Role of the Corporate Library in the Information Management World

Margo Price, Supervisor
Nicole Mullings, Information Analyst
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Agenda

• Introduction
• Talisman’s Corporate Library
• Information Management Overview
• Value Proposition
• Industry Outlook
• Evolving Roles, Skillsets and Competencies
• New Model for Information Professionals
Introduction

Information management is an interdisciplinary field which combines skills and resources from librarianship, information technology (IT), records management, and archives. The corporate library at Talisman Energy Inc. is part of a newly created Information Management (IM) team comprised of the corporate library, records management, and enterprise content management (ECM) groups. Learn more about the unique benefits and challenges that go along with aligning these synergistic roles and functions under one umbrella and how it speaks to potential trends in the special library field.
Talisman’s Corporate Library
Anatomy of an Oil and Gas Corporate Library

• **Key Services**
  – Research
  – Media Monitoring
  – Subscription Management
  – Library Services
Team Overview

**Supervisor**
- Strategy and goals
- Staff management and development
- Coordinate database subscriptions
- Vendor management and negotiations
- Research projects

**Research Analyst**
- Lead research services
- Lead media monitoring
- Document delivery

**Sr. Information Analyst**
- Acquisitions
- Serial & subscription management
- Document delivery
- Accounts payable

**Information Analyst**
- Collection management
- Cataloguing
- Circulation & systems administration
- Offsite management
Identity Crisis

- Information Resources Centre (IRC) to Information & Research Centre (IRC) in late 2013
- IRC vs RLS - **IRK?**
- **Research & Library Services (RLS)** puts emphasis on core service of research and reconnects people with concept of library

<table>
<thead>
<tr>
<th>Research</th>
<th>Library</th>
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<tbody>
<tr>
<td>Technical – G&amp;G, Engineering</td>
<td>eBooks, eJournals, online database</td>
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<tr>
<td>Corp Comm, BD &amp; CA</td>
<td>Hardcopy books, magazines</td>
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<tr>
<td>HR, IT, Finance</td>
<td>Reference Services</td>
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Reporting Structure

- Part of Global IT structure
- Information Management created in 2013
Information Management Overview
Information Management vs. Information Technology
Information Management is...

- The application of systematic planning, controls and standards to the creation, use, transmission, retrieval, retention, conversion, final disposition, and preservation of information resources in all formats, and the improvement of information handling systems of all kinds.
Information Technology is...

- The common term for the entire spectrum of technologies for information processing, including software, hardware, communications technologies and related services.
Where Do We Fit?

- Information Management leadership
- Influencing Information Governance
  - Risk management
  - Acquisition/subscription guidance
  - Value-added services
Value Proposition
How We Measure Success and Value

Metrics for measuring Return on Investment (ROI)

- Request volume and details
- Time spent library vs professional
- Marketing
- Usage statistics, surveys
- Content vs. cost saved
- Physical footprint
Contemplating Corporate Libraries?

- Opportunity to be a generalist or embed and specialize
- Continual personal development opportunities
- Total rewards (e.g. compensation, benefits, etc.)
- Contribute to tangible growth
- Corporate culture
- Advocate for all libraries
- Information connections
Industry Outlook
No Consensus

- The low pay rank and estimated growth rank make library and information science the worst master’s degree for jobs right now.” - Forbes, June 2012

- America may be running out of sea captains and librarians. [These] professions…are likely to report significant deficits of qualified workers over the next 15 years or so, according to a report from the Conference Board. - WSJ, September 2014
Provincial Occupational Outlook

**Library Technician** NOC 5211.1

- Library technicians support and assist librarians by performing technical tasks involved in library work such as collection management, cataloguing an...
- **Average Wage**: $26.24
- **Outlook**: Up
- **Certifications**: Not regulated
- **Education**: 2 years post-secondary education/training

**Librarian** NOC 5111

- Librarians assess the informational, educational, cultural and recreational needs of the community they serve, find resources to meet those needs, and...
- **Average Wage**: $32.77
- **Outlook**: N/A
- **Certifications**: Not regulated
- **Education**: 6 years post-secondary education/training
National Occupational Outlook

Employment and Social Development Canada
Occupational Projection Summaries (2013-2022)

Library Technicians
• 8,098 projected job openings, 72% from retirements.
• 7,340 projected job seekers, 98% of these new graduates.

Librarians
• 5,063 projected job openings, 88% from retirements.
• 6,436 projected job seekers, 44% of these new graduates.

Provincial and national occupational outlooks do not include evolving information professional roles.
Evolving Roles, Skillsets and Competencies
About Margo

- SAIT Library and Information Technology program graduate
- 12.5 years at Talisman Information Technician > Research Analyst > Supervisor
- Sought project work and stretch opportunities to increase skill set
- Made career aspirations known and asked for personal development opportunities to support career goals
Project Work Case Study: IHS Standards Expert

- Solution for managing compliance and regulatory risk while providing timely and cost effective access to industry specifications and standards.

