

CURRICULUM VITAE

John C. Gottfried

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EDUCATION

Master of Library Science (MLS)

Indiana University, Library and Information Science, 2008

Master of Business Administration (MBA)

University of Colorado, School of Business, 2004

Master of Science, Organizational Management (MS)

University of Colorado, School of Business, 2004

Bachelor of Arts, Industrial/Organizational Psychology

Indiana University, 2001

LIBRARY WORK EXPERIENCE

Reference Services Coordinator and Business Librarian

Western Kentucky University Libraries, Bowling Green, KY (2010 to present)

Reference Services Coordinator (2011 to present)

- Provide leadership and direction for Reference Services at WKU
- Coordinate reference policies, scheduling, and activities for faculty reference librarians
- Supervise staff and student assistants for Reference Services
- Provide training for Reference faculty, staff and student employees
- Develop Reference collection: print, electronic, and physical space
- Oversee creation and maintenance of research guides and LibGuides system

Business Librarian (2010 to present)

- Library Liaison to the Gordon Ford College of Business
- Provide both general and Business reference assistance during scheduled hours at the Reference Desk, and individually by appointment
- Business Library Instruction—classroom instruction, collaboration with faculty
- Creation of print and electronic Guides, Tutorials, and other resources for business students
- Collection Development—responsible for Business collection & budget

Electronic Resources Librarian (Interim, 2012-2013)

- Research, assess, and report on new resources and tools
- Negotiate and communicate with electronic resources vendors
- Produce and analyze electronic resources data and statistics

Business Librarian, SUNY Old Westbury Library (2008 to 2009)

SUNY College at Old Westbury, Westbury NY

- Liaison to School of Business
- Reference and instruction services
- Collection development for business collection
- Creation of graphics and Web materials

Graduate Assistant, University Library (2006-2008)

Indiana University Purdue University Indianapolis (IUPUI), Indianapolis, IN

- Reference desk coverage
- Collection Development and library skills instruction for Kelly School of Business
- Creation of Guides and Web materials for all Professional Programs

Research Consultant, Center of Excellence in Leadership of Learning (2006-2008)

University of Indianapolis, Indianapolis, IN

- Conducted in-depth research on educational topics for leaders in field of education
- Wrote summaries and reports for organization website

SELECTED PUBLICATIONS

Book

- Gottfried, John, and Katherine Pennavaria. June, 2017. *Providing Reference Services: A Practical Guide for Librarians*. Lanham, MD: Rowman & Littlefield.

Book Chapters

- Gottfried, John. 2015. "Free, Easy, and Online with Google Sites." In *The Complete Guide to Using Google in Libraries: Research, User Applications, and Networking*, Vol. 2, ed. Carol Smallwood, 233-240. Lanham, MD: Rowman & Littlefield Press.
- Gottfried, John. 2013. "How Many Hours in My Day? How Many Slices in My Pie? Personal Productivity for the Busy Librarian." In *Time Organization for Librarians: Beating Budget and Staff Cuts*, ed. Carol Smallwood, Jason Kuhl, and Lisa Fraser, 115-124. Lanham, MD: Scarecrow Press.

Articles

- Gottfried, John; Laura DeLancey, and Amanda Hardin. 2015. "Talking to Ourselves: Internal Communication for Reference Services." *Reference & User Services Quarterly* 54 (3): 47-53.
- Gottfried, John; Laura DeLancey, Carol Watwood, and Amanda Hardin. 2015. "Internet Review: Virtual Meeting & Conferencing Software." *College & Research Libraries News* 76 (2): 98-101.
- Gottfried, John C. 2013. "The Plugged-in Reference Librarian: Who Do We Think We Are?" *The Reference Librarian* 54 (4): 308-319.

- Gottfried, John. 2011. "Business Research on the Open Web, Served 10 Ways." *Against the Grain* 23 (2): 83-85.
- Gottfried, John C. 2010. "Access to Business Research Resources through Academic Library Web Sites: A Survey." *Journal of Business & Finance Librarianship* 16 (1): 1-32.
- Gottfried, John C. 2010. "Correlates of Access to Business Research Databases." *Journal of Academic Librarianship* 36 (2): 141-143.

