

## CURRICULUM VITAE

### **Peter D. Fernandez**

Assistant Professor

Coordinator, Webster C. Pendergrass Agriculture & Veterinary Medicine Library

Librarian for Agricultural Sciences and Natural Resources

University of Tennessee Libraries

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### EDUCATION

2007 M.S. in Library and Information Science, *Emphasis in Academic Libraries*  
University of South Florida, Tampa, FL

2005 B.A. in Religious Studies  
New College of Florida, Sarasota, FL

### STATEMENT OF RESEARCH INTEREST

I am interested in the effect of technology on patrons' interactions with libraries, particularly the implications of library values on these technologically mediated exchanges. As such, my research focuses on topics involving privacy, social networking sites, open source technology, and scholarly communications.

### PROFESSIONAL EXPERIENCE

2013–present

Coordinator

Webster C. Pendergrass Agriculture & Veterinary Medicine Library

#### *Responsibilities:*

- Provides vision and leadership to the Webster C. Pendergrass Agriculture & Veterinary Medicine Library. Leads the development and implementation of policies and initiatives. Maintains knowledge of the activities, accomplishments, needs and problems, and communicates them to other entities

- Supervises 4 FTE staff members and one .5 FTE Graduate Assistant. By delegation, directs the supervision of approximately 6 student library assistants
- Oversees branch libraries physical facilities, including coordination with partners services such as Writing Center and Statistical Consulting; coordinates emergency planning and closings, and other special facilities projects as needed
- Facilitates management of physical collection, including Federal depository government documents
- Coordinates annual planning process; prepares budget recommendations, reports, studies, and surveys as needed
- Plans, directs, coordinates and monitors the activities of Pendergrass library, such as circulation and reserve services, reference and information services, ingestion of UTIA documents into Trace, webpage development, marketing and outreach, social media, document delivery, and public relations and promotion
- Facilitates outreach and communication with the Institute of Agriculture

2008–present

Research Services Librarian for Agriculture & Natural Resources  
Webster C. Pendergrass Agriculture & Veterinary Medicine Library

Assistant Professor, University of Tennessee Libraries, Knoxville, TN

*Responsibilities:*

- Provides specialized research assistance and instruction on the subjects of Agriculture & Natural Resources to the University community, government agencies, and Tennesseans
- Subject liaison for the eight departments in the College of Agricultural Sciences and Natural Resources: Agricultural and Resource Economics, Agricultural Leadership Education and Communications, Animal Sciences, Biosystems Engineering and Soil Science, Entomology and Plant Pathology, Food Science and Technology, Forestry Wildlife and Fisheries, and Plant Sciences
- Leads outreach to UT Extension (including 95 county offices, 4-H Youth Development, Family Consumer Science, and 11 centers) and UT AgResearch

(including 10 research and education centers) throughout the state

- Manages a \$200,000 collections budget for the subject areas of Agriculture and Natural Resources
- Provides outreach and leadership at Webster C. Pendergrass Library for scholarly communication issues
- Provides specialized research assistance and instruction pertaining to bibliographic management software and copyright
- Oversees special projects such as the scanning of agricultural materials into UT institutional repository
- Provides leadership for Webster C. Pendergrass Library's online presence, including overall web design and social media outreach

2007– 2008

Health Professions Librarian, South College, Lonas Campus, Knoxville, TN

*Responsibilities:*

- Provided reference, collection development, and instruction services for Health Sciences students and faculty
- Circulated materials and handled interlibrary loans
- Designed and maintained library website
- Supervised student workers and assigned duties to library clerks

## **PUBLICATIONS**

### Peer Reviewed Publications

Fernandez, P. (2009). Online social networking sites and privacy: revisiting ethical considerations for a new generation of technology. *Library Philosophy and Practice (e-journal)*. Available at: <http://digitalcommons.unl.edu/libphilprac/246/>

