Genifer Snipes

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Professional Experience

University of Oregon, Eugene, OR, USA

Head of Social Science Liaisons |Business & Entrepreneurship Librarian *September 2023 – Current*
- Supervises, mentors, and evaluates team of 4.0 FTE faculty librarians in the areas of teaching, research services, and engagement/outreach as well as managing individual and unit-level service improvement, hiring, and professional development.
- Participates in department-level policy creation, strategic planning, goal setting, and strategic project management.
- Supports liaisons in establishing and achieving goals contributing to UO Libraries priorities, keeping them informed of Libraries and university initiatives and supporting them through the promotion process.
- Serves as Collection Manager for Social Sciences, collaborating with the Collection Management Team to develop purchasing strategies, communicate budget information, and coordinating priorities with social science liaisons.
- Co-manages the Libraries' virtual reference services including policy development, training, scheduling, and implementation of LibGuides, chat, FAQ, and email reference systems.
- Continued liaison responsibilities for Lundquist College of Business, Departments of Economics, and Product Design, and interdisciplinary/extracurricular entrepreneurial and career readiness initiatives including instruction, collection development, and research support.

Interim Director, Research & Instructional Services *May 2022 – August 2023*
- Participated 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 including position description development and search committee leadership.
- Supervised 4.0 FTE faculty librarians, providing mentorship and development to department members, and ensuring communication across units and with library leadership.
- Participated in planning, delivering, and assessment of instruction and outreach programs throughout UO Libraries system in collaboration with library and campus stakeholders.
- Continued 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 *July 1 2020 – April 2022*
Assistant Librarian *December 2016 – June 30, 2020*
- Provided advanced business 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 Economics Departments.
- Partnered with non-business units including UO Knight Campus, Product Design, and Innovation Partnership Services, to support cross-campus entrepreneurial initiatives 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.

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- Managed $340,000 budget for monographs, serials, databases, and other materials related to business, entrepreneurship, economics, and career development.
- Provides general research assistance 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 support and training for interdisciplinary business development projects, entrepreneurship classes, and special events, including engineering, art, and agriculture programs.
- Taught credit-bearing *ULIB101: Introduction to Library Research* course in-person and 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.

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

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Certificates

Certified Associate in Project Management (CAPM)   October 2024
Project Management Institute (PMI)
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.

Publications

Snipes, G., Reiter, L., & Steve C. (2023). Beyond the Budget: Creative Alternate Funding Options for Library Subscriptions. In B. Bernhardt, L. Hinds, & L. Meyer (Eds.), *Charleston Conference Proceedings, 2022*. Michigan Publishing Services. https://doi.org/10.3998/mpub.14369519

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

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 (Select)

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]

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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]

Cunningham, N., **Snipes, G**. *Veiger, R., & Henry, R. (Mar 2, 2021).* <u>Transformational Change: a Newly Hybrid Workforce</u>*" ALA CORE. [Presentation]*

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/Internal

*"**Get Published!: Idea Development & Venue Selection.**" UO Libraries Teaching Team. Eugene, OR. December 17, 2024*

*"**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.*

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*"**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

2024 Teaching and Artificial Intelligence CAIT Fellow. *University of Oregon, Eugene, OR. September 2023 – June 2024.*
$1,000 stipend & invitation into Provost's Teaching Academy along with participation year -long CAIT (Community Accelerating the Impact of Teaching) considering the implications of AI for teaching and learning in higher education, and what strategies faculty and departments can adopt to address AI in their programs, curriculum, and courses.

Professional & Organizational Development Fund Award. *University of Oregon Libraries, 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 Libraries, 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.

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Service (Select)

National

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

Business Reference & Services Section
LibGuides Administrator   2023 - Current
Education Committee   2021 – Current
Chair, 2022-23
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

- <u>Teaching and AI CAIT</u>   Jul 2023 – Jun 2024
- Mentor for Knight Campus Bioinformatics MS Mock Interviews   2021 - Current
- Undergraduate Council   Sep 2021 – Jun 2024
- SURF Award Application Reviewer   Apr 2023

University of Oregon Libraries

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- Library Faculty Personnel Committee   Jul 2024 – Jun 2026
- **Chair**, Head of Arts & Humanities Liaisons Search Committee   Nov 2024 – Current
- Collection Development Philosophy Task Force   Jul 2024-Current
- Peer Review for Teaching Task Force   Dec 2023 – Apr 2024
  Library Faculty Personnel Committee
- **Chair**, Journalism, Communications, & Digital Literacy Librarian   Jan – Aug 2023
  Search Committee
- Merit Document Rewrite Task Force   Nov 2022 – Oct 2023
  Library Faculty Personnel Committee
- LibGuides Editorial Group   Dec 2021 – Aug 30, 2023
- **Co-Chair,** Subject & Area Librarians' Meeting Series   Oct 2022 – Aug 30, 2023
- Liaison Data Task Force   Jan 2023 – Mar 2023
- Integrated Systems and Data Team   Feb 2017 – Feb 2023
- Strategic Planning Steering Committee   Oct 2022 – Mar 2023
- HR Manager Search Committee   Sep – Dec 2022
- Law Reference Librarian Search Committee   Aug – Nov 2022
- AVPUL of Research, Instruction & Access Services   Nov 2021 – Apr 2022
  Search Committee
- LibGuides Task Force   Mar – Dec 2021
- **Chair,** Library Faculty Assembly   Jun 2020 – Jul 2021
- Remote Workplace Task Force   Apr 2020 – Apr 2021

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- COVID-19 Remote Response Team — Mar – May 2020
- **Co-Chair,** UO Libraries Open Education/ OER Working Group — Dec 2018 – Mar 2019
- Search Committee: eLearning and Open Educational Resources (OER) Librarian — Oct 2018 – Jan 2019
- **Co-Chair**, Student Collaborative Space Task Force — Oct – Dec 2018
- **Vice-Chair** of Library Faculty Assembly — 2017 –2018

West Virginia University Library

- OCLC WMS Migration Discovery Committee — *Sep 2015 – Apr 2016*
- **Chair-Elect and Chair** - Library Faculty Assembly — *2015 – 2016*
- **Chair** - Library OER Committee — *May 2015 – Dec 2016*
- **Chair** - LibGuides 2.0 Migration Working Group — *2015 –2016*
- New Student Orientation Committee — *May – Dec 2015*
- First Year Experience Library Open House Committee — *2013*

Trainings (Select)

- Career Faculty Peer Mentorship Program — *Sep 2024 – Jun 2025*
- ChatGPT in Higher Education: Exploring Use Cases and Designing Prompts — *Jul 2023*
  Educause Learning Lab
- Systematic Review Services Specialization (Level 1) — *2023*
  Medical Library Association
- Crucial Conversations for Mastering Dialogue — *Apr 2023*
- Scaffolding Information Literacy — *Jan – Feb 2023*
  Library Juice Academy
- Emerging Supervisors Series — *Oct – Nov 2022*
  University of Oregon
- Leading Complex Projects — *Jul - Aug 2022*
  IDEO U
- Online Instructional Design — *May 2021*
  Library Juice Academy
- Data Science and Visualization Institute — *2019*
  North Carolina State University