

BETTINA PEACEMAKER

508 N 32ND ST • RICHMOND, VA 23223

BPEACEMAKER@GMAIL.COM • [0000-0002-5944-2706](tel:0000-0002-5944-2706)

EDUCATION

University of Maryland: College Park, MD
Master of Library Science, College of Information Studies
Graduation: May 2002

Mary Washington College (now University of Mary Washington): Fredericksburg, VA
Bachelor of Arts, Sociology: Anthropology Concentration
Graduation: May 1999

EMPLOYMENT HISTORY

Virginia Commonwealth University, VCU Libraries: Richmond, VA
Head, Academic Outreach (Assistant Professor), November 2016 - present

Manage research services to upper level undergraduates, graduate students, and faculty associated with the schools and departments on the Monroe Park Campus (humanities, arts, social and behavioral sciences, education, business, sciences, and engineering). Supervise eight faculty librarians to ensure high quality instruction, research support, relationship building, outreach, and reference collection. Build partnerships and encourage collaborative projects with administrative units and academic departments to fully serve the VCU community. Notable initiatives include:

- Liaison Model Canvas, an adaptation of the Business Model Canvas to develop a departmental understanding of liaison work and explore new ways to build relationships and reach academic departments with key services.
- Library-wide Liaison Forum to explore and advance a collaborative liaison model.
- Timeline to manage liaison transitions, covering training and onboarding needs as well as communication priorities during service lapses.

Virginia Commonwealth University, VCU Libraries: Richmond, VA
Assistant Head, Academic Outreach and Business Research Librarian, August 2013 - October 2016

Advanced liaison efforts with a focus on collaborative projects to enhance subject-based outreach. Developed creative promotional strategies and managed their implementation. Partnered with key units around campus including the Graduate School and University Career Services to fully support research and learning. As liaison to the School of Business, worked closely with faculty, students, and colleagues in the library to strengthen business education, as well as innovation and entrepreneurship efforts across campus. Ensured collections were relevant to evolving business research demands. Notable initiatives include:

- Advance Your Research, a workshop series focusing on the research needs of graduate students and advanced researchers.
- E-newsletter system, allowing liaisons to communicate customized content to faculty.
- Part of creative team that planned, executed, and evaluated library-wide public relations campaigns. Your Compass was VCU Libraries' first integrated campaign designed to reach all library audiences with consistent images and messages. The current campaign, Find Your Way, introduced a system of materials easily customized for specific audiences. Both campaigns have been honored by the Virginia Chapter of the Public Relations Society of America (PRSA).

Virginia Commonwealth University, VCU Libraries: Richmond, VA

Assistant Head for Research Service and Reference Librarian for Business, July 2008 - July 2013

Reference Librarian for Business and Liaison Coordinator (Assistant Professor), April 2007 - June 2008

Led liaison efforts for Research and Instructional Services (RIS) including direct supervision of up to seven faculty subject librarians. Guided RIS librarians in all areas of research services and subject-based outreach, facilitated collaborative projects, developed creative promotional strategies, and built a collection of research tools and services with a strong consultation focus. Established new departmental initiatives including an around-the-clock text service. Also, liaison to the School of Business and related programs including fashion merchandising and advertising. Cultivated relationships with the Graduate School, served programs within the L. Douglas Wilder School of Government and Public Affairs, and worked with arts and engineering colleagues to support the da Vinci Center for Innovation. Actively pursued instruction, outreach, and collection opportunities within my areas of specialty.

Virginia Commonwealth University, VCU Libraries: Richmond, VA

Reference Librarian for Business and the Social Sciences (Instructor), October 2004 - April 2007

Liaison to the School of Business, School of Education, and School of Social Work. Also, built relationships with related departments including Fashion Merchandising. Developed the business and social sciences reference collection with an emphasis on electronic resources. Created a strong collection of research guides and instructional materials including instructional video content, a podcast series, and workshops covering important business research themes.

