

# Marisa L. Ramírez

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## ***CURRENT POSITION***

Digital Repository Librarian  
California Polytechnic State University – San Luis Obispo

## ***EDUCATION***

Master of Science in Library Science, 2005  
University of North Carolina, Chapel Hill

Master's Paper: "A Comparative Study of Bibliometric Characteristics of Competitive Intelligence Scholarly Material in Business and Library Science Databases." Online: <http://hdl.handle.net/1901/141>

La Universidad de Salamanca, Spain, 2001  
Year-long foreign study program

Bachelor of Science in Radio-TV-Film, New Media Specialization, 1999  
The University of Texas at Austin (High Honors)

## ***PROFESSIONAL EXPERIENCE***

**California Polytechnic State University**, San Luis Obispo, CA (2007 - Present)  
*Digital Repository Librarian*

- Provide outreach the university community on the institutional repository and its collections and services
- Coordinate and manage growth of repository content, including training of staff, students and university partners
- Develop planning and implementation documents for service policies, procedures, marketing, user training and internal workflows

**Arizona State Library, Archives and Public Records**, Phoenix, AZ (2005 - 2007)  
*Digital Repository Coordinator*

- Planned, designed, implemented and maintained the Arizona Memory Project, a consortial digital heritage project for the state of Arizona
- Led team of subject-experts to develop training materials including digitization standards, metadata guidelines, metadata crosswalk and software training tools
- Authored key policy and procedural documents including project goals, internal workflow guidelines, copyright, collection development and Memorandum of Agreement policies, interface usability study, promotional and publicity materials, presentations and conference exhibit booth displays
- Provided technical support, training and product demonstration to external content contributors and served as point person for patron questions about use and features of the repository.

**Autonomic Computing, Software Group, IBM, Raleigh, NC** (2004)  
*Co-op, Competitive Intelligence*

- Developed competitive information program for Autonomic Computing technology group
- Researched market data on key IBM competitors and synthesized findings into packaged daily, weekly and monthly reports
- Identified, analyzed and delivered major competitor strategies and market trends to Head of Strategic Initiatives

**Documenting the American South Digital Collection, UNC Library, Chapel Hill, NC** (2004)  
*Graduate Research Assistant*

- Worked in a collaborative team environment to digitize and mount historic texts online
- Reviewed, edited and validated XML-encoded files for online publishing of digitized historic books
- Developed XML-encoding workflow which was later adopted by the team for quality assurance
- Created TEI-compliant metadata headers for validated files and finalized encoding and metadata creation for literary works

**Center for Research and Development of Digital Libraries, UNC, Chapel Hill, NC** (2003 - 2004)  
*Graduate Fellow*

- Selected from pool of 100 peers to participate in digital library and knowledge management research
- Consulted with UNC faculty to understand information needs, requirements and expectations for digitally archiving pedagogical materials including article pre-prints, notes, and supporting research
- Recommended and implemented a metadata schema for materials
- Prepared, digitized and ingested content into the DSpace digital repository system

**Smithsonian Institution Libraries, New Media Office, Washington, D.C.** (2003)  
*New Media Intern*

- Contributed to the creation of a digital online exhibit of a 24-volume set of narrative and scientific works
- Liaised between the Smithsonian Institution Library and the Smithsonian Anthropology department to identify, evaluate, organize and prepare collection photographs for digitization
- Analyzed legacy data and augmented, updated or created new metadata records for over 500 images
- Researched, created and implemented TEI-compliant metadata framework for electronic documents

**Center for Creative Photography, University of Arizona, Tucson, AZ** (2003)  
*Digitization Intern*

- Scanned large-format original photographs by Ansel Adams, Louise Dahl-Wolf, Edward Weston and other photographers
- Edited and reformatted digital images for submission to online image initiative

**Tucson-Pima Public Library, Nanini Branch, Tucson, AZ** (2002 - 2003)  
*Library Page*

- Shelved library materials and directed patrons to appropriate resources
- Utilized library systems to verify location, status and availability of select titles

**Irene Erickson Elementary School, Tucson Unified School District, Tucson, AZ** (2002 - 2003)  
*School Library Volunteer*

- Assisted teachers and students with reference and collection inquiries
- Cataloged and processed library materials for circulation

**Starcom Media Services, Leo Burnett Worldwide, Chicago, IL** (1999 - 2000)  
*Media Associate*

- Planned and purchased media advertising for national blue-chip client
- Managed national TV inventory and negotiated radio, print and spot TV buys
- Analyzed year-end advertising activity and synthesized financial summary reports
- Researched competitive marketing information and created quarterly product and market analyses

## ***PUBLICATIONS***

### **Refereed**

Scaramozzino, J. and Ramirez, M. (2009). "Redefining Library Partnerships: Sharing Physical and Digital Space with the Campus Community." *Poster Session*. Special Libraries Association, June 14-17, 2009. Washington, D.C.