**Definition and Scope**
- What is the business need?
- What are the objectives?
- Who are the stakeholders?

**Requirements**
- Gather requirements – think ‘Reference Interview’
- Communicate the requirements – be the liaison between IT and the business

**Solution**
- Identify potential solutions – in-house, new vendors?
- Research, review, work with IT to understand technical implications
- Does the solution meet the requirements – follow up with business
About Nicole

- 7 years in the Research department of an oil & gas investment bank
  - File Clerk > Research Assistant > Supervisor & IT Liaison
- University of Alberta MLIS Graduate with IT focus
- 1 year at Talisman as an Information Analyst
  - Collaborated with ECM and IM Business Function teams
- Passion for information literacy and emerging technology trends
Project Work Case Study: ECM

- Enterprise content management systems (i.e. SharePoint)
  - Structured and unstructured information
- Taxonomies, classifications, controlled vocabularies, term lists
- Information governance of digital content
  - Disposition and retention
Project Work: Insights

- Research
- Contribution
- Communication
- Perspective
- Project Life Cycle
Competencies

Do you have the skills?
## Professional Skills

### All Information Professionals

- See the Big Picture
- Commit to GREAT service
- Build partnerships – be confident in your professional expertise as a partner
- Grow strong vendor relationships – and don’t be afraid to negotiate
- Thrive in a problem-solving environment
- Stay flexible in times of change
- Stay up on emerging technologies
- Develop strong communication skills – write great attention getting emails, deliver clear presentations and have excellent interpersonal skills

### Super Stars & Leaders

- Take initiative - seek new opportunities
- Maintain a positive attitude – set the example for your team
- Apply creative and innovative thinking
- Work to meet or exceed goals of library and organization
- Anticipate future trends and align your library strategy
- Empower others to take ownership
- Be assertive and make the decisions that need making – the library is a business within a business.
- Expand communication skills to include business cases and effective elevator speeches
Techie Librarians?

• “Librarians often are anxious about the new set of demands on them to learn about the operations of new gadgets, to master every new web application, and to de-bug every glitch on a digital device. A notable portion of librarians report they are self-taught techies. Staff training programs often help, but librarians report wide variance in the quality of some training efforts.” - *Libraries, patrons, and e-books, Pew Internet: Libraries*
Technical Skills

General
- Microsoft: Outlook, Excel, Word, PowerPoint, Lync IM, Internet Explorer
- File formats, screen capture
- Printers, scanners, copiers
- Survey Monkey
- Copyright & Fair Use
- Security Policies
- Mobile
- Technology Trends

Organize & Classify
- Collection Management: Metadata, Onsite, Offsite
- Cataloging: MARC, LCSH, DDC, Cutter, Class Web
- Taxonomies, Facets
- Controlled Vocabularies
- Classifications, Indexes
- Business Functions
- Business Process Mapping

Assessment & Measurement
- Usage Statistics
- User Feedback
- Log Analysis
- Request Tracking
- Evaluating Resources & Tools

Web Development
- HTML, XML, CSS
- Accessibility Standards
- Dublin Core
- Adobe Dreamweaver
- Notepad++, code editors
- PHP, JavaScript, etc.

Content Management
- Search & Retrieval, Federated Search
- Query Construction
- Access, SQL, Virtualization
- Enterprise: SharePoint, OpenText
- Web: Drupal, Joomla, WordPress

System Administration
- ILS, OPACs
- Databases
- Portals, Websites
- FTP, APIs

Media Monitoring
- News: Infomart, Factiva, LexisNexis, RSS
- Social Media: Twitter, FaceBook, LinkedIn

Media
- Image Editing, Graphic Design: Adobe Photoshop, Illustrator, InDesign
- Digitizing
- Audio, Video: WebEx

Software
- Adobe Dreamweaver
- Notepad++, code editors
- PHP, JavaScript, etc.
New Model for Information Professionals

• Diversity of service areas for information professionals in corporate libraries
• Identify opportunities and new roles
• Add value
• Leverage soft skills and technical skills
• Be proactive; get out of your comfort zone and market yourself;
• Increase awareness with business partners

le·ver·age. noun \ˈlē-vər-ij, ˈlē-; ˈlev-rij, ˈlēv-\ : influence or power used to achieve a desired result. - Merriam-Webster
Competencies

SLA Competencies for Information Professionals of the 21st Century (April 2014)
Non-Traditional Roles for Information Professionals

What is your passion?
Any Questions?
Contact

Margo Price
Supervisor & Research Analyst | Information & Research Centre
Talisman Energy Inc.
mprice@talisman-energy.com

J. Nicole Mullings
Information Analyst | Information & Research Centre
Talisman Energy Inc.
nmullings@talisman-energy.com
jnnullings@gmail.com
Infophile.ca
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