

**Brian Scott Mathews**

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**EDUCATION**

- MA, Library and Information Science, University of South Florida, Tampa, FL, 2001.
- BA, Double Major: English and History, University of Central Florida, Orlando, FL, 1999.

**EXPERIENCE**

**Assistant University Librarian, Outreach and Academic Services** June 2009 - Current  
University of California, Santa Barbara

- Coordinate comprehensive marketing, publicity, and advocacy program; work with Department Heads and Administrative Group to find new ways to integrate the library on campus and in the classroom; partner with library units on communications and promotional strategies.
- Coordinate assessment efforts, including the use of surveys, focus groups, interviews, ethnography, empathic design, LibQUAL+, and usability metrics.
- Provide leadership in the renovation of existing library spaces and future building projects; develop and design technology-rich learning spaces.
- Coordinate the library's web content and social media presence.
- Design and lead the development of instructional technology initiatives.
- Curate, capture, and encourage cultural, artistic, and academic displays, events, and scholarly output.
- Expand and deepen formal and informal relationships with campus units including Student Affairs, Associated Students, Alumni Association, Instructional Development, First Year Programs, Housing & Residential Life, Graduate Division, and Honors Program.
- Coordinate UCSB Reads, a community-wide common book program.

**User Experience Librarian** September 2007 – May 2009  
Georgia Tech, Library & Information Center

- Collaborated with library administration and department heads to identify and coordinate assessment needs, and make recommendations for improvements based on findings.
- Served as a partner and consultant to library departments and committees to support assessment, outreach, instructional, and promotional initiatives.
- Gathered and analyzed opinions, experiences, input from users, library statistics, and web analytics seeking opportunities to improve or expand services, collections, and spaces.
- Directed the library's social media presence.
- Supervised graphical design, digital media, and other artistic projects.

**Information Services Librarian & Distance Learning Services Coordinator** November 2004 – September 2007  
Georgia Tech, Library & Information Center

- Provided reference, instruction, and collection management services for the Department of Mechanical Engineering and the College of Computing.
- Coordinated distance learning services in the library and represented library interests across campus.

**Reference & Instruction Librarian** January 2002 – October 2004  
The George Washington University

### PARAPROFESSIONAL LIBRARY EXPERIENCE

- |   |             |
|---|-------------|
| <b>Senior Technical Assistant</b> , Reference Staff,<br>University of Central Florida             | 2000 - 2002 |
| <b>Senior Technical Assistant</b> , Circulation Desk Supervisor,<br>University of Central Florida | 1997 - 2000 |

### AWARDS, HONORS, FELLOWSHIPS

- Proquest's Marketing Heroes, 2009.
- Georgia Tech Campus Connector, 2007
- *Library Journal's* Movers & Shakers, 2007.
- Georgia Tech, ACRL's Library of the Year, 2007. (Provided content for application.)
- Center for the Enhancement of Teaching and Learning, Teaching Fellowship, Georgia Tech, Fall 2005.

### MEMBERSHIPS / AFFILIATIONS

- American Library Association (ALA)
- Association of College and Research Libraries (ACRL)
- Library Leadership & Management Association (LLAMA)

### TEACHING EXPERIENCE

- Academic Library Service, 3 credit hour graduate course, Drexel University, January 2010. (Online)
- GT1000, Freshman Experience, 1 credit hour course, Georgia Tech, Fall 2006.

### NOTABLE SERVICE

- Co-Chair, ACRL President's Program, ALA Annual Conference 2011, New Orleans.
- Chancellor's Campus Sustainability Committee – Communications Team, 2011 – current.
- Committee on Library, Information, and Instructional Resources (CLIIR) - Academic Senate, 2009 – current.
- University of California, Online Instruction Pilot Project, Request For Proposal, Review Committee, 2011 – current.
- UCSB Collaborate, Instructional Technologies Working Group, 2009 – current.
- University of California, Digital Library Services Task Force, Phase 2, 2010 - 2011
- University of California, Library Home Pages Best Practice Task Force, 2010.
- UCSB Bioengineering Building, Program Committee, 2009 – 2011.

### EDITORIAL SERVICE

- Editorial Board Member and Peer Review Reader for the *Journal of Web Librarianship*.
- ALA Editions Advisory Board.
- Peer Review Reader for *Library Quarterly* and *International Information and Library Review*.
- Peer Review Reader for the American Society for Engineering Education.

## PUBLICATIONS

### Books

- (In-Progress) *Library DNA: Twenty Essential Qualities of an Inspiring Library*, ALA Editions. The manuscript is due July 2012.
- *Marketing Today's Academic Library: a bold new approach to communicating with students*. ALA Editions, 2009.

### Peer Reviewed Articles

- "Student Newspapers and University Libraries: Uncovering Your Library's Reputation and Promoting Its Services" w/ Jon Bodnar. *Public Services Quarterly*. v4.1, 2009.
- "The Role of Industry Standards: an overview of the top engineering schools' libraries." *Issues in Science and Technology Libraries*. Spring 2006.