University of Maryland University College (now University of Maryland Global Campus),
Information and Library Services: Adelphi, MD

24/7 Coordinator (Librarian II), July 2004 - September 2004

Managed a 24-hour chat, email, and phone reference service staffed by library and Tutor.com staff. Provided ongoing training, maintained reference manuals, coordinated schedules, monitored responses and set up quality control standards to ensure a high level of customer service, and prepared periodic reports assessing project goals. Also continued supervising graduate assistants and offering high quality reference and instruction services.

University of Maryland University College, Information and Library Services: Adelphi, MD
Reference and Instruction Librarian (Librarian I), July 2002 - July 2004

Provided reference and instruction services focused on online and nontraditional students. Worked closely with faculty across multiple disciplines to integrate information literacy into assignments and offered in depth consultation services to a diverse group of students. Launched and coordinated a 24-hour reference initiative. Hired, trained, and supervised graduate assistants to staff an off-site location and online reference service. Offered practical and administrative support for interlibrary loan. Developed and maintained web content including tutorials, subject guides, and a staff reference manual.

University of Maryland University College, Information and Library Services: Adelphi, MD
Graduate Assistant II, September 2000 - July 2002

Responsible for the full range of reference services at an off-site location--the University of Maryland, College Park's McKeldin library. Also, filled interlibrary loan requests, developed and maintained web pages, and conducted literature searches on distance education and intellectual property topics.

TEACHING EXPERIENCE

University of Maryland Global Campus (formerly University of Maryland University College),
School of Undergraduate Studies: Adelphi, MD

Adjunct Associate Professor, Fall 2003 - present

Instructor and course coordinator for LIBS 150: Introduction to Research, a 1-credit online class. As coordinator, serve as subject matter expert for course content with responsibilities for curriculum development, course assessment, program development, and classroom maintenance. Co-author of the original version of the course modules. Served as course chair (2012 - 2019), peer reviewer for a course revision, a peer mentor for new instructors, and on a task force that considered national information literacy trends. Completed basic and advanced certificates from the Center of Teaching and Learning covering topics like adult learning, practical instruction design, and rubrics. Nominated for the 2012 UMUC Stanley J. Drazek Teaching Excellence Award and the UMUC Teaching Recognition Award.

University of Maryland University College, School of Undergraduate Studies: Adelphi, MD
Grader, Fall 2002 - Summer 2003

Assisted instructors of LIBS 150: Information Literacy and Research Methods with grading.

University of Maryland University College, Center for Teaching and Learning: Adelphi, MD
Instructor, 2002 - 2004

Facilitated the library and information literacy module of CTLA 201: Teaching with WebTycho Training Course.

RESEARCH, SCHOLARLY, AND CREATIVE ACTIVITIES

Peer-reviewed articles

- Arendt, J., Peacemaker, B., & Miller, H. (2019). Same question, different world: Replicating an open access research impact study. *College and Research Libraries*, 80(3), 303-318. Retrieved from <https://crl.acrl.org/index.php/crl/article/view/16949/19512>
- Peacemaker, B., & Roseberry, M. (2017). Creating a sustainable graduate student workshop series. *Reference Services Review*, 45(4), 562-574. doi: 10.1108/RSR-04-2017-0010
- Roseberry, M., & Peacemaker, B. (2016). Keytag it: An exploration of a creative and customizable research guide promotion. *Issues in Science & Technology Librarianship*, 81. doi: 10.5062/F44X55TC
- Peacemaker, B., & Heinze, J.S. (2015). Moving users, moving results: Exploring customer engagement strategies for deeper relationships. *College and Undergraduate Libraries*, 22(3-4), 261-272. doi: 10.1080/10691316.2015.1081084

Book chapters

- Peacemaker, B., Hibben, Y., & Sobczak, P. (in press). A creativity feast: Inspiring business faculty with comic books and styrofoam. In R. Sittler & T. Rogerson (Eds.), *The Library Outreach Cookbook*. Chicago, IL: Association of College & Research Libraries.
- Robinson, S., & Peacemaker, B. (in press). Posters on the wall: A campaign of discovery, diversity, and culture. In R. Sittler & T. Rogerson (Eds.), *The Library Outreach Cookbook*. Chicago, IL: Association of College & Research Libraries.
- Roseberry, M., Peacemaker, B., & Robinson, S. (in press). Spreading the news: A Collaborative system for customized enews. In R. Sittler & T. Rogerson (Eds.), *The Library Outreach Cookbook*. Chicago, IL: Association of College & Research Libraries.