Fernandez, P. (2010). Privacy and generation Y: applying library values to social networking

sites. [Invited Article. Special Issue] *Community & Junior College Libraries*, 16 (2), 100-113. (featured in *The Informed Librarian Online* May 2010).  
doi: 10.1080/02763911003689495

Fernandez, P. (2012). Library values that interface with technology: Public service information professionals, Zotero, and open source software decision making. *Library Philosophy and Practice (e-journal)*. Available at:  
<http://digitalcommons.unl.edu/libphilprac/803>

Fernandez, P. (2013). Examining electronic resource access policies for unaffiliated patrons at ARL libraries. *Practical Academic Librarianship*. 3 (1), 1-14.  
Available at: <http://journals.tdl.org/pal/index.php/pal/article/view/6372/6068>

Fernandez, P. & Radom, R. Reflecting on Open Access Week: Lessons from three years of events. Manuscript submitted for publication at *Journal of Librarianship and Scholarly Communication*.

#### Other Professional Publications

Fernandez, P. (2009). Balancing outreach and privacy in Facebook: Five guiding decision points. *Library Hi Tech News*, 26 (3/4), 10-12. doi: 10.1108/07419050910979946

Fernandez, P. (2009 - present). *Food and Nutrition*. Available at Browse Topics: Your Pathway to Government Information [electronic database]:  
<http://www.browsetopics.gov/food-and-nutrition/>  
(Browse Topics is an electronic bibliography of Federal web sites based on subject areas, maintained by librarians from the Federal depository library community in cooperation with the Government Printing Office. I am responsible for the *Food and Nutrition* guide).

Fernandez, P. (2011). Zotero: information management software 2.0. *Library Hi Tech News*, 28 (4), 5-7. doi: 10.1108/07419051111154758

Fernandez, P. (2014 - present). Through the Looking Glass: Envisioning New Library Technologies. *Library Hi Tech News*. Bimonthly column.

## **PRESENTATIONS**

#### Peer Reviewed Presentations

Akbar-Williams, T., Bolorizadeh, A., Fernandez, P., & Moore, E. (2009, March). *You've been*

*poked: using social networking sites in academic libraries*. Roundtable presentation at the annual conference of the Association of College & Research Libraries, Seattle, WA.

Fernandez, P., & Radom, R. (2013, April). *Innovative publishers and libraries: Imagining the possibilities*. Roundtable presentation at the annual conference of the Association of College & Research Libraries, Indianapolis, IN.

#### Presentations at Professional Meetings

Bolorizadeh, A., Fernandez, P., Mack, T., & Williamson, J. (2009, February). *The future of information as a cultural bridge*. Presentation at the Black Issues Conference, Knoxville, TN.

Fernandez, P. (2009, May). *Zotero for health librarians*. Presentation at a meeting of the Knoxville Area Health Science Library Consortium, Knoxville, TN.

Fernandez, P. (2010, May) *Zotero: bibliographic management software*. Presentation at the New Technologies at Lightning Speed session of the biennial conference of the United States Agricultural Information Network, Purdue, IL.

Kooy, B., Connell, R.S., Fernandez, P., & Peck., R.S. (2010, June). *Ethics in a digital world: using policies to guide professional and personal presence in social networking spaces*. Invited panelist at a presentation of the ALA Committee on Professional Ethics at the annual conference of the American Library Association, Washington, D.C. Available at: [http://works.bepress.com/peter\\_fernandez/4/](http://works.bepress.com/peter_fernandez/4/)

Baggett, M., Fernandez, P., Jenkins, C., & Sharp, A. (2012, March) *Optimizing social media for your library: planning, strategizing and measuring your success*. Presentation at the Tennessee Library Association Annual Conference, Knoxville, TN.

Fernandez, P. (2012, May). *Technology Track*. Moderated panel presentations at the biennial conference of the United States Agricultural Information Network, Minneapolis, MN.