Ramirez, M. (2009). "Beyond Access: The Added Value of Electronic Thesis Implementation." *Poster Session*. 12<sup>th</sup> International Symposium on Electronic Theses and Dissertations, June 10-12, 2009. Pittsburgh, PA.

Ramirez, M. (2008). "Creating a Digital Solution to Preserve Institutional Memory." *Poster Session*. UC/CSU/CCC Sustainability Conference, July 31-August 3, 2008. San Luis Obispo, CA.  
Online: <http://digitalcommons.calpoly.edu/susconf/4>

Winget, M. and Ramirez, M. (2006). "Developing a Meaningful Digital Self-Archiving Model: Archival Theory vs. Natural Behavior in the Minds of Carolina Research Project." *Proceedings of the 2006 American Society for Information Science Annual Conference*, November 5-8, 2006. Austin, TX.  
Online: [http://digitalcommons.calpoly.edu/lib\\_fac/1](http://digitalcommons.calpoly.edu/lib_fac/1)

### **Non-Refereed**

Ramirez, M. (2009). "Digitization estimates made easy." *Medical Library Association News, December*. (Forthcoming)

Ramirez, M. (2009). "What Authors Need to Know About Copyright." *Center for Teaching and Learning Newsletter, Winter*: 5-6.  
Online: [http://wwwctl.calpoly.edu/newsletters/2009\\_Winter\\_Newsletter.pdf](http://wwwctl.calpoly.edu/newsletters/2009_Winter_Newsletter.pdf)

Ramirez, M. (2008). "Kennedy Library Launches Digital Archive." *Cal Poly Magazine, 12* (3): 5.  
Online: [http://digitalcommons.calpoly.edu/calpoly\\_magazine/vol12/iss3/3](http://digitalcommons.calpoly.edu/calpoly_magazine/vol12/iss3/3)

## ***PRESENTATIONS***

Ramirez, M. and Miller, M. "Generating Campus Buy-In for Your IR", ALA Association for Library Collections and Technical Services Webinar, June 10, 2009.

Online: [http://alcts.ala.org/ce/0610\\_09\\_Institutional\\_Repositories\\_3.wmv](http://alcts.ala.org/ce/0610_09_Institutional_Repositories_3.wmv)

Ramirez, M. "Creating a Digital Repository: The DigitalCommons@CalPoly", Putting Knowledge to Work: Building an Institutional Repository for Your Campus, October 2008, in San Luis Obispo, CA

Online: <http://digitalcommons.calpoly.edu/ir2008/1>

Ramirez, M. "Developing a Library Podcasting Program", Best Practices Exchange 2007: Libraries & Archives in the Digital Era, May 2007, in Phoenix, Arizona

Ramirez, M. "Digitizing Oral Histories on a Shoestring Budget", Museum Association of Arizona Annual Conference, April 2007, in Prescott, Arizona

Ramirez, M. "Care and Feeding of Digital Collections", Museum Association of Arizona Annual Conference, April 2007, in Prescott, Arizona

Winget, M.A. and Ramirez, M. "Developing a Meaningful Digital Self-Archiving Model: Archival Theory vs. Natural Behavior in the Minds of Carolina Research Project", American Society for Information, Science and Technology Annual Conference, November 2006, in Austin, Texas

Muralidharan, M. and Ramirez, M. "Arizona Memory Project & WebJunction: Reaching the Community in the Digital Domain", Museum Association of Arizona Annual Conference, May 2006, in Flagstaff, Arizona

Ramirez, M. and Muth, S. "Arizona Memory Project: Creating a Metadata Dictionary for Diverse Collections", Digital Preservation in State Government: Best Practices Exchange 2006, March 2006, in Wilmington, North Carolina