Published conference proceedings

- Garipey, L.W., Peacemaker, B., & Colón, Valeriana. (2017). Stop chasing unicorns: Setting reasonable expectation for the impact of library instruction programs (and other library services) on student success. Paper presented at the 11th Northumbria International Conference on Performance Measurement in Libraries and Information Services, Edinburgh, United Kingdom. *Performance Measurement and Metrics*, 18(2), 103-109. doi: 10.1108/PMM-05-2017-0025
- Sobczak, P., & Peacemaker, B. (2016). Innovation in libraries may be as simple as staying on the bus. *Imagine the Next! Proceeding of the Fifth Conference for Entrepreneurial Librarians*. Paper presented at the Conference for Entrepreneurial Librarians, The University of North Carolina at Greensboro, Greensboro, North Carolina. Retrieved from <http://libjournal.uncg.edu/index.php/pcel/article/view/1456>
- Mulherrin, E., Olson, & Phifer (Peacemaker), B. (2005). Online BI: Virtual library instruction for the next generation. *Library Instruction: Restating the Need, Refocusing the Response*. Paper presented at LOEX 2004, Ypsilanti, Michigan (159-161). Ann Arbor, Michigan: Pierian Press.

Additional publications

- Deeken, L., Vecchione, A., Carr, A., Hallman, S., Herzellah, L., Lopez, N.,...Pajewski, A. (publication pending). Charting a path forward in student success. *Reference Services Review*. doi: 10.1108/RSR-08-2019-0048
- Peacemaker, B., Robinson, S., & Hurst, E.J. (2016). Connecting best practices in public relations to social media strategies for academic libraries (Connect column). *College and Undergraduate Libraries*, 23(1), 101-108. doi: 10.1080/10691316.2016.1134244
Related summary data is available at http://works.bepress.com/bettina_peacemaker/13
- Peacemaker, B., & Hanneman, K. (2014). Help your students land a job with career services. *Academic BRASS*, 9(1). Retrieved from <http://bit.ly/1zJOIUr>

Poster presentations

- Peacemaker, B., & Crookendale, C. (2019, April). *Life after reference: Casting a new liaison model*. Poster presented at the Association of College & Research Libraries Conference, Cleveland, Ohio. Retrieved from https://works.bepress.com/bettina_peacemaker/21
- Sobczak, P., Peacemaker, B., Roseberry, M., & Robinson, S. (2015, October). *Can you spare 2 hours? Target your audience with customized e-news*. VLACRL Poster Session presented at the VLA Annual Conference, Richmond, Virginia. Retrieved from http://works.bepress.com/bettina_peacemaker/11
- Roseberry, M., & Peacemaker, B. (2015, June). *Your key(tag) to success: A creative and customizable method to promote research guides*. Poster presented at the SLA Annual Conference (All Sciences Poster Session), Boston, Massachusetts. Retrieved from http://works.bepress.com/bettina_peacemaker/10
- Peacemaker, B. (2014, October). *Innovate at your library with business model generation*. Poster presented at the Conference for Entrepreneurial Librarians, Wake Forest University, Winston-Salem, North Carolina. Retrieved from http://works.bepress.com/bettina_peacemaker/3
- Peacemaker, B., Robinson, S., & Scott, M. (2014, June). *Diversity project: Poster series connects core values to library materials and expertise*. Poster presented at the ALA Annual Conference, Las Vegas, Nevada. Retrieved from http://works.bepress.com/bettina_peacemaker/1
- Peacemaker, B., Robinson, S., & Scott, M. (2014, June). *Reach out in a new direction: Applying public relations best practices to academic outreach*. Poster presented at the ALA Annual Conference, Las Vegas, Nevada. Retrieved from

