

Genifer Snipes

Business and Economics Research Librarian

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Professional Experience

University of Oregon, Eugene, OR, USA

Interim Director, Research & Instructional Services

May 2022 – Current

- Participates in strategic planning and ensures department's successful participation in strategic initiatives, including setting and completion of RIS-related goals and objectives
- Responsible for career faculty hiring processes including assisting with position description development and search committee leadership
- Supervises 4 Career Faculty librarians, providing mentorship and development to department members, and ensuring communication across units and with library leadership
- Participates in planning, delivering, and assessment of instruction and outreach programs throughout UO Libraries system in collaboration with library and campus stakeholders
- Oversees virtual reference and consultations services including reference service training, service development and optimization, and management of Knight Reference Collection
- Assumes liaison responsibilities for Lundquist College of Business and School of Journalism & Communication's Public Relations, Strategic Communications, and Advertising programs including instruction, collection development, and research support

Business and Entrepreneurship Librarian, Associate Librarian

December 2016 – April 2022

- Provided advanced business and research instruction and support, in-person and online, to more than 5,500 graduate and undergraduate students and faculty in the Lundquist College of Business and the Economics Department.
- Partnered with non-business units including UO Knight Campus, Product Design, and Innovation Partnership Services, to support cross-campus entrepreneurial initiatives across campus including the Lens of Market program for fundamental sciences.
- Created & maintains online instructional resources and tools, including Canvas (LMS) course modules, instructional videos, digital learning objects, and LibGuides research guides
- Managed \$340,000 budget for monographs, serials, databases, and other materials related to business, entrepreneurship, economics, and career development
- Provided general and subject-specific research assistance at research desk, in one-on-one in-person and online research consultations, and by phone, and e-mail

Business & Economics Librarian

February 2013 – December 2016

West Virginia University, Morgantown, WV

- Liaised with WVU College of Business and Economics to provide specialized business & economics-related instruction, research support, and collection development to the school's online Executive MBA program, in-person MBA students, and 1,500 undergraduates
- Partnered with WVU Office of Entrepreneurship and Innovation to provide research support and training for interdisciplinary business development projects, entrepreneurship classes, and special events, including for engineering, art, and agriculture programs
- Taught credit-bearing *ULIB101: Introduction to Library Research* course in-person and in asynchronous online format through the university's eCampus platform, in addition to teaching general information literacy classes in multiple other disciplines
- Developed & maintained online instructional resources and tools including course materials, research guides, digital learning objects, and eCampus modules
- Managed LibGuides platform including migration to v.2, training, and troubleshooting

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- Provided general research assistance at research desk, in-person and online consultations, phone, e-mail, and chat

Business and Economics Library Practicum Student

January – May 2012

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

- Developed online 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

- Produced recommendations for development officers and campus administrators of private foundations likely to fund faculty projects and campus initiatives.
- Maintained Office of Foundation Relations website, campus awards list, and foundation lists.

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

Certificates

Evidence Synthesis Institute

March 2022

Institute of Museum and Library Services (IMLS)

Google Project Management Certificate

2021

Coursera - coursera.org/verify/professionalcert/V7B7YBA299QM

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 Journalism undergraduate students and focused on finding, assessing, and using information to foster critical thinking.

Skills

- Project Management
- Systematic Reviews
- HTML 5 – Basic
- OpenRefine – Basic
- Advanced Boolean searching
- Camtasia – Intermediate
- Canvas, Blackboard – Intermediate
- Springshare (LibGuides, LibCal, LibInsights, LibFAQ)
- Qualtrics

Publications

- Snipes, G., Reiter, L., & Steve C.** (2023). Charleston Conference Proceedings (TBA)
- Snipes, G., Reiter, L., Karo, M., Faulkner, A.** (2022) *Teaching Business Information Literacy*. Chicago: Association of College and Research Libraries, a division of the American Library Association.
- Passehl-Stoddart, E. and **Snipes, G.** (2021, February 28) 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 [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

- Gayton, J., Hakanson, K., Hofer, A, **Snipes, G.** (April 2019). "What Is an Open Ancillary Platform and Why Is It Vital to The Future of OER in Higher Education?" Cascadia Open Education Summit. Simon Fraser University, Vancouver, Canada. [Panel]

National

- Reiter, L., **Snipes, G.**, & Faulkner, A. (2023). Association of College & Research Libraries Annual Conference, Pittsburgh, PA. [Roundtable]
- Snipes, G., Reiter, L., & Steve C.** (Nov 17, 2022). *Two Lively Discussions, One Room: Virtual Session.* Charleston Conference. [Online Panel]
- Snipes, G., Reiter, L., & Steve C.** (Nov 11, 2022). *Beyond the budget: a lively discussion on creative alternate funding options for library subscriptions.* Charleston Conference, Charleston, SC. [Lively Discussion]
- Snipes, G. & Cramer, S.** (2020). "Measuring the Market: Developing Data-Driven Estimates of Market Size & Value." United States Association for Small Business and Entrepreneurship Annual Conference. New Orleans, LA.
- Snipes, G. & Stoddart, E.** (2019). "Bootstrapping a Library Ideation Space: Creating a Low-tech Student Collaboration Room." Association of College & Research Libraries Annual Conference, Cleveland, OH. [Poster]
- Snipes, G., Faulkner, F., Karo, M., Cramer, S.** (2019). "Start Something New: How Libraries Support Cross-Campus Entrepreneurship Education, Commercial and Nonprofit Start-Ups, and Entrepreneurial Thinking." Association of College & Research Libraries Annual Conference, Cleveland, OH. [Panel]