Ramirez, M. "Creating Access to Collections in the Digital Domain", Digital Preservation in State Government: Best Practices Exchange 2006, March 2006, in Wilmington, North Carolina

## ***GRANTS***

"Arizona Memory Fellows Program: Engaging Arizona Educators with Digital Primary Sources", Primary Investigator and Program Director. Library Services and Technology Act Grant (\$37,625, FY 2007-2008)

"Enabling Digitization of Primary Source Materials Documenting Arizona's Past and Present", Co-Primary Investigator with Richard Prouty. Library Services and Technology Act Grant (\$13,000, FY 2006-2007)

## ***PROFESSIONAL AFFILIATIONS***

Member, American Library Association

Member, American Society for Information, Science and Technology (ASIS&T), Digital Library Interest Group  
Member, Library and Information Technology Association

### ***HONORS & AWARDS***

Arizona State Library Employee Recognition Award (2007)  
UNC Outstanding Service to the School Award (2005)  
Margaret Ellen Kalp Fellowship (2004)  
UNC Graduate School Merit Fellowship (2003)  
Center for Research and Development of Digital Libraries Fellowship (2003)  
REFORMA Hispanic Scholarship (2003)

### ***CONTINUING EDUCATION***

2009 12<sup>th</sup> International Symposium on Electronic Theses and Dissertations (Pittsburgh, PA)  
2009 ACRL 14<sup>th</sup> National Conference (Seattle, WA)  
2008 SPARC Digital Repositories Meeting (Baltimore, MD)  
2008 Building an Institutional Repository for Your Campus (San Luis Obispo, CA)  
2008 SPARC-ARL Forum: Campus Open Access Policies (Anaheim, CA)  
2008 Center for Intellectual Property Workshop: Integrating Access to Digital Materials (Three week online course)  
2007 NEDCC & OCLC Stewardship of Digital Assets (Seattle, WA)  
2007 NISO Forum: Getting the Most Out of Your Institutional Repository (Beltsville, MD)  
2007 AIIM ERM Certification Course – ERM Master Certificate (Phoenix, AZ)  
2007 Digital Preservation in State Government: Best Practices Exchange 2007 (Chandler, AZ)  
2007 Museum Association of Arizona (Prescott, AZ)  
2007 Arizona State Library Convocation (Mesa, AZ)  
2006 EC3: Consortium of National Governmental Associations (Sacramento, CA)  
2006 American Society of Information, Science and Technology Annual Conference (Austin, TX)  
2006 American Association for State and Local History (Phoenix, AZ)  
2006 Arizona Association of Counties (Scottsdale, AZ)  
2006 Joint Conference on Digital Libraries (Chapel Hill, NC)  
2006 Museum Association of Arizona (Flagstaff, AZ)  
2006 Digital Library Federation Spring Forum (Austin, TX)  
2006 Digital Preservation in State Government: Best Practices Exchange 2006 (Wilmington, NC)  
2006 Arizona State Library Convocation (Phoenix, AZ)  
2005 CNI Task Force Meeting (Phoenix, AZ)  
2005 American Society of Information, Science and Technology Annual Conference (Charlotte, NC)  
2005 ARL Managing Digital Assets Conference (Washington, DC)  
2005 IMLS/ OCLC Statewide Digitization Planners Conference (Dublin, OH)  
2005 Arizona Library Association Annual Conference (Mesa, AZ)  
2005 Digitizing Historical Newspapers, Colorado Digitization Project (Denver, CO)  
2004 Joint Conference on Digital Libraries (Tucson, AZ)

## ***SERVICE***

### University

- 2008-Present PCS Academic Senator
- 2007-Present PCS Representative, Research and Professional Development Committee (Academic Senate)
- 2007-Present PCS Representative, Intellectual Property Committee (University Committee)

### Library

- 2008-Present Professional Growth Committee, Library Faculty Council
- 2008-Present Executive Committee, Library Faculty Council
- 2007-Present Library Faculty Council
- 2007-2008 Task Group on Digital Delivery of Special Collections Content

### Community

- 2008 Conference Planning Committee and Speaker, Institutional Repository Colloquium: Building and Institutional Repository for Your Campus
- 2008 Adjunct Reader, EDUCAUSE 2008
- 2007 Conference Planning Committee and Session Facilitator, Digital Preservation in State Government: Best Practices Exchange 2007

## ***REFERENCES***

Available upon request