

Genifer Snipes

Business and Economics Research Librarian

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Professional Experience

Business and Economics Librarian

December 2016 – Current

University of Oregon, Eugene, OR

- Provides business, entrepreneurship, and economics instruction and research support to graduate, undergraduate, and faculty populations of the Lundquist School of Business, Economics Department, and other campus units.
- Manages \$340,000 budget for monographs, serials, databases, and other materials related to business, entrepreneurship, economics, and career development
- Develops & maintains online instructional resources and tools, including instructional videos, digital learning objects, and 24 LibGuides research guides, 3 of which are top-10 most used guides in system
- Provides general and subject-specific research assistance at research desk, in one-on-one research consultations, and by phone, e-mail, and statewide chat service
- Manages Libraries' Springshare LibGuides instance including staff training, and troubleshooting. Also supports LibCal and LibWizard instances in collaboration with Library Technical Services.

Business & Economics Librarian

February 2013 – December 2016

West Virginia University, Morgantown, WV

- Liaised with WVU College of Business and Economics and other campus units to provide specialized business & economics-related instruction, research, and collection development support
- Partnered with WVU Office of Entrepreneurship and Innovation to provide research support and training for business development projects, entrepreneurship classes, and special events
- Provided general information literacy instruction through ULIB101: Introduction to Library Research course (online & in-person) and general undergraduate instruction
- Developed online instructional resources and tools, including course materials, digital learning objects, and eCampus modules
- Managed Libraries' Springshare LibGuides instance including migration to v.2 platform, staff training, and troubleshooting
- Provided general and subject-specific research assistance at research desk, in one-on-one research consultations, and by phone, e-mail, and chat

Business and Economics Library Practicum Student

January – May 2012

Business & Economics Library, University of Illinois at Urbana-Champaign

- Developed LibGuide subject research guide on poverty and sustainable business practices for College of Business faculty and Prairie Research Library
- Provided advanced business research assistance to College of Business faculty, graduate and undergraduate students at BEL and Digital Research Lab facility

Graduate Research Assistant

August 2011 – June 2012

Office of Foundation Relations, University of Illinois Urbana-Champaign

- Researched, analyzed, and recommended foundations for funding of faculty projects and campus initiatives
- Maintained Office of Foundation Relations website, campus awards list, and listings of private grant-making foundations
- Created foundation profile reports for development officers and campus administrators based on online competitive intelligence research

Graduate Social Media Program Designer

May - August 2011

Graduate School of Library & Information Science (GSLIS), University of Illinois Urbana-Champaign

- Developed social media management program for GSLIS Communications, Advancement & Alumni offices as part of Strategic Information Management class and was hired to implement plan
- Managed and expanded GSLIS social media outreach campaign during 2011 American Library Association conference

Graduate Library Assistant

January – June 2011

Rare Book & Manuscript Library, University of Illinois Urbana-Champaign

- Provided public services to a diverse clientele including circulation, registration, and security
- Assisted librarians with classes, public presentations, and special events
- Assisted in move of 100,000-volume rare book & archival collection
- Supervised student employees including training and payroll

Library Assistant

December 2009 – May 2010

Grace Doherty Library, Centre College, Danville, Kentucky

- Collaborated with reference librarians to develop information literacy resources and online subject resource guides using tools including Adobe Captivate and LibGuides
- Created new book collection for Black History Month program, including collection analysis, materials evaluation, and selection
- Supervised 3-5 student employees

Technology Assistant

August 2007 – December 2009

Center for Teaching & Learning, Centre College, Danville, Kentucky

- Created instructional documentation, videos, and screencasts for software, websites, and technology available through the college
- Assisted students with creation & editing of class projects including documentaries, podcasts, websites, slideshows, and blogs

Education

- M.S. in Integrated Marketing Communication** 2017
West Virginia University, Morgantown, West Virginia
- M.S. in Library and Information Science** 2012
University of Illinois Urbana-Champaign, Urbana, Illinois
- B.A. in History, magna cum laude** 2010
Centre College, Danville, Kentucky
University of Ulster, Coleraine, Northern Ireland

Teaching Experience

- ULIB 101: Introduction to Library Research** February 2013 – December 2016
West Virginia University, Morgantown, WV. Taught online and in-person
- This one-credit hour course was mandatory for all Journalism undergraduate students and focuses on teaching students how to find, assess, and use information to foster critical thinking. Course objectives included: be able to distinguish types of information sources; to locate appropriate sources for an information need; to critique the value of sources; to share information correctly and ethically with an audience.

