VITA

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January 2012
School of Library & Information Studies
College of Communication & Information
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GENERAL INFORMATION

Professional Preparation

9/84 - 12/90 PhD, Florida State University
School of Library and Information Studies
Minor Credits in Marketing, School of Business
Recipient of University President's Dissertation Fellowship
Dissertation Topic: Market-Based Modeling for Public Library Facility Location and Use-Forecasting

3/80 - 6/81 MLS, Florida State University
School of Library and Information Studies
Recipient of Alumni Scholarship Award

1/79 - 3/80 BS, Florida State University
School of Communications/Advertising

TEACHING

1996/Present **LIS 5602 Marketing of Information and Libraries**. Created this course which emphasizes business nonprofit marketing principles and practices, including activities and assignments designed to provide students with marketing management skills, utilizing real-time nonprofit organizations. Developed into web-based course Spring 2001.

Summer 2009/ Present **LIS 5528 Magic of Storytelling.** Created this course to share the oral tradition and literary sources of storytelling. This course utilizes

audio and video and places practical skills into the hands of many practicing librarians via online delivery.

Summer 2009 **LIS 5403 Human Resources Management**. Developed this course for a case study approach to human resources in the information organization arena. Students tackle current day HR problems through illustrative examples and analysis.

Summer 2008-Present

LIS 5945 Internships in Information Studies. Internships are developed with individual students each semester prior to service. They work in diverse fieldwork settings, completing agreed upon learning objectives with work supervisors, and submitting journal and discussion board assignments and a shared final report. International interns in London and Florence are also recruited, selected and supervised.

Fall 2008 **LIS 5408 Management of Information Organizations**.
A required course for all master's students. Revised in the summer of 2008, for the first time in a decade. Students work in teams to develop strategic plans.

Fall 2007-Present

LIS 5020 Foundations of the Information Professions. Created and developed this now required course which includes study of principles and foundations of the information professions, information policy, history of librarianship, current political issues and a diversity of topical conflicts for today's 21st century information professional to have cognizance of.

Fall 1992- Taught a variety of courses for the university in library and information studies and one graduate course in communications.

TEACHING AWARDS AND HONORS

Nominated for University Teaching Award –2006; 2007; 2009; 2010;2011

Faculty of the Year Award 2008-2009 - School of Library and Information Studies

School of Library & Information Studies, **FSU Alum of the Year 2011**
International Federation of Library Agencies Scroll of Honor - 2011
Golden Flame Award 2008 – recipient of this inaugural faculty award, for the College of Information, from the student leadership organization, Burning Spear.

TEACHING SERVICE

Faculty Advisor

2007-present American Library Association Student Faculty advisor for burgeoning chapter which is available for two years to our 700+ student body. Students become involved in civic, political and professional issues and take on leadership roles recruiting faculty and other professionals as speakers.

Doctoral Committees Served Upon

Seongsin Lee (2007)
Wade Bradley Bishop (2007-2008)
Sung Jae Park (2008-2011)

PROFESSIONAL EXPERIENCE

August 2010 - **Promotion: Research Associate and Faculty member of College of Communication & Information, School of Library and Information Studies (SLIS) FSU**

December 2005 - **Associate in Information Studies, College of Communication & Information, FSU**

August 2003-
December 2005 **Associate Scholar Scientist. Director, GeoLib Program.**

Florida Resources and Environmental Analysis Center, Florida State University, Tallahassee, Florida. Promotion, receiving doctoral committee status.

10/2000- **Promotion. Associate in Research. Director, GeoLib Program**. Florida Resources and Environmental Analysis Center, Florida State University, Tallahassee, Florida.

12/90 - **Assistant in Research.** Florida Resources and Environmental Analysis Center, Florida State University, Tallahassee, Florida.

Research faculty position in center that primarily conducts applied research for government, university and private sector agencies on a contractual basis. Responsible to develop applications for geographic information systems in the areas of land management, transportation, market research, library siting and market analysis, demographics, as well as assisting clients in use and processing of other spatially-related data.

SCHOLARLY ACTIVITIES

Publications

"A Conference Perspective" Proceedings of IFLA Pre-conference: Marketing in a Web 2.0 World, Stockholm, Sweden, 2010. KG Saur (2011).

"Marketing of Library and Information Services," Proceedings of IFLA Pre-Conference Service Strategies for Libraries, Athens, Greece, 2009. Ministry of Education of Greece, Athens, Greece.

