



Information Professional

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Competencies, Skills & Insights

“The evidence tells the truth.”



What is true for us as a
profession?



Competencies, Skills & Insights

Our Personal Competencies

- Seek challenges & new opportunities
- See the big picture
- Communicate effectively
- Present ideas clearly, confidently
- Create partnerships & alliances
- Plan, prioritize & focus on critical
- Take calculated risks
- Team approach
- Plan career



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Fundamental Role

“To bring together human beings and recorded knowledge in as fruitful a relationship as is humanly possible”



Jesse Shera



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Change or Revolution?

- Out of every revolution comes new entities, new realities and new possibilities

Harvard Business Review, June 2004



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Technology as an influencer

- Multilanguage translators
- RFID tags
- Webinars
- Videoconferencing
- Flash video training sessions
- Federated search tools
- Large content visualization tools
- Automated taxonomy tools
- 24X7 reference
- Wireless
- GPS systems becoming ubiquitous



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Technology as an influencer

- As new technologies emerge...
 - ...we test them
 - Alpha and beta tests with “context” partners
 - Personal exploration & use -> professional use
 - Gaming -> learning via simulations
 - Adoption and incorporation
 - ...we understand their impact on information behaviours



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Information Behaviours

- Davenport’s research on information preferences:
 - From humans, about humans
 - Rich, textured, vocal intonations, nuances, ‘body language’
 - Context, current, concise
 - Operational, not financial
 - External rather than internal



Competencies, Skills & Insights

Dr. Thomas Davenport

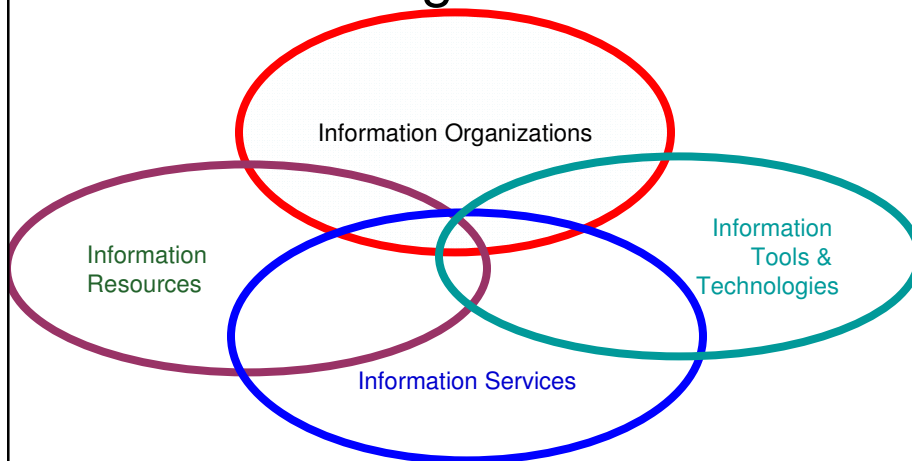
Our competencies

- Roughly defined as a specific range of skills, abilities or knowledge enabling or qualifying someone to perform a particular function or carry out selected responsibilities
- They are:
 - The very foundation of a profession
 - The basis for professional growth and performance measures



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Management of:



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Managing information organizations

- Business Skills
- Align with strategic directions of parent thru partnerships
- Communicate value to stakeholders
- Management, operational & financial processes with sound business judgment
- Contribute to organizational strategies & decisions
- Lead info services team & champions their development
- Market services & products
- Gather evidence to support decisions re products & services
- Advise on copyright & intellectual property



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Managing information resources

- Manage the life cycle of information
- Build dynamic collection of information resources
- Demonstrate expert knowledge of content
- Provide access to external & internal information
- Negotiate purchase & licensing of information products & services
- Develop information policies re: external and internal information



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Managing information services

- Develop & maintain portfolio of information services
- Conduct market research of info behaviors & challenges of current & potential clients
- Research, analyze & synthesize info into accurate answers/actionable info
- Develop & apply relevant metrics to continually measure quality & value



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Applying information tools & technologies

- Assess, select & apply current & emerging information tools & create info access & delivery solutions
- Apply expertise in databases, indexing, metadata, info analysis & synthesis to improve info retrieval & use
- Protect info privacy
- Maintain current awareness of emerging technologies



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We did not choose this profession
because it's easy

A smooth sea never made a skilled mariner.

English proverb



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Roles & strategic directions

- Explorers & navigators in the information ocean
 - Translating for & training our communities
- Information designers
 - Building collaborative spaces
 - Integrating content into workflow & processes
- Information futurists
 - Daily blogs with links to econtent
 - Analyzing information trends



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Roles & strategic directions

Information initiators, facilitators,
strategists, mediators, moderators,
movers

Director of Web Communications, Web
designers, definers, developers, divas



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Professional Learning

Information & knowledge management
-architecture, audit, taxonomies

Leadership

- communication, finance, management,
branding

Web

- from 1 page to complex site development &
implementation



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Evolving doesn't mean erasing

Systems librarians

Taxonomy, cataloguing & indexing consultants

Oh yeah....let's not forget...

Reference, research & advisory



Revolution management

- Farmers add value by enhancing seed or breed development or by creating specialty foods
- We must research our markets and processes
 - Where can we expand, what market gap can we fill?
- We must analyze our portfolios of skills
 - What must we start, stop, continue?
 - What can we outsource in terms of our roles that enable us to concentrate on what we truly want to do?



Our potential depends on

- Readiness:
 - Continuous competency & professional development & demonstration of our capabilities.
- Relationships:
 - Networking in your organization & your profession
- Realism:
 - Understanding what's required in the role you want, & what the organization requires



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What is true for our profession?

That we decide the role we want...

We have looked to
the future & the
future is us.



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