Publications

- Passehl-Stoddart, E. and Snipes, G. (2020) Space to think: Co-designing a library environment for student ideation, *New Review of Academic Librarianship*. DOI: [10.1080/13614533.2020.1777173](https://doi.org/10.1080/13614533.2020.1777173)
- Snipes, G. (2018, July 6). Review of Data Science and Visualization Institute for Librarians 2018 (guest post by Genifer Snipes) [blog post]. *This Liaison Life*. <https://liaisonlife.wordpress.com/2018/07/06/snipes/>
- Snipes, G. (2018). Google Data Studio [Product Review]. *Journal of Librarianship and Scholarly Communication*, 6 (General Issue), eP2214. DOI: 10.7710/2162-3309.2214
- Snipes, G. (2018). Everyone's a data librarian now. *Journal of New Librarianship*, 1. <https://www.newlibs.org/article/3240>

Presentations / Panels

International

- “What Is an Open Ancillary Platform and Why Is It Vital To The Future of OER in Higher Education?”** [Panel Presentation] Cascadia Open Education Summit. Simon Fraser University, Vancouver, Canada. April 17, 2019. [with Jeff Gayton, Kaitlin Hakanson, & Amy Hofer]

National

- “Measuring the Market: Developing Data-Driven Estimates of Market Size & Value.”** United States Association for Small Business and Entrepreneurship Annual Conference. New Orleans, LA. January 7, 2020.
- “Bootstrapping a Library Ideation Space: Creating a Low-tech Student Collaboration Room.”** [Poster] Association of College & Research Libraries Annual Conference, Cleveland, OH. April 12, 2019. [with Erin Stoddart]
- “Start Something New: How Libraries Support Cross-Campus Entrepreneurship Education, Commercial and Nonprofit Start-Ups, and Entrepreneurial Thinking.”** [Panel Presentation] Association of College & Research Libraries Annual Conference, Cleveland, OH. April 12, 2019. [with Ash Faulkner, Marlinda Karo, & Steve Cramer]
- “Lean Research: Teaching Entrepreneurial Research Through the Lens Of The Business Model Canvas.”** United States Association for Small Business and Entrepreneurship Annual Conference. St. Pete’s Beach, FL. January 26, 2019.
- “Outreach to Entrepreneurs: Four Librarians, Four Contexts”** [Panel Presentation]. Business Librarians Online Conference. May 16, 2018. [with Ash Faulkner, Marlinda Karo, & Morgan A. Perry]
- “Not Just for Startups: Using the Business Model Canvas to Introduce Students to Business Information Resources.”** Business Librarians Online Conference. May 16, 2018.

State/Region

- “Data Across the Curriculum.”** [Invited Keynote Panelist] Online Northwest Conference. Portland, OR. March 29, 2019.
- “Meetings Made Easy: How automated scheduling services can streamline booking reference appointments.”** Oregon Reference Summit. Corvallis, OR. June 1, 2018.
- “What in the World?: Finding International Information Sources That Won’t Break the Bank”** Pennsylvania Library Association Annual Conference. Lancaster, PA. August 30, 2012.