IFLA Public Library Service Guidelines, second edition. Co-editor B. Gubbins, KG Saur, (2010)

"Public library facility closure: An investigation of reasons for closure and effects on geographic market areas." Co-authors Dean K. Jue & Bradley Wade Bishop. Library & Information Science Research, v. 31, 2009.

"Customer Based Marketing." Ongoing featured column in *Marketing Library Services*, a publication of Information Today, 2001-2009.

"A History of Location of U.S. Public Libraries Within Community Place and Space: Evolving Implications for the Library's Mission of Equitable Service," Public Library Quarterly, *v. 26, no. 1/2, 2007, pp. 75-100.*

"Serving Non English Speakers in US Public Libraries: 2007 Analysis of Demographics, Services and Programs." American Library Association, Office of Research and Statistics, March 26, 2008.

"Insights from the Experts "Marketing - the Driving Force of Your Library ," chapter in The Portable MLIS (Masters of Library and Information Studies): (2008) Portsmouth, NH: Greenwood Publishing.

"Why Public Libraries Close" a report published on WebJunction (2008) by OCLC.
"Key Publications in Marketing." IFLA Journal, vol. 32 (3) 2006.

"Public Library Facility Closure: How Research Can Better Facilitate Proactive Management, Co-Author Dean K. Jue. Public Library Quarterly , *v. 25, no. 1/2,2006, pp. 43-56.*

Marketing and Library Information Services: Perspectives. (2006) KG Saur. Co-editors Dinesh Gupta, Angels Massisimo, and Rejean Savard.

"Neighborhood-based In-Library Use Performance Measures for Public Libraries: A Nationwide Study of Majority-Minority and Majority White/Low Income Markets Using Personal Digital Data Collectors," Co-Author Dean K. Jue and Keith Curry Lance. Library and Information Science Research 27, January/February 2005, pp. 28-50.

"Serving Maps of Public Library Customer Data over the Internet." (www.geolib.org/PLGDB.cfm)," *Library Hi Tech News, vol. 22,* 2005.

"The Public Library Geographic Database: What Can it do for Your Library?" Public Libraries, 42, 2, pp. 49 – 54, 2004. Co –authored with Dean k. Jue, C. R. McClure, & J. C. Bertot.

"Customer Data 24/7 aids Library Planning and Decision Making," Florida Libraries, 47, 2, pp, 17-19, 2004. Co-authored with Dean K. Jue

"Solving the Demographics Conundrum." Library Journal, v. 129, 2004. Co-authored with Dean K. Jue.

"An Environmental Analysis: A Marketing Research Approach," a chapter in An Integrated Approach to Services Marketing: A Book of Readings on Marketing of Library and Information Services, edited by Dinesh K. Gupta and Ashok Jambhekar. 2003

"Heart of a Community: It's Public Library." Appendices H and I: Library Service Areas and Projected Population Areas. Presented to Fresno County Board of Supervisors, September 10, 2002

"The Vital Role of Public Libraries in America and Subsequent Need for a Unique Methodology for Determining E-Rate Discounts for Public Libraries: A White Paper," for the American Library Association Congressional Hearings, April 5, 2002.

"Technology--Pied Piper or Playground Bully or Creating Meaningful Measures Using Emerging Technologies." Keynote Speaker. 4th Northumbria International Conference on Performance Measurement in Libraries & Information Services, Pittsburgh, PA., 2001.

"Continuing Education for Library and Information Professionals: A Practical Approach." International Federation of Library Agencies Pre-Conference, Quebec, Canada, August 2001.

"Southwest Georgia Regional Library System. Long Range Plan of Library Service FY 2002-2007. (April 20, 2001).

"Developing Performance Measures Within a Marketing Frame of Reference." co-author Dr. Persis E. Rockwood**.** New Library World 102 (No. 1163/1164): 2001

"Introduction to Successful Marketing Using ArcView GIS." A six module virtual campus course for ESRI, world's largest geographic information system software producer, available 12/2000 www.esri.com. Co-author, Dean K. Jue.

"Use of New Technologies for Better Library Management: Geographic Information System Software and Person Digital Data Collectors," co-author Dean K. Jue, proceedings 66th annual International Federation of Library Agencies, Jerusalem, Israel, August 16, 2000.