Fernandez, P. (2012, May). *Integrating and positioning scholarly publishing into agricultural liaison and outreach services*. Presentation at the biennial conference of the United States Agricultural Information Network, Minneapolis, MN.

Fernandez, P. (2012, May). *Scholarly communication in the health sciences*. Invited presentation at a meeting of the Knoxville Area Health Science Library Consortium, Knoxville, TN.

Fernandez, P. (2013, April). *Using licenses to make publicly funded research work for you*. Presentation at the Government By and For Conference, Knoxville, TN.

Fernandez, P. (2013, April). *Scientific research and your library*. Invited presentation at the Big Orange STEM Symposium, Knoxville, TN.

Fernandez, P. (2013, April). *Alternative metrics : All models are wrong, but some are useful*. Presentation at a meeting of the Knoxville Area Health Science Library Consortium, Knoxville, TN.

Fernandez, P., & Cox, N. (2014, May). *Technologies at Lightning Speed*. Moderated presentations at the biennial conference of the United States Agricultural Information Network, Burlington, VT.

Fernandez, P., Kelly, J., Kuden, J., Marsalis, S., & Waters, N. (2014, May). *Sticky Maple Syrup vs. Sticky Collection Management*. Discussion leader at the biennial conference of the United States Agricultural Information Network, Burlington, VT.

#### Invited Workshops & Webinars

Fernandez, P., & Smith, H. (2010, December). *Citation management using Zotero and Mendeley*. Webinar for the Agriculture Information Network Center.

Fernandez, P. (2011, May). *Social media, information management tools and your institution*. Workshop presentation at the annual meeting of the Agriculture Information Network Center, Beltsville, MD.

Fernandez, P. (2011, December). *Using Ning to connect information specialists worldwide*. Webinar for the International Association of Agricultural Information Specialists.

Fernandez, P. (2011, December). *Social networking tools*. Webinar for the Agriculture Information Network Center.

Viera, A., & Fernandez, P. (February, 2014). *Rights and Reputations: Coaching Faculty to Maximize Impact*. Webinar for the Digital Commons Webinar series.

Fernandez, P., Jordon, S., & Lyle, L. (February, 2014). *How Institutional Repositories Facilitate Scholarly Communications Liaison Work*. Webinar for ALA/TLA-UTK Student Chapter.

#### Poster Sessions

Fernandez, P. (2010, June). *Too good to be true? Implementing the open-source program Zotero at a university library*. Poster session at annual conference of the American Library Association, Washington, D.C. Available at: [http://trace.tennessee.edu/utk\\_libpubs/37/](http://trace.tennessee.edu/utk_libpubs/37/)

Fernandez, P., & Braquet, D. (2011, June). *Think globally, act locally: Lessons learned from open access week 2010*. Poster session at annual conference of the American Library Association, New Orleans, LA. Available at: <http://connect.ala.org/files/OpenAccess.pdf>

Fernandez, P., & Radom, R. (2013, April). *If you build it, will they come? Hard-won lessons from 3 years of open access week events*. Poster session at the biennial conference of Association of College & Research Libraries, Indianapolis, IN. Available at: [http://works.bepress.com/peter\\_fernandez/13/](http://works.bepress.com/peter_fernandez/13/)

Fernandez, P. (2013, July). *From theory to practice: Applying library values in an agriculture library*. Poster session at the XIVth World Congress of the International Association of Agricultural Information Specialists, Ithaca, NY.

Eaker, C.B., Fernandez, P., Davis, M., & Swauger, S. (2014, May). *Data Sharing Practices of Agricultural Researchers and Their Implications for the Land Grant University Mission*. Poster session at Presentation at the biennial conference of the United States Agricultural Information Network, Burlington, VT.

#### Internal Presentations

Fernandez, P. (2008, October). *Branch librarianship at a large university*. Panelist for University of Tennessee School of Information Science series, Career Jump Start: All the Right Moves.