Local

- “Piloting OERs at the UO.”** UO University Library Council. Eugene, OR. November 29, 2018.
- “Project Management for Committees.”** UO Library Faculty Forum. Eugene, OR. October 18, 2019. [with Kate Thornhill]
- “Market Application Research.”** Lens of Market Innovation2Market Phase 2 Workshop. Eugene, OR. June 20, 2018.
- “Integrating UO Library Services into Your FIG.”** University of Oregon Annual FIG Meeting. Eugene, OR. May 4, 2018.
- “Better Market Research: Tactics for Entrepreneurs.”** RAIN Eugene, Eugene, OR. May 4, 2017.
- “Company Research for the Interview Process.”** WVU Teaching and Learning Commons’ Career Symposium for Graduate Students, Morgantown, WV. October 16, 2015

"New Business Databases." WVU Libraries Summer Database Workshop, Morgantown, WV.
July 16, 2014.

"What's New? Mintel Oxygen." WVU Libraries Summer Database Workshop, Morgantown,
WV. July 10, 2013.

Awards

University of Oregon 2020 Campus Innovator of the Year. University of Oregon, Eugene, OR.
Recognized for efforts in expanding the University of Oregon's entrepreneurial
ecosystem.

Data Science and Visualization Institute 2019. North Carolina State University, Raleigh, NC.
Chosen through competitive national award process for a four-day data science
bootcamp at NCSU

Professional & Organizational Development Fund Award. University of Oregon, Eugene, OR.
November, 2018. Library Faculty & Officers of Administration - Grants and Awards
Committee for travel to present at 2019 ACRL Conference.

Service

National

American Library Association

HW Wilson Award Juror *July 2019 – June 2020*

Business Reference & Services Section - Reference & User Services Association (RUSA
BRASS)

- Excellence in Business Librarianship Award Committee *July 2019 – Current*
 - 2019/20 Committee Chair
- Business Reference Sources Committee *June 2017 – Current*
- Social Media Coordinator *June 2013 – June 2017*

United States Association for Small Business and Entrepreneurship (USASBE)

- Annual Conference Proposal Reviewer *October – November 2019*
- Membership Committee *January 2018 – January 2019*

University of Oregon

- Abstract Reviewer, Undergraduate Research Symposium *April 2017*

University of Oregon Library

- **Chair** of Library Faculty Assembly *June 2020 - Current*
- Remote Workplace Task Force *April 2020 – Current*
- COVID-19 Remote Response Team *March – May 2020*
- **Integrated Systems and Data (ISD) Team** **2017 – Current**
 - ISD PCI > CDI Migration Task Force *April 2020 – Current*
 - Primo New UI Task Force *September 2017 – January 2019*

- Search Committee: Journalism Librarian *July – October 2019*
- Evidence-Based Practices Task Force *January 2018 – July 2019*
- **Co-Chair** of UO Libraries Open Education/
OER Working Group *December 2018 – March 2019*
- Search Committee: eLearning and Open
Educational Resources (OER) Librarian *October 2018 – January 2019*
- **Co-Chair** of Student Collaborative
Space Task Force *October – December 2018*
- Emerging Technologies Task Force *July 2017 – November 2018*
- **Vice-Chair** of Library Faculty Assembly *May 2017 – May 2018*
- Portland Library & Learning Commons Task Force *October 2017 – February 2018*
- Search Committee: Head of Data Services *July – September 2017*
- User Rights & Responsibilities Policy Working Group *April – September 2017*

West Virginia University Library

- Libraries Open Access Publisher's Fund Committee *May – December 2016*
- **Chair** of Professional Development Task Force *September 2015 – December 2016*
- OCLC WMS Migration Discovery Committee *September 2015 – April 2016*
- Chair-Elect and Chair - Library Faculty Assembly *August 2015 – December 2016*
- New Student Orientation Committee *May 2015 – December 2015*
- Chair - Library OER Committee *May 2015 – December 2016*
- Chair - LibGuides 2.0 Migration Working Group *May 2015 – May 2016*
- Search Committee: Director of Library Development *February – March 2015*
- WVU Libraries Research Services Committee *June 2013 – May 2016*
- First Year Experience Library Open House Committee *January – December 2013*

Professional Associations

United States Association for Small Business & Entrepreneurship *January 2018 - Current*

American Library Association *2013 - Current*

- Reference and User Services Section
- Business Reference and Services Section