### Articles, papers, editorials, and other publications

- "Come Together: A Common Vocabulary for University of California Library Home Pages." *CRL News*, June 2011, with Susan Mikkelsen, Kristine Ferry, Rachael Hu, Deborah Murphy.
- "Libraries and the Inspiration Business." *Library Journal*, June 2009.
- "An Inside Look at How Academics Promote Their Libraries" *Marketing Library Services*, w/ Bodnar, v23.3, May/June 2009.
- "Meeting Student Need States." *American Libraries*, April 2009.
- "Web Design Matters." *Library Journal*, February 2009.
- *Promoting the Library*. ARL Spec Kit 306. w/ Bodnar, 2008.
- "Moving Beyond the Reference Desk: Being Where Users Need Us." *Reference Librarian*. V. 48, 2008, p. 9 -13.
- "Challenging your students: Using a contest to promote the library" w/ Bodnar and Valk. *CRL News*. v.69.4, April 2008.
- Presented Paper, "Is it real or is it Memorex: A Distance Learning Experience." w/ Dr. Wayne Whiteman, American Society for Engineering Education Annual Conference, June 2007, Honolulu, Hawaii.
- "Librarian As Entrepreneur: A Blueprint For Transforming Our Future." *Info Career Trends*, November 2006.
- "Do you Facebook? Networking with students online." *College & Research Libraries News*, May 2006.
- "Intuitive Revelations: The Ubiquitous Reference Model." White paper, March 2006.
- "The Inevitable Gen X Coup." *Library Journal*, March 16, 2006.
- "Creating a BUZZ: Attracting SCI/TECH Students to the Library!" *Issues in Science & Technology Libraries*, Winter 2006
- "Gray literature: Resources for locating unpublished research." *CRL News*, v.65 no.3 (Mar. 2004) p. 125-8.

### Columns

- Next Steps, *American Libraries Magazine*, (2010 – current)
- Social Eyes, *Journal of Web Librarianship*, Volumes 1-3 (2007 - 2009)

### Book Chapters

- "Online Social Networking" in *Library 2.0 and Beyond: Innovative Technologies and Tomorrow's User*, 2007.
- "Preemptive Reference: Coming out from Behind the Desk" in *The Desk and Beyond: Next Generation Reference Services*, ACRL, 2008.

## Blog

- *The Ubiquitous Librarian*, a blog with over 2,500 subscribers. I have been managing this website since 2006. In May 2011 I signed a contract with the *Chronicle of Higher Education* to migrate my content to their platform.

## PRESENTATIONS

- "A Place for the Library? What Graduate Students Revealed About Their Relationship With the Library." FIAT FLUX: Changing Universities, Challenges for Libraries. UC Berkeley, October 2011, w/ Lindsay Vogt.
- Pre-conference workshop, "It Helps to Have Presence: Strategies for Personal and Library Leadership." ALA Annual, New Orleans, 2011. I am co-hosting with Steven Bell.
- Panel, "SocialNOTWorking: Managing Social Networking in a Productive and Positive Workplace." ALA Annual Conference 2011, New Orleans.
- Online Presentation, "In Search of Meaning: Building a Brand for an Arts Library" Art Libraries Society of North America (ARLISNA), February 26, 2010.
- Keynote Speaker, "The Empathic Library: imagining an organization with the courage to think with its heart" Oregon State University, In-service day, September 2009.
- Presenter, "Asking the One Question That Can Transform Your Library" Hawaii Library Association Conference, November 12, 2009.
- Presenter, "Creating Memorable User Experiences on a Shoestring Budget" Hawaii Library Association Conference, November 12, 2009.
- Leader of Roundtable, "The Future of Reading" Hawaii Library Association Conference, November 12, 2009.
- Panelist, "Where Do We Go From Here – The Next Decade for Libraries. Hawaii Library Association Conference, November 12, 2009.
- Opening Keynote, "Service and the Subconscious" ACRL/NY Symposium: *Emerging Leadership in Academic Libraries*, October 11, 2009.
- Co-Facilitator, Reinvented Reference V, ALA Annual Conference, Chicago, July 2009.
- Keynote speaker, "Do it yourself librarianship" Wisconsin Academic Library Association, April 2009
- Panelist, "Mapping your path to the mountaintop: planning where you want to be in your career" ACRL Annual Conference, Seattle, March 2009.
- Panelist, "If fish markets can do it so can we: designing memorable library experiences." ACRL Annual Conference, Seattle, March 2009.
- Workshop Facilitator, "How does the library make you feel? Focus groups for academic libraries." ACRL - Pennsylvania, June 9, 2008.
- "Opening New Windows of Opportunity" Blended Librarian Webcast, 2008.
- Invited Speaker, "Think like a Media Mogul: experiential marketing for academic libraries." ACRL - New England, UConn, April 18, 2008
- Invited Panelist, "Creating Interactive Library Experiences" Council on East Asian Libraries - Annual Meeting, Atlanta, GA, April 2, 2008.
- Invited Speaker, "Sending Mixed Messages: repackaging the value of your library" Florida - ACRL Fall Meeting, Edison College, Fort Myers, FL, October 26, 2007.
- Co-speaker, "Understanding your LibQUAL+ results and using assessment to improve your library." w/ Kathy Tomajko, COMO/Georgia Library Assoc. Annual Conference, Jekyll Island, GA, Oct 18, 2007.,
- Co-speaker, "Too Shy or Too Shameless: Finding a Balance in Personal PR" w/ Crit Stuart, ACRL New Members Discussion Session, ALA Annual, Washington DC 2007.
- "Learning from LibQUAL+: Measuring what you already know and what you could never have imagined. ALA Annual, Washington DC, 2007.
- Invited Speaker, "Social Context - a place for libraries on the social web?" The Ohio State University, June 13, 2007.
- Poster Session, " Thinking Globally: library support for international locations." w/ Lisha Li, American Society for Engineering Education Annual Conference, June 2007, Honolulu, Hawaii.
- Invited Speaker, "Where do we go from here? Settling the Frontier of the Social Web."