Akbar-Williams, T., Bolorizadeh, A., Fernandez, P., & Moore, E., (2009, February). *You've been poked: Using social networking sites in academic libraries*. Roundtable presentation at the University of Tennessee Libraries Working to Reach Academic and Professional Success forum.

Fernandez, P. (2009, May). *Zotero: an introduction*. Presentation for University of Tennessee Libraries Research Services Department Take 20 forum.

Fernandez, P., & Bolorizadeh, A. (2009, May). *Web 2.0 features for library websites*. Presentation at a meeting of the University of Tennessee Virtual Library Steering Committee.

Fernandez, P. (2009, October). *A library perspective on the student statement on the right to research*. Presentation at a meeting of the University of Tennessee Student Senate.

Fernandez, P. (2009, November). *Zotero: information management 2.0*. Presentation at the University of Tennessee Libraries Working to Reach Academic and Professional Success forum.

Fernandez, P. (2010, April). *Take stock in this!: Creating stock tutorials using Jing*. Presentation for University of Tennessee Libraries Research Services Department Take 20 forum.

Fernandez, P. (2010, August). *Too good to be true?: Implementing the open-source program Zotero at a university library*. Presentation at the University of Tennessee Libraries Working to Reach Academic and Professional Success forum.

Fernandez, P., & Braquet, D. (2010, September). *Intellectual property & copyright: What faculty need to know*. Presentation for University of Tennessee Scholarly Communications Committee.

Fernandez, P., & Braquet, D. (2010, October). *Choosing open access: A lunchtime discussion with faculty*. Organized and moderated a panel discussion for University of Tennessee Open Access Week.

Fernandez, P., & Braquet, D. (2010, October). *Open access, intellectual property, & copyright: what faculty need to know*. Presentation for University of Tennessee Open Access Week.

Fernandez, P., & Radom, R. (2012, February). *Discussion on open access*. Discussion leader for University of Tennessee Libraries Faculty Meeting.

Fernandez, P. (2012, October). *The past, present and future of open access*. Presentation for University of Tennessee Open Access Week.

Atkins, D., Baker, G., Caldwell, C., Dixon, L., & Fernandez, P. (2012, October). *Five things you may not know about UT libraries*. Presenter for Open Access Support at a Library Representatives Meeting.

### Guest Lectures

Fernandez, P. (2010, July) *Copyright issues and teaching materials*. Presentation for University of Tennessee College of Veterinary Medicine Master Teacher Program.

Fernandez, P., Kellerman, L., & Mack, T. (2012, April). *Overview of SOIL website for high school teachers and students*. Presentation to L&N STEM Academy faculty, Knoxville TN.

Fernandez, P., & Viera, A. (2013, February). *The copyright and open access guide and your questions*. Co-discussion leader for a presentation at the Comparative & Experimental Medicine Seminar Series, University of Tennessee.

Fernandez, P. (2013, March). *Responsible conduct of research at UTIA: Copyright, open access, and predatory journals*. Presentation for Compliance Workshops series sponsored by



the University of Tennessee Institute of Agriculture Office of Sponsored Programs.

## **OTHER CREATIVE ACCOMPLISHMENTS**

### Web Resources

Zotero, 2009 – present

<http://libguides.utk.edu/zotero>

Copyright & Open Access Publishing, 2009–present

<http://s.lib.utk.edu/agvetcopyright>

East Tennessee Library Association, 2009–present

<http://www.lib.utk.edu/~etla/>

Off-Campus Access to Library Resources, 2010–present

<http://s.lib.utk.edu/agvetoffcampus>

Subject Guides, 2010–present

<http://s.lib.utk.edu/aglibguides>

Assessing the Impact of Research (with Donna Braquet), 2010–present

[http://libguides.utk.edu/research\\_impact](http://libguides.utk.edu/research_impact)