"Public Sector Marketing Research Techniques: An International One Day Continuing Education Course for Public Librarians: Technologies and Factors Which Constrain and Facilitate Teaching Methodologies,"a Paper Submitted for Information 2000: A Vision for the SCECSAL Region, April 18 - 22, 2000, University of Namibia, Windhoek.

"Collecting Detailed In-Library Usage Data in US Public Libraries: The Methodology, the Results and Impacts," co-authors Dean K. Jue and Keith Curry Lance. Proceedings of the 3rd Northrumbia International Conference on Performance Measurement in Libraries and Information Services, August 27 - 31, 1999, Published by Information North for the Department of Information and Library Management, University of Northumbria at Newcastle, England.

"Using Public Libraries to Provide Technology Access for Individuals in Poverty, the Hope and the Reality: A Nationwide Analysis of Library Market Areas Using Geographic Information Systems, " Library and Information Science Research 21 1999. Co-authors Dean K. Jue, Andrew Magpantay, Keith Curry Lance, and Ann Seidl.

"The Complex Tapestry of a Library Life," a chapter in Leadership and Academic Librarians, edited by Terrence F. Mech and Gerard B. McCabe. Greenwood Publishing Group, Inc.: Westport, 1998.

International Library Marketing Glossary, sponsored by the Management and Marketing Section, International Federation of Library Agencies, distributed worldwide via IFLA website, 1998.

Library Facility Siting and Location Handbook. Greenwood Publishing Group, Inc.: Westport, CT., May 1997.

Comprehensive Land Information Assessment for the State of Florida. Final Report. Preapred for the Florida Information Resource Commission. Florida Resources and Environmental Analysis Center, Homer Hoyt Center for Land Economics and Real Estate. Florida State University. December 1995. Co authors, Stephen H. Hodge, Dean K. Jue and James W. May.

“Using GIS for Estimating and Profiling Geographic Market Areas,” Proceedings of 32nd Annual Clinic on Library Applications: GIS and Libraries, Patrons, Maps and Spatial Information Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, Champaign, Illinois, April 2-4, 1995.

“Automatic Creation and Maintenance of an Organizational Spatial Metadata and Document Digital Library,” presented and submitted to Digital Libraries 95, Austin, Texas, June 11-13, 1995.

"Retail Location Theory: Can it Help Solve the Public Library Location Dilemma," a chapter in Research Issues in Public Libraries: Trends for the Future, edited by Joy Greiner. Greenwood Publishing Group, Inc.: Westport, 1994.

"Public Library Site Evaluation and Location: Past and Present Market-Based Modeling Tools for the Future," Library and Information Science Research 14 (October/December 1992).

"The U.S. Census Bureau 1990 TIGER/Line Files: an Overview." a paper sponsored by the Homer Hoyt Center for Land Economics and Real Estate, Florida State University, Tallahassee,

"Information Needs of State Agencies," research conducted for the State Library of Florida, Tallahassee, Florida, 1989. Co-authored with F. William Summers and Charles Conaway, funded by the Library Services Construction Act.

"Media Center Layout: A Marketing Based Plan," School Media Annual 1986 Volume Four, edited by Shirley Aaron, co-authored. Libraries Unlimited, Littleton, Colorado, 1986: 297-306.

"Marketing Strategy for Children's Services," Public Library Quarterly 7 (Winter 1986/1987): 27-40, co-authored with Dr. Persis Rockwood.

Strategic Marketing of Library Services, competitive selection process by **American Libraries** for a four-part tutorial series. This was written and to be published in l988. The series was never published due to change in magazine format. Co-authored with Dr. Persis Rockwood.

"Free Air time, Can You Afford It?" Public Information Office, Dept Health and Rehabilitative Services, State of Florida, 1980.

Presentations

"Marketing SWGLAS" *SWGA Regional Library*, Bainbridge, GA, November 8, 2011

"True Marketing." *EUROLIS Conference, chair and presenter*, London, November 18, 2010.

"Storytelling ON Face: Online." With eight masters' graduate students. *Florida Library Association*, 2010.