Selected Book Reviews and Encyclopedia Entries

- Gottfried, John. Reviewer for Public Services Quarterly
 - *Trigger Warnings: History, Theory, Context* by Emily J. M. Knox (Ed.), In Press
 - *Altmetrics: A Practical Guide for Librarians, Researchers, and Academics*. Andy Tattersall (Ed.). In Press
 - *New Librarianship Field Guide*, David Lankes. (January, 2017)
- Gottfried, John. Reviewer for *CHOICE, Current Reviews for Academic Libraries*
 - *Complete Guide to RFPs for Libraries* by Wilkinson and Bordeianu (Eds). (Feb. 2019)
 - *Management & Business Studies Portal*, (<http://www.mbsportal.bl.uk/>) from the British Library (2014)
 - *HBS Working Knowledge* (<http://hbswk.hbs.edu/>) Harvard Business School (March, 2014)
 - *Workforce Website* (www.workforce.com), Chicago: Mediatec Publishing, (September, 2013).
 - *AMA Business Boot Camp*, Edward T. Reilly (ed.), AMACOM (April, 2013).
 - *Key Concepts in Leadership*, by Jonathan Gosling, Stephanie Jones, Ian Sutherland & Joost Dijkstra. (March, 2013)
 - *Business USA Web site* (www.business.usa.gov) (December, 2012)
 - *Headquarters USA: 2012 Directory of Contact Information for Headquarters and Other Central Offices of Major Businesses and Organizations in the United States and Canada* (34th Ed.), Julia Leeper (Ed.) (June 2012)
 - *U.S. Department of Labor Web site* (www.dol.gov) (May 2012)
 - *USA National Innovation Marketplace*, (<http://innovationsupplychain.com>) review of Web service. (May 2012)
 - *The Encyclopedia of Operations Management: A Field Manual and Glossary of Operations Management Terms and Concepts*, by Arthur V. Hill. (Jan. 2012)
- *Human Resource Management: The Key Concepts*, by Chris Rowley and Keith Jackson (August 2011) Gottfried, John C. 2013. "Liquor Store Checks." In *The Encyclopedia of the Fourth Amendment*. Washington, DC: CQ Press.
- Gottfried, John C. 2013. "Charles Sevilla." In *The Encyclopedia of the Fourth Amendment*. Washington, DC: CQ Press.

AWARD

- *2014 Margie Helm Faculty Award for Outstanding Performance*, Western Kentucky University Libraries, Bowling Green, Kentucky.

SELECTED PRESENTATIONS

- “Relevant, Relatable Reference Services in Your Library.” March 9, 2018. John Gottfried and Katherine Pennavaria. Webinar hosted by *Booklist Online Webinars*: <https://www.booklistonline.com/webinars>
- “The Challenge of Change in Public Libraries.” Moderator of panel presentation, Kentucky Library Association Annual Conference, Louisville, KY. September 22, 2017.
- “Using Organizational Culture as a Strategic Resource in Our Libraries.” John Gottfried and Jack Montgomery. KLA/KASL Annual Conference, Louisville, KY, September 22, 2016.
- “Your Organizational Culture: What Is It and How Does It Impact Your Work Life?” John Gottfried and Jack Montgomery, Presentation at KLA/SLA Spring Conference, Cumberland Fall State Park Resort, Corbin, KY, April 7, 2016.
- “Introduction to Title IX and the Cleary Act for Librarians.” John Gottfried and Jack Montgomery, Poster Presentation at KLA/KASL Annual Conference, Louisville, KY, September 18, 2015
- “Just an Equal Playing Field: The Working Librarian’s Guide to Title IX and the Cleary Act.” John Gottfried and Jack Montgomery, KLA/SLA Spring Conference, Prestonsburg, KY, April 17, 2015.
- “Interview Questions: Do’s, Don’ts and Duds.” WKU Libraries, Library Kick-Off for Faculty and Staff, Bowling Green, KY, August 20, 2014.
- “Sports in Society.” Moderator of panel discussion, Southern Kentucky (SOKY) Bookfest, Bowling Green, KY, April 20, 2013.
- “Using Social Media to Promote Long Tail Marketing of Business Resources”, BRASS Forum, Presentation at ALA Annual Conference, Anaheim, CA, June 23, 2012
- “Economic Recovery, Expanding Job Markets, and the Sweeping Powers of the Lowly Librarian.” Presentation at Kentucky Library Association, Joint Conference, Louisville, KY, September 30, 2011
- LibGuides: New User Instruction Session. Instruction session provided to LibGuides Committee, Western Kentucky University Libraries, January 31, 2011.
- “Access to Electronic Business Resources through Academic Libraries: A Survey.” SUNY Non-Tenured Faculty Retreat, Stony Brook University, Manhattan Campus, New York, NY, May 26, 2009
- “Usability Test of a New Library Web Site at Indiana University.” SUNY Library Software Users Group (LiSUG) Annual Conference, at the SUNY Institute of Technology, Utica, NY, October 10, 2008