Scholarly Publishing in Agriculture, 2011–present

<http://libguides.utk.edu/agpub>

10 Things Pendergrass Library Can Do For You (Also available as a handout with variant titles based on audience), 2011–present

<http://libguides.utk.edu/10thingspendergrass>

### Bulletins

Pendergrass Bulletin (monthly). 2008–present

<http://wp.lib.utk.edu/pendergrassbulletin/>

### Brochures

Scholarly Publishing for Agriculture and Natural Resources, 2011

## **SERVICE**

### Service to the Profession

2009	Member, Professional Development Task Force, United States Agricultural Information Network
2009-present	Webmaster, East Tennessee Library Association (complete site redesign 2010, 2012)
2009-present	Institutional Representative, Agriculture Network Information Center
2010-present	Convener, Technology Trends Interest Group, United States Agricultural Information Network
2011-present	Communications Committee, International Association of Agricultural Information Specialists
2012-2013	Member, Website Review Team, United States Agricultural Information Network
2012-present	Member, Professional Development Committee, United States Agricultural Information Network
2013-present	Director, United States Agricultural Information Network

### Service to the University

2009-2010	Commons Steering Committee
2009-2010	Virtual Library Steering Committee
2009, 2011, 2013	Instructor, First Year Studies 129 course: The Music of the Grateful Dead
2010-2011	Dean of University Libraries Search Committee
2010-present	Junior Faculty Fellows

### Service to the Libraries

2008-2009	Assessment Planning Group
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2008-2009	Assessment Planning Subgroup, Focus Groups Committee
2009	Assessment Planning Subgroup, In-Library Survey
2009	Research Guides Publicity Group
2009	Development Programmer Search Committee
2009-2010	Outreach & Instruction Group
2009-2010	Dean of Libraries Faculty Advisory Committee
2009-2010	Head, Library Technology Services Search Committee
2009-2010	Mobile Devices Group
2009-present	Citation Management Group
2010-2012	Digital Library Initiatives Advisory Group
2011-2012	Committee for Communication and Collaboration
2011-present	Web Interface Group
2012	Committee to Reinvent the First Floor
2012	Liaison Profile Task Force
2012	Second Floor Consultation Area Task Force
2013	3-D Printing Group
2013	Data Curation Librarian Search Committee
2013	Open Access Week 2013 Planning Group

## **GRANTS AND HONORS**

2012	Faculty Research Incentive Program Grant, University of Tennessee Libraries
2012	Faculty Appreciation Week College Kudos, University of Tennessee

## PROFESSIONAL DEVELOPMENT (SELECTED)

*A Matter of Style: Matching Teaching Strategies with Student Learning Styles to Enhance Student Learning.* (2008, September). University of Tennessee College of Agricultural Sciences and Natural Resources, Knoxville, TN.

*Zotero Workshop.* (2009, July). Emory University, Atlanta, GA.

*Replacing ZZZs with Zip: A Workshop on Student Engagement.* (2009, October). Tennessee Teaching and Learning Center, University of Tennessee, Knoxville, TN.

*Scholarly Communication 101 Roadshow: Starting with the Basics.* (2010, May). Association of College & Research Libraries, Dayton, TN.

*Copyright and Faculty Rights* (2011, May). Academic Impressions, University of Tennessee Office of the Provost, Knoxville TN.

*Intellectual Property - Law 959* (2011, Fall). University of Tennessee College of Law, Knoxville, TN.

*The Impact of Open Access in Research and Scholarship* (2011, November). Berlin 9 Open Access Conference, Washington, DC.

*Collaborative Strategies for Advancing Scholarship* (2012, March). Scholarly Publishing and Academic Resources Coalition Open Access Meeting, Kansas City, MO.

## MEMBERSHIPS

2007-present	Knoxville Area Health Science Library Consortium
2007-2012	Tennessee Library Association
2008-present	United States Agricultural Information Network
2009-present	East Tennessee Library Association
2010-present	International Association of Agricultural Information Specialists