"Service Strategies: Marketing of Library and Information Services." *Keynote speaker, IFLA Athens Pre-Conference*, Athens, Greece. International, 2009

"Marketing on a Shoestring: *Palm Beach County Library Association*." with graduate student, Nicole Stroud. *Arkansas Library Association. 2009.*

*"*A National Study of Public Library Closure: Why it Happens, Who is Affected, & What to do About it?" with graduate student, Wade Bishop. *Florida Library Association.* 2009

"Public Library Branch Closure," with graduate student, Wade Bishop, sponsored by PLA R&S, ALA, Anaheim, CA., June 23, 2008

"Beta Phi Mu (BPM) Program, " BPM Program, Ala, Anaheim, CA., June 25, 2008

"Marketing of Library and Information Services: Bay Area Librarians." Keynote Speaker, San Francisco, CA., September 24, 2008

"Marketing…the Missing Manual," Florida Library Conference, April 24, 2008

"GeoMarketing," Florida Library Association Conference, April 2007

"Before You Begin: New Thoughts on Evaluation & Research.".” Sponsored by Office of Library Outreach Service, ALA, June 23, 2007

"The Silent Majority? Identifying Hidden Users and the Underserved"," Sponsored by OLOS/ALA, 2007.

"Neighborhood Level Public Library Service to Special Populations: a Review of Critical Data Needed for Optimal Service Provision,"Northumbria Pre-Conference for IFLA Management and Marketing Section, Cape Town 2007
Co-Chair, IFLA Management and Marketing Section Program, Durban South Africa

"Marketing Research that Impacts Outreach to Special Populations." Sponsored by Office of Library Outreach Service, ALA, June 26, 2004.

"Come, Explore Public Library Geographic Database (PLGDB): A National Map of 16,000 Libraries and Customer Data." Sponsored by the Public Library Association, ALA, June 27, 2004

"Brew it and They Will Come: Retail Layout for Libraries," Sponsored by LAMA ALA, June 27, 2004.

“Come, Explore Public Library Geographic Database (PLGDB): A National Map of 16,000 Libraries and Customer Data.” Sponsored by the Public Library Association, ALA, June 27, 2004.

“Virtual Reference Desk: New Tool for Marketing Research,” Sao Paul, Brazil, IFLA 2005.

"Marketing Library and Information Services: a Practical Approach." South Georgia Association of Libraries, Leesburg, GA., February 25, 2005

"Planning for the Future,” SIRSI Super Conference 2005: Nashville, TN, February 27, 2005.

FSU Department of Geography Spring 2005 Colloquium Series
"US Public Library Geographic Database: an Internet-Based Decision Support Tool for Public Librarians," March 25, 2005.

"Mining the US Public Library Database: A Treasure Trove of Customer Data." Alabama Library Association, "And the Magic Continues...100 Years & Beyond," Birmingham, AL., April 20, 2005.

”Marketing Digital and Other Reference Services,” VRD 5th Annual Conference, presented marketing workshop, San Antonio, TX, November 19, 2003

"Building a US National Public Library Database: 16,000 Libraries and Counting. " July 8, 2003, San Diego, Ca. ESRI 23rd Annual Conference.

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"”US Public Library Database ' Demographics, Library Use and Mapping,” and ”Public Library Stakeholders: Vested Interests, Potential Conflicts, A Case Study." International Federation of Library Agencies, Berlin, Germany, August 2003

“National Public Library Geographic Database,” FSCS Annual Meeting, Phoenix, AZ, December 2002.

“Marketing for Library and Information Professionals,” NEFLIN, November 7, 2002, Jacksonville, FL.

“Customer Satisfaction: the Best Prescription,” SCC Medical Librarians Conference, San Antonio, Texas, October 16, 2002

“Marketing for Library and Information Professional,” SCC/Medical Librarians Conference, San Antonio, Texas, October 16, 2002

“Public Libraries Discussion Group,” chair, International Federation of Library Agencies (IFLA) Glasgow, Scotland, August18, 2002.

“Using Market Research to Improve Customer Service,” a preconference, sponsored by the Management and Marketing Section, IFLA, Glasgow, Scotland, August 15-16, 2002.

“Developing a GIS Basemap for Public Libraries,” ESRI Education User Conference, San Diego, CA., July 5-7, 2002

“Mapping the Public Library Database,” sponsored by the Library Research Roundtable, American Library Association, Atlanta, GA., June 16, 2002.