http://works.bepress.com/bettina_peacemaker/2

- Peacemaker, B., & Roseberry, M. (2014, June). *Advance graduate research: Re-examining outreach with workshops*. Joint Poster Session presented at the SLA Annual Conference, Vancouver, Canada. Retrieved from http://works.bepress.com/bettina_peacemaker/7
- Glover, J., & Peacemaker, B. (2010, October). *Planning serendipitous liaison outreach*. VLACRL Poster Session presented at the VLA Annual Conference, Portsmouth, Virginia. Retrieved from http://works.bepress.com/bettina_peacemaker/6

Presentations

- Long, T., Peacemaker, B., Pascasio, C., & Harris, T. (2015, October). *Library Speed Networking*. Presented at the VLA Annual Conference, Richmond, Virginia.
- Rawls, M., & Peacemaker, B. (2015, July). *Ithaka S+R Local Faculty Survey: Aligning library strategy with the needs of our research community*. Presented at the Northumbria International Conference on Performance Measurement in Libraries and Information Services, Edinburgh, United Kingdom.
- Peacemaker, B., Harris, T., Pascasio, C., & Long, T. (2015, May). *Library speed networking*. Presented at the VLA Professional Associates Forum, Richmond, Virginia.
- Harris, T., Peacemaker, B., & Pascasio, C. (2014, December). *Librarian speed networking*. Presented at the VASLA Fall Program, Glen Allen, Virginia. Retrieved from http://works.bepress.com/bettina_peacemaker/4/
- Pascasio, C., Peacemaker, B., Long, T., & Harris, T. (2014, October). *Librarian speed networking*. Presented at the VLA Annual Conference, Williamsburg, Virginia.
- Hanneman, K., & Peacemaker, B. (2014, April). *The digital portfolio: Storytelling from student to professional*. Presented at the Virginia Association of Colleges & Employers Conference, Fairfax Virginia. Retrieved from http://works.bepress.com/bettina_peacemaker/5
- Doherty, T., & Peacemaker, B. (2013, June). *24 hour in-house text service: How our secret ingredients led to success*. Presented at ALA Annual (FEAST: Future & Emerging Access Services Trends), Chicago, Illinois. Retrieved from <http://slidesha.re/1rrZjAs>
- Boger, P., Bryan, J.L., & Peacemaker, B. (2010, June). *Who's driving the technology bandwagon - The users or the librarians?* Presented at ALA Annual, Washington, D.C.
- Peacemaker, B. (2010, June). *Resources for entrepreneurs*. Presented at Richmond SCORE meeting, Richmond, Virginia.
- Peacemaker, B. (2010, April). *Face(book)ing the facts: A social networking update*. Presented at the VASLA Spring Program, Charlottesville, Virginia.
- Peacemaker, B., & Glover, J. (2009, October). *Face(book)ing the facts: A librarian's guide to surviving Facebook*. Presented at the VLA Annual Conference, Williamsburg, Virginia. Retrieved from http://works.bepress.com/bettina_peacemaker/8
- Phifer (Peacemaker), B., Stover (Heinze), J., & Kirelew, P. (2006, November). *More than just noise: Library podcasts that teach*. Presented at the VLA Annual Conference, Williamsburg, Virginia.

Virginia Commonwealth University presentations

- Peacemaker, B., Hurst, E., & Miller, H. (2019, March). *What We Learned from the Liaison Forum*. Presented at Liaison Mini-Con, VCU Libraries, Richmond, Virginia.
- Peacemaker, B., & Crookendale, C. (2018, March). *Liaison reality check: How to listen to your students*. Presented at Liaison Mini-Con, VCU Libraries, Richmond, Virginia.
- Peacemaker, B. (2016, January). *Finding funding: An introduction to grant search tools and resources at VCU*. Presented at Ready, Set, Grant! Workshops on Competitive Grantwriting at VCU, Richmond, Virginia.