- Snipes, G.** (2019). "*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.
- Snipes, G.** Faulkner, F., Karo, M., Perry, M. (2018). "*Outreach to Entrepreneurs: Four Librarians, Four Contexts.*" Business Librarians Online Conference. [Panel]
- Snipes, G.** (2018). "*Not Just for Startups: Using the Business Model Canvas to Introduce Students to Business Information Resources.*" Business Librarians Online Conference.

State/Region

- Snipes, G.** (2019). "*Data Across the Curriculum.*" Online Northwest Conference. Portland, OR. [Invited Keynote Panelist]
- Snipes, G.** (2018). "*Meetings Made Easy: How automated scheduling services can streamline booking reference appointments.*" Oregon Reference Summit. Corvallis, OR.
- Snipes, G.** (2012). "*What in the World?: Finding International Information Sources That Won't Break the Bank*" Pennsylvania Library Association Annual Conference. Lancaster, PA.

Local

- "Making the Most of Market Research."** UO Women's Innovation Network. Eugene, OR. December 8, 2022.
- "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 2018, 2019, 2020.
- "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

Awards

- Professional & Organizational Development Fund Award.** University of Oregon, Eugene, OR. February 2022. Library Faculty & Officers of Administration - Grants and Awards Committee for travel to present at 2023 ACRL Conference.
- Professional & Organizational Development Fund Award.** University of Oregon, Eugene, OR. November 2022. Library Faculty & Officers of Administration - Grants and Awards Committee for travel to present at 2022 Charleston Conference.
- 2021 Library Innovation Grant - Understanding and Establishing Digital Scholarly Identity Workshop Series.** University of Oregon, Eugene, OR. \$4,500 internal grant to develop a workshop and seminar series introducing doctoral and postdoctoral researchers to the foundations of digital scholarly identity management, scholarly metrics, and open scholarship.

2021 Library Innovation Grant - Mobile Library Videography Support Kit. University of Oregon, Eugene, OR. \$4,500 internal grant to develop a mobile videography toolkit for library personnel to use in creating video content for library instruction and programming.

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 (Select)

National

American Library Association

EBSCO Information Services Library Staff Development Award 2019 – 2021
Chair, 2020-21 Committee

Business Reference & Services Section

Education Committee 2021 – Current
Chair, 2022-24
Excellence in Business Librarianship Award Committee 2019 – 2022
Chair, 2020-22
Business Reference Sources Committee 2017 – 2019
Social Media Coordinator 2013 – 2017

University of Oregon

- Mentor for Knight Campus Bioinformatics MS Mock Interviews 2021 - Current
- Undergraduate Council Sept 2021 – Current
- SURF Award Application Reviewer April 2023

University of Oregon Libraries

- LibGuides Editorial Group December 2021 - Current
- **Co-chair**, Subject & Area Librarians' Meeting Series October 2022 – Current
- Liaison Data Task Force January 2023 – March 2023
- Merit Document Rewrite Task Force November 2022 – March 2023
Library Faculty Personnel Committee
- Strategic Planning Steering Committee October 2022 – March 2023
- HR Manager Search Committee September – December 2022
- Law Reference Librarian Search Committee August – November 2022
- LibGuides Task Force March – December 2021
- **Chair**, Library Faculty Assembly June 2020 – July 2021

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- Remote Workplace Task Force April 2020 – April 2021
- COVID-19 Remote Response Team March – May 2020
- UO Libraries Open Education/ OER Working Group December 2018 – March 2019
Co-Chair
- Search Committee: eLearning and Open Educational Resources (OER) Librarian October 2018 – January 2019
- **Co-Chair** of Student Collaborative Space Task Force October – December 2018
- **Vice-Chair** of Library Faculty Assembly 2017 –2018
- Integrated Systems and Data Team 2017 – 2022

West Virginia University Library

- OCLC WMS Migration Discovery Committee September 2015 – April 2016
- **Chair-Elect and Chair** - Library Faculty Assembly 2015 – 2016
- **Chair** - Library OER Committee May 2015 – December 2016
- **Chair** - LibGuides 2.0 Migration Working Group 2015 –2016
- New Student Orientation Committee May – December 2015
- First Year Experience Library Open House Committee January – December 2013

Trainings (Select)

- Systematic Review Services Specialization Level 1 January – December 2023
Medical Library Association
- Crucial Conversations for Mastering Dialogue April 2023
- Scaffolding Information Literacy January – February 2023
Library Juice
- Emerging Supervisors Series October – November 2022
University of Oregon
- Leading Complex Projects July - August 2022
IDEO U
- Data Science and Visualization Institute 2019
North Carolina State University