“Marketing for Library and Information Professionals,” a postconference workshop, Florida Health Sciences Association, St. Augustine, FL., April 16, 2002

“Customer-Based Marketing for Health Professionals,” Florida Health Sciences Association, St. Augustine, FL, keynote address, April 15, 2002

“Marketing Research for Information Professionals,” preconference at the Public Library Association, Phoenix, AZ, March 13.

“Counting on Results: Measuring Outcomes,” Public Library Association Conference, Phoenix, AZ., March 16, 2002.

"Marketing Research for Library and Information Professionals," preconferences at the Special Library Association, San Antonio, TX, and at National Conference on Asian Pacific Librarians, San Francisco, CA., June, 2001

"Handheld Computers in Libraries: The Technologies and Their Applications," preconference, Library and Information Technology Association, American Library Association, San Francisco, CA., June 2001.

"Library Application of Marketing Research," sponsored by the Library Research Roundtable, American Library Association, June 2001.

"A Practical Guide to Marketing for Public Agencies and Non-Profit Organizations: Marketing library and Information Services." A Preconference Workshop conducted for 10th annual PIALA 2000, Tumon, Guam, November 7, 2000.

"Marketing and Communicating Libraries." a satellite IFLA Conference, sponsored by the IFLA Section of Management and Marketing, August 8-11, 2000, Haifa, Israel.

"Evaluation and Statistics as a Marketing Tool," Performance Measures Discussion Group, 66th Annual International Federation of Library Agencies Conference, Jerusalem, Israel, August , 2000.

Estimating Your Public Library Outlets Actual Market Size;" "What□□□ Going On in There?;" and □Counting the Uncounted in Libraries: The Need, the Method, The Results." Annual American Library Association Conference, Chicago, IL., July 6-12, 2000.

"Public Sector Market Research Utilizing ArcView GIS," and "Using Circulation Data to Establish Library Geographic Market Areas." 20th ESRI International User Conference, San Diego, CA, June 26-30, 2000.

"Effective Use of Geographic Information System Software for Library Facility Siting." Florida Library Association, Tampa, FL. April 25, 2000.

"Marketing Library and Information Services." A workshop developed for the Preconference SCECSAL 2000, Windhoek, Namibia. April 9-10, 2000.

"Measuring Library Services Where Minorities are the Majority: the Final Report and Recommendations." Public Library Association, Charlotte, NC., April 1, 2000.

"Performance Measures for Public Libraries in Minority Communities." FSCS Professional Development Conference. San Antonio, TX. March 26-29, 2000.

"Marketing the Library Association in the New Millennium." Workshop developed and produced for West African Library Association. University of Ibadan, Ibadan, Nigeria, October 11-14, 1999.

"Collecting Detailed In-Library Usage Data in US Public Libraries: the Methodology, the Results and Impacts," 3rd International Performance Measurement in Library and Information Services Conference, Newcastle, England, August 29, 1999.

"Before a Library Facility Closes...What Should Library Managers Know?" Strategic Management and Public Policy Workshop, 65th International Federation of Library Agencies Conference, Bangkok, Thailand, August 26, 1999.

"A Marketing Strategy for Reference Services Built Upon Performance Measures." Performance Measures and Marketing Workshop, 65th International Federation of Library Agencies Conference, Bangkok, Thailand, August 26, 1999.

"The Location of Your Library Building: Why it is Important and How to Do It Using GIS," 14th International Library Buildings Institute, Shanghai, China, August 16, 1999.

“Integrating GIS (Geographic Information System Software) into Marketing: Some practical Suggestions." 19th Annual ESRI GIS User Conference, San Diego, CA., July 1999.

"New Performance Measures for Public Libraries." Black Caucus of the American Library Association 4th Annual Conference, Las Vegas, NV., July, 1999.

"In-Library Usage in Libraries Serving Asian Americans." Chinese American Library Association, American Library Association Annual Conference, New Orleans, June 1999.

"Market-Based Performance Measures for Public Libraries Serving Lower Income and Majority Minority Markets." Second Annual Diversity Fair, American Library Association Annual Conference, New Orleans, June 1999.

"Where Minorities are the Majority: Utilizing GIS and New Technologies to Improve Performance Measures in Majority Minority Library Markets." American Library Association Annual Conference, New Orleans, June 1999.

"Library Use and Poverty: Que Pasa?" Library Services to Youth of Hispanic Heritage. The Fourth National Institute for Hispanic Library Education, University of South Florida, Tampa, Florida, March 12 - 14, 1999.