PROFESSIONAL SERVICE

Service to Professional Associations and Organizations

- Kentucky Library Association, member from 2010
 - Chair-Elect, Academic Library Section, (2018-2019)
 - Chair, Library Management Skills Round Table (2016-2017)
 - Vice Chair and Chair-Elect, LMSRT (2014-present)
- American Library Association (ALA), member from 2006
 - ACRL, member from 2009
 - Peer-reviewer for College & Research Libraries (2017 to present)
 - BRASS, member from 2010
 - Member, BRASS Business Reference Sources (2017-2019)
 - Editor, BRASS Notes (2014-2016)
 - Chair, Publications and Communications Committee(2012-2013)
 - BRASS Webmaster (2011 to 2013)
 - Member, Publications and Communications Committee (2011-2016)
 - LLAMA, member from 2012
 - Member, LOMS Planning & Evaluation of Library Services Committee (2015-2017)
 - Member, LLAMA/LOMS Financial and Administrative Services Committee (2015-2017)
 - RUSA, member from 2010
 - MARS Management of Electronic Resources and Services Committee (2014-2016)
 - RSS Web Advisory Committee (2012-2013)
 - Professional Development Committee (2011-2012)
- Special Libraries Association (SLA), member 2007-2010
 - Centennial Website Subcommittee (2008-2009)

Service to Western Kentucky University

- WKU Campus
 - Member of Faculty Handbook Committee, 2018 to present
 - Libraries Representative to Comprehensive Academic Program Evaluation (CAPE), 2018 to present
 - Member of search committee for Dean of the Libraries, 2016-2017
 - Faculty Leadership Year Workgroup (appointed), 2014-2015
 - Confucius Institute Model Ad Hoc Planning Group (appointed), 2015
 - Provost's Budget Advisory Committee (elected member), 2014-2015
 - SACSCOC Accreditation, Quality Enhancement Plan Working Group, (appointed) 2012-2015.
- WKU Libraries
 - Chair, Chat Reference Task Force, 2018-present
 - Co-Chair, Libraries Statistics Team, 2018-present

- Member, Web Presence Team, 2018-present
- Member, Facilities-Building Committee, 2018-present
- Representative to SAACK Discovery Systems Task Force, 2015-present
- Member, Communications Committee (2018-2019)
- Chair, Video Tutorials Oversight Committee, 2017-2018
- Chair, LibGuides Oversight Committee, 2014-2018
- Chair, Electronic and Continuing Resources Committee, 2012-2013
- Web and Emerging Technologies Committee, 2010-2018
- Undergraduate Research Awards Committee, 2015-2018
- Communication Planning Committee, 2015-2016
- Challenged Materials Committee (Ad hoc), October 2014
- Chair, Website Task Force, 2013-2014
- Selection Committee, Electronic Resources Librarian, 2012
- Library Survey Committee, Member, 2011 to 2014
- Information Commons Committee, 2012
- Ad Hoc Committee on WKU Libraries: An Introspective Report 2011
- Task Force on Information Literacy Instruction, 2010-2011
- WKU Faculty Senate
 - Secretary of Faculty Senate (elected), 2012 -2013
 - Senator, Department of Library Public Services (elected), 2013-2015
 - Senator, Department of Library Public Services (elected), 2011-2013
 - Member, Senate Budget & Finance Committee, 2014-2015
 - Member, Senate Executive Committee, 2011-2015
 - Member, Academic Quality Committee, 2011-2013

Service to SUNY Old Westbury Campus

- Appointment, Reappointment, Tenure and Promotion Committee (ARPT), elected 2009-2010
- College Judicial Board, Faculty Representative, elected 2009-2010
- Faculty Senator, elected, 2009-2010

Updated 1/16/2019