- Peacemaker, B., & Glover, J. (2013, May). *Always online: Librarians changing role in the learning landscape*. Presented at the VCU Online Learning Summit, Richmond, Virginia.

HONORS AND AWARDS

- Capital Award of Excellence for Research/Evaluation, Virginia Chapter of the Public Relations Society of America (PRSA), Social Media Best Practices in Academic Libraries: Building on a PRSA Survey, 2016
- Capital Award of Excellence for Brochures, Virginia Chapter of the PRSA, "Finding Your Way" to a new approach to the simple brochure, 2016
- Capital Award of Merit for Newsletters, Virginia Chapter of the PRSA, Enews for faculty, a university's toughest audience, 2016
- Capital Award of Excellence for Research/Evaluation, Virginia Chapter of the PRSA, Getting Our Bearings: Introducing best practices and evaluation to an academic setting (Your Compass), 2015
- Commonwealth Award of Merit for Multicultural Public Relations, Virginia Chapter of the PRSA, Diversity and Identity Poster Series, 2015
- Best Collections Materials, Academic Library Advancement and Development Network (ALADN), Your Compass, 2014
- VCU Leadership Development Program, Grace E. Harris Institute, 2009 – 2010
Project: Discovery Mentoring: Creating Student Connections

SELECTED SERVICE ACTIVITIES

VCU Libraries

- Chair, Management Council, 2019 – 2020
- Chair, Liaison Work Group, 2019 – 2020
- Member, Shared Governance Task Force, 2019 – 2020
- UAP & Classified Staff Development Day Committee, 2019
- Grants Committee, VCU Libraries Faculty Organization, 2019
- Member, Screening Committee for Associate University Librarian for Research and Learning, 2018
- Management Council Membership Work Group, 2018 - 2019
- Chair, Screening Committee for Web Systems Librarian, 2016 - 2017
- Ithaka S+ R Local Survey Task Force, 2014 - 2015, 2018 -
- Chair, Screening Committee for Social & Behavioral Sciences Research Librarian, 2013
- Chair, Screening Committee for Research Librarian for Science and Engineering, 2012
- LibQual Task Force, 2008
- LibQual Results Subcommittee, 2007
- Secretary, VCU Libraries Faculty Organization, 2006 - 2007
- Alternate, Faculty Senate, 2006
- Professional Development Committee, VCU Libraries Faculty Organization, 2005 - 2006

Virginia Commonwealth University

- Critical Language Scholarship Review Panel, National Scholarship Office, 2018, 2019
- Fulbright Review Panel, National Scholarship Office, 2016, 2017, 2018, 2019

- Judge 3MT (Three Minute Thesis), Graduate School, 2015, 2016, 2017, 2018, 2019
- Web Conferencing Product Evaluation Committee, 2006
- Discussion Group Leader, VCU Summer Reading Program, 2006

Special Libraries Association (Member, 2009 - 2016)

- President, Virginia Chapter of the SLA (VASLA), 2011 - 2013
- Continuing education courses, CCM300: Global Copyright Law Principles and CCM100: Introduction to Copyright Management, 2014
- Mentor, Academic Division Mentoring Program, 2013
- Panelist, Job Hunting & LIS Career Best Practices with Library Experts, VASLA Career Connection Event, August 23, 2013
- Blog Co-Editor, VASLA, 2009 - 2011
- Alumni Panel Discussion, Student Chapter, College of Information Studies, University of Maryland, College Park, September 25, 2003

American Libraries Association (Member)

- Reference & User Services Association (RUSA)
 - Business Reference and Services Section (BRASS)
 - Business Reference in Academic Libraries Committee, BRASS, 2006-2008
- Association of College and Research Libraries (ACRL), 2015 -
 - Library Marketing and Outreach Interest Group, 2015 –
 - University Libraries Section, 2018

Community

- Judge, Richmond History Fair, Richmond Public Schools, 2017, 2018, 2019