"Colloquium on Management and Marketing of Information Systems and Services in Africa." Ouagadougou, Burkina Faso, Africa, January 5-7, 1999. Chaired two sessions.

"Market-Based Adult Lifelong Learning Performance Measures for Public Libraries Serving Majority-Minority Markets: Phase Two." International Federation of Library Associations Conference '98, Amsterdam, NL, August 14-22,1998.

"GIS and Marketing in the Public Library Environment." Environmental Systems Research Institute (ESRI), 18th Annual User Conference, San Diego, CA., July 27-31, 1998.

"Where Minorities are the Majority." American Library Association Conference 98. Washington, DC, June 26-July 1, 1998.

"Market -Based Performance Measures for Public Libraries Serving Lower Income and Majority-Minority Markets." American Association of Geographers, 98. Boston, MA., March 25-29, 1998.

"What do Public Librarians Need to Know About...Public Library Service to Minority Markets, Libraries for the Florida Future: Technology and Access for All." October 13, 1997, State Library of Florida, Tallahassee, FL.

"Market-Based Adult Lifelong Learning Performance Measures for Public Libraries Serving Lower Income and Majority-Minority Markets." International Federation of Libraries Association '97. Copenhagen, Denmark, September 2-3, 1997.

"A Multi-Media Educational Tour of the National Spatial Data Infrastructure," produced by the Pietrodangelo Production Group, in CD-Rom format. Awarded 1997 Project Showcase Winner-Most Innovative Project, Urban and Regional Information Systems Association '97 Conference. Toronto, Canada, June, 1997.

"Hot Topic - Market-Based Adult Lifelong Learning Performance Measures for Public Libraries Serving Lower Income and Majority-Minority Markets." LITA-LAMA National Conference 1996. Pittsburgh, Pa. October 15, 1996.

"Geographic Information Systems (GIS): Optimal Use in Public Libraries." Public Library Association 6th Annual Conference, March 30 , 1996, Portland, Oregon.

"The Hows and Whys of Providing Access to GIS Data in Public Libraries." Urban and Regional Information Systems Association Annual Conference, July 16, 1995, San Antonio, TX.

"Library Use Collection Methodology: Does One Size Fit All?" Using GIS to Determine what Type of Data to Collect in Differing Library Markets. U.S. Dept of Education National Center for Education Statistics, Learning From Each Other 1995. Arlington, Va. July 19, 1995.

"Four Case Studies Re: Effects of Race Minority Status on Library Use within Majority-Minority Library Markets Based Upon Two National Studies." Three-member panel, Research Results for Improved Practice. Multiculturalism and the Public Libraries: Sponsored by Public Library Research and Statistics Committee. American Library Association Annual Conference 1995, Chicago, Illinois.

"Using GIS (Geographic Information System Software) for Library Planning." Preconference sponsored by Library and Information Technology Association GIS Interest Group: Geographic Information systems: An Introduction. American Library Association 1995 Annual Conference, Chicago, Illinois. June 23, 1995.

"Automatic Creation and Maintenance of an Organizational Spatial Metadata and Document Digital Library. June 11 - 13, 1995. Digital Libraries 95 Conference, Austin, Texas.

"Implementing GIS in the Public Library Arena. GIS and Libraries: Patrons, Maps and Spatial Information." 32nd Annual Clinic on Library Applications of Data Processing. Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, April 3, 1995.

"Utilizing Geographic Information Systems for Planning and Assessment of Market Areas. U.S. Dept of Education National Center for Education Statistics." :Putting it Altogether Conference 1994. July 20, 1994, Arlington, Va.

"Utilizing Geographic Information Systems to Assess Public Library Service to Majority-Minority Markets. Carroll Baber Research Award 1991-92 Results. Library Research Round Table." American Library Association 1994 Conference. June 26, 1994, Miami Beach, Florida.

"The Clear Picture: Using Census Data for Library Planning in a Geographic Information System Environment." Library Administration & Management Association, Using Statistics for Library Presentations & Communications Committee, American Library Association 1994 Conference. June 26, 1994, Miami Beach, Florida.

"An Architecture and Operation Model for a Spatial Digital Library." Digital Libraries 94 Conference. June 23, 1994, Texas A&M University, College Station Texas.

