May, 2017
Venue: Dublin Business School
Time: 2-5pm
Register: To register interest please email info@ipnetwork.com OR colin.okeeffe@dbs.ie
The Expo in Numbers

Friday May 19th, DBS
144 Registered for main event (2-5pm)
97 attended

5 rooms of events
1. Talks Room (3 events)
2. Employers/Recruiters (11 stations)
3. Social Event Room
4. Mentors Room (17 stations)
5. Professional Bodies Room (9 stations)
Talks Room

• 10:15 Jayne Winch from CB Resourcing (London) presented a talk ‘Your CV, Digital Brand and Interview Advice’
• 11:15 Individual CV workshops (15 minutes) with Jayne Winch
• 14:30 Video Presentation from Victoria Sculfor, Sue Hill Recruitment (London) ‘Looking and Applying for a Job Online’
Employers & Recruiters Room

• Room operated from 14:00-16:30
• 11 employers and recruiters set up stands to liaise and engage with delegates.
• Bridging the gap:
  • Employers outline skill set/roles required
  • Delegates highlight their skill set
Professional Bodies Room

Space for delegates to meet the professional bodies in the sector. Three library schools were also present (further education/CPD opportunities)
Mentors’ Room

17 Stations
Professionals at various stages in their careers, different grades/roles and from a variety of libraries
• Academic (TCD)
• Law (Arthur Cox)
• Charity (Barnardos)
• Public (Wicklow County Council)
Opportunity for delegates to receive advice on career advancement
Employer Reflections

“Arcline was delighted to participate in the recent Information Professionals’ Network Careers Expo at DBS. There was a great turnout on the day and we got to meet graduates with a variety of skills sets and experiences. We were greatly impressed with the enthusiasm displayed by those we met, and by the comprehensive range of abilities that today’s information graduates have to offer. The contacts we made on the day will be of direct benefit to us in the future.”

(Mark Farrell, Arcline)
Delegates’ Feedback

• Survey sent the following Monday
• 12 Questions
• Low response rate (17)
• Open and closed questions
• Feedback will be used to improve future events

“Tell us what you think!”
Survey Results

- All respondents associated with the LIM sector
- Most heard of event through their library school or social media
- The afternoon sessions were most popular part of the expo
Survey Results: Reason for Attending

Why did you attend the expo?

Answered: 17  Skipped: 0

<table>
<thead>
<tr>
<th>Reason</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>To talk to employers/recruiters about...</td>
<td>14</td>
</tr>
<tr>
<td>To enquire about joining a professional...</td>
<td>9</td>
</tr>
<tr>
<td>To talk to other library and information...</td>
<td>5</td>
</tr>
<tr>
<td>To get CV/Interview advice</td>
<td>13</td>
</tr>
<tr>
<td>To network</td>
<td>3</td>
</tr>
<tr>
<td>For the SLA sponsored social event</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Respondents: 17
Survey Results: Job Hunting

Where would you normally look for jobs in the library and information management sector?

Answered: 17  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>libraryjobs.ie</td>
<td>94.12% 16</td>
</tr>
<tr>
<td>public body websites including county councils, colleges and local government jobs.ie</td>
<td>76.47% 13</td>
</tr>
<tr>
<td>Private company websites (Amazon, law firms etc.)</td>
<td>29.41% 5</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>41.18% 7</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>52.94% 9</td>
</tr>
<tr>
<td>Newspapers</td>
<td>17.65% 3</td>
</tr>
<tr>
<td>General recruitment websites (monster, jobs.ie etc.)</td>
<td>70.59% 12</td>
</tr>
</tbody>
</table>

Also

- Twitter#LISjobsIE
- Twitter
- Networking Events
Survey Results: Event Execution

- High satisfaction overall.
- Booking process needs to be clearer, one Eventbrite page for all events
Suggestions for Improvements

• More employers
• Debrief employers from outside the sector on the skill sets of the delegates
• Bring in the likes of Google and Facebook
• Introduce ambassadors to facilitate networking
• Clearer booking system
Going Forward

• Expo 2018 will take place next spring (May/June) in UCD.
• Work of the IPN will continue this year, though at a slower pace.
• Opportunities to engage employers are upcoming (UCD and DBS careers events).
• Attempt to get people from the broader information management sector involved.
• Get the Careers Depts. from colleges involved.
Thank you!
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