- Boston Public Library, May 10, 2007.
- "Re-Engineering Libraries for the Digital Age." *Charles E. Beard Lecture Series, University of West Georgia, April, 2007* w/ Bonnie Tijerina & Rich Meyer.
  - Panel Discussion, "The Reference Question--Where has Reference Been? Where is Reference Going?" w / James Rettig, Jerry D. Campbell, William Miller, and Cheryl LaGuardia, ACRL, Baltimore, MD. ACRL, 2007
  - "Mobile Librarians: insight into the portable web" w /Bonnie Tijerina, Cyber Zed Shed Showcase, ACRL, Baltimore, 2007.
  - "Conversations w/ Patrons: Extending your library's presence online." Webcast for The Blended Librarian, October 31, 2006.
  - "Online Social Networks" Guest Speaker, Soaring to Excellence, Best New Technologies: Keeping Up with the Storm, October 22, 2006.
  - "The Ubiquitous Enterprise: What Libraries Can Learn From the Business Community."COMO, Athens, Ga, Sept 21, 2006.
  - Why do we need a wiki?" w/ Sarah Steiner, COMO, Athens, Ga, Sept 21, 2006.
  - "Embracing Emerging Technologies: Combining Tools and People to Create New Services." w/ Cathy Carpenter & Sarah Steiner, GOLD/Galileo Annual Conference, Athens, GA, August 4, 2006.
  - Panel, "What is LibQUAL+? Everything You Need to Know to Get Started." with W. Bede Mitchell, Kathy Tomajko, and Shawn Tonner, at GUGM, Macon Georgia, May 18, 2006.
  - Podcast, Academic Library 2.0. For: American Library Association course on Library 2.0, May 10, 2006.
  - Poster Session, "Social Bookmarking: What are the Implications for Teaching and Learning?" w/ Cathy Carpenter, ACRL/CNI/EDUCAUSE Joint Virtual Conference, April 20-21, 2006.
  - ONLINE ROUNDTABLE, "Leadership & The Next Generation Librarian: Envisioning the future." w/ Bonnie Tijerina,ACRL/CNI/EDUCAUSE Joint Virtual Conference April 20-21, 2006.
  - Co-facilitator, LibQUAL+ training for the University System of Georgia Consortium. Atlanta. March 30, 2006.
  - Presentation, "Blogs, Social Bookmarking, RSS, Wikis, SMS and RFID: An Overview of Next Generation Communication Tools." w/ Cathy Carpenter, Special Libraries Association, Georgia Chapter, March 14, 2006.
  - LibQUAL+ Share Fair: "Benchmarking with LibQUAL+ @ Georgia Tech " at ALA Annual, Chicago, June 28, 2005.
  - Poster Session, "Creating a BUZZ : Attracting SCI/TECH Students To The Library !" at ALA Annual, Chicago, June 27, 2005.
  - Presentation, " Listening to your Patrons with LibQUAL+ " w/ Caroline Killens at GUGM Conference, Macon Georgia, May 19, 2005.
  - Poster session, "From Orientation to Defense: Library Services for Doctoral Distance Learning Students " w/ Douglas Carroll and Laura Khouvongsavanh at the Association of College & Research Libraries 12th National Conference, Minneapolis, Minnesota, April 8, 2005.
  - Panel discussion, "Real-Time Reference Roundup" , with Rachel Viggiano, Kathy Whitley and Alice Primack at the Information Strategies Conference, Fort Myers , Florida , November 16, 2001.
  - Poster session presentation, " Who Me??? Help Someone with a Patent Search!!!", with Peter Spyers-Duran and Nancy Adams for the Annual American Library Association Conference, San Francisco , California , June 16, 2001.