"PLUS+GIS: A Project to Introduce GIS to Public Library Patrons." American Association of Geographers 1994 Annual Meeting, San Francisco, Ca. March 30, 1994.

Utilizing Geographic Information Systems (GIS) for Profiling Market Areas. 1994 Conference on Elementary-Secondary Education Management Information systems: State and Local Models for Excellence. National Center for Education Statistics, U.S. Department of Education. February 23-25, 1994, Orlando Florida.

Using GIS (Geographic Information Systems) for Library Planning. Federal-State Cooperative System for Public Library Data 6th Annual Training Workshop. National Center for Education Statistics, U.S. Department of Education. December 8, 1993, Alexandria, Virginia.

"The Biggest Picture: Putting Libraries on the Map & Keeping Them on the Agenda." Library Administration & Management Association, Using Statistics for Library Presentations & Communications Committee, American Library Association 1992 Conference, San Francisco, CA.

"Library Siting and Marketing." North Florida Library Association, April 23, 1991, Tallahassee, Florida.

"Developing Public Library Marketing Profiles through the Application of Computerized Census Data." Poster Session III: Movers and Shakers, ALA Poster Session Committee, American Library Association 1991 Conference, Atlanta, Georgia.

"Market-Based Modeling for Public Library Facility Location and Use-Forecasting." Research Forum II: Modeling, Statistics and Information Needs, Library Research Round Table, American Library Association 1991 Conference, Atlanta, Georgia.

"Location, Location, Location--Selecting a Library Site," Public Library Association Metropolitan Library Section, American Library Association 1991,Atlanta, Georgia.

"Marketing Reference Services," Florida Library Association, Jacksonville, Florida, Spring 1989.

Contracts and Grants

2012 In process, "PLUS-Maps: Improving Equity in Public Library Service," Principal Investigator**. Institute of Museum and Library Services, NLS, Planning Grant,** planning grant to create national forums of discussions by public librarians and key stakeholders regarding development of maps and databases indicating un and underserved public library customers bas on new US Census Data.

2002-09 **Sirsi-Dynix** ($46,000); **OCLC** ($37,000); **ALA World Book** ($10,000); **GATES** ($30,000); **NCLIS/USDOE** ($27,000), related to US PLGDB www.geolib.PLGDB.cfm.

10/2002-04 US National Public Library Spatial Database. Principal Investigator**. Institute of Museum and Library Services,** award of $250,000 to develop a national database of relevant public library data linked to a digital basemap.

12/2001 **Osceola County Library Master Plan.** Principal Investigator. Developing a long range plan for library services and facilities for this growing Florida county. Utilization of marketing research principles and geographic information system software (GIS) $52,000.

11/2001 Fellowship. Freedom Forum (of the Newseum in Washington, D.C.) and the **Special Library Association** to instruct journalists and journalism students on more effective Internet search strategies, October 27-November 10, in Hong Kong, Macau and the Philippines. Declined after events of 9/11.

5/2001-

2/2002 **National Public Library Mapping Project**, National Center for Education Statistics and National Commission on Library and Information Services (NCLIS). First time ever basemap development of geocoded public library outles, 16,000. Co-Principal Investigator, Dean K. Jue. $121,000.

7/99 -

7/2000 "Library Service Area Determinations through User Address Data and Use of Geographic Information Systems." **Loleta D. Fayan Award, American Library Association**. Co-Principal Investigator with Dean K. Jue, Florida Resources and Environmental Analysis Center. $10,000

9/99-
9/2001 "Counting On Results: New Tools for Outcome-Based Evaluation of Public Libraries." **1999 National Leadership Grants. The Institute of Museum and Library Services.** Project Director, Keith Curry Lance, Colorado Department of Education. **Project Consultant**.

12/98 -
11/2001 "Public Sector Market Research: A Continuing Education Course for Public Librarians Utilizing Geographic Information Systems." **1998 National Leadership Grant. The Institute of Museum and Library Services. Project Director.** The project's goal is to develop and teach a marketing research continuing education course for public librarians, utilizing two emerging technologies, geographic information system software and personal digital data collectors to facilitate better data collection and analysis, $250,000.

9/96 - 9/97 A Multimedia Tour of the NSDI. **Federal Geographic Data Subcommittee Award, United States Geological Survey.** (Co-principal investigator.) The project entails development and distribution of an interactive, *media intensive* educational outreach program introducing prospective users and providers to the potential of the National Spatial Data Infrastructure. Produced by Pietrodangelo Production Group. Won first place in the most innovative project category at URISA Conference, Toronto Canada, 1997, $45,000.

9/96 - 2/99 Market-Based Adult Lifelong Learning Performance Measures for Public Libraries Serving Lower Income and Majority-Minority Markets. **Field Initiated Studies Educational Research Grants, Office of Educational Research and Improvement, U.S. Department of Education. Project Director**. The project goal is to research, demonstrate and validate the use of marketing principles and new information technologies by public librarians, in assisting them to inventory, analyze and evaluate the adult lifelong learning needs for libraries located in majority-minority or low income market areas. Award $422,000. This was the only library-related award granted.

7/92 - 7/93 Assessing Public Library Service to Minority-Majority Markets Utilizing

Geographic Information Systems. **Carroll Preston Baber Research Award,** top research award of the American Library Association, **1991/1992**. Co-investigator, Dean F. William Summers, Florida State University School of Library and Information Studies, Tallahassee, FL. $10,000.

Winter 1983 "Brown Bag Film Festival," a twelve week film festival highlighting other Georgia grant-funded productions such as above. Simple brown bag lunch bag used as a program announcement which was judged **Best Brochure** in the Southeastern Library Association conference by the Atlanta Advertising Club.

9/82 - 4/83 "Three Notch Trail," a videotape production funded by a grant from the **Georgia Endowment for the Humanities** which documented the history of southwest Georgia area that the sponsoring regional library served. Responsible for writing, administering the grant, hiring principals and securing CBS-television station to produce it. The program is still circulating in the educational system of Georgia.

SERVICE

Florida State University

School of Library and Information Studies, College of Communication & Information

Committee member, Masters team (2006-present); Marketing 2010-present)

The Profession

Executive Director, Beta Phi Mu, Intl Library and Information Studies Honor Society, June 2007 – Present

Editorial Review Board, *Library Review*, 2006-Present

FACET Publishing, International Advisory Board 2011-

American Library Association, 1984-Present

Standing Committee, Committee on Research and Statistics

Appointed by ALA President, 2002-2004

***** Public Library Association

Committee on Research and Statistics, 2002-2008

1. Marketing of Public Libraries Section Distribution of Library Services Committee 1990-1992.
2. Metropolitan Library Section Program Committee 1990- 91.
3. Community Analysis and Marketing Research Committee 1996-1998.
4. Marketing of Public Library Services Committee 1999-2003

* Association for Library Services to Children
* Library Administration and Management Association

1. Statistics Section - Using Statistics for Library Presentations & Communications Committee 1991-96.
2. Buildings Equipment: Library Interiors Committee 2003-2005

* Intellectual Freedom Roundtable & Library Research Roundtable
* Membership Committee-2000-2002

Special Library Association, 1999-

Federal State Cooperative System - Public Library Data Use Subcommittee, U.S. Department of Education and National Center for Education Statistics 1994-97

International Federation of Library Agencies

*Management and Marketing Section

Standing Committee Member 1997-2003; 2007-2011, Special Library Association Representative. Information Officer 2007-2009: 2010-2011

International Marketing Award Jury 2003-2011

Public Libraries Discussion Group Chairman 2000-2002

Library Geomapping Study Advisory Committee, U.S. Department of Education, Fall 1996

West African Library Association 1999-

Florida State University Alumni Organization

Awards and Honors

International Federation of Library Agencies, Scroll of Honor Award, 2001

School of Library & Information Studies, FSU Alum of the Year Award 2011

Outstanding Faculty of the Year Award – College of Information, FSU, 2008-2009
Guardian of the Flame Award, Burning Spear Award, FSU - 2008

Nominated for FSU University Teaching Award 2006; 2007; 2009; 2010;2011

Twenty Five Women You Need to Know – Tallahassee Democrat (Community) 2009

FSU Office of Research 2006; 2007 Innovator's Award

ESRI Special Achievement in GIS Award- 2005

Beta Phi Mu - Library Scholarship Organization

Phi Kappa Phi - National Scholarship Organization

National Center for Educational Statistics Cooperative Systems Fellows Program, Fall 1995. U. S. Department of Education, Washington, D.C.

Who's Who in America 1996-

Olympic Torchbearer (Community Hero, Tallahassee, FL.) **1996 Olympic Games**