

# CHANTELLE SWAREN CURRICULUM VITAE

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## EDUCATION

Master of Library and Information Studies

University of Alabama

Degree Conferred 2012

- Perfect 4.0 GPA; Invited to join Beta Phi Mu International Honor Society for Library and Information Studies and The Honor Society of Phi Kappa Phi

Master of Business Administration

University of Alberta

Degree Conferred 2005

- Member of the NetImpact Student Association for Corporate Social Responsibility

Bachelor of International Management

University of Lethbridge

Degree Conferred 2001

- Completed a semester abroad at the Fachhochschule Reutlingen in Germany

Business Administration Diploma in Marketing

Northern Alberta Institute of Technology

Diploma Conferred 1999

## PROFESSIONAL EXPERIENCE

Assistant Professor, Outreach and Assessment Librarian

UTC Library

University of Tennessee, Chattanooga

2013 - present

My role at the UTC Library is varied and wide in scope. In general, I'm responsible for developing, planning, promoting, and delivering the Library's outreach and assessment efforts. With respect to outreach, I develop communications related to library news, collections, services, and events to various audiences, including within the Library, to the UTC community, and to the local community. With respect to assessment, I aim to foster a culture of assessment within the Library, work with departments on local data gathering to ensure a successful and sustainable assessment program, and gather and aggregate library-wide statistics to inform our practices and planning, as well as to meet university and accreditation standards.

## PROFESSIONAL EXPERIENCE *continued from previous page*

Senior Marketing Consultant  
Edmonton Public Library  
2009 -2013

My role within this large public library system was primarily focused on consistently applying the overall brand when creating campaigns and developing programs. As well, I created two unique sub-brand identities to help promote core services that the library offers to specific customer segments. To achieve the library's goals, I developed electronic and printed marketing and communications pieces, developed compelling programs and events, and collaboratively worked with staff from all library departments and community partners. During my tenure, I won awards, broke records for registration and participation, and successfully managed a variety of projects.

Member Services Manager  
Canadian Home Builders Association - Edmonton Region  
2008 - 2009

At this not-for-profit industry association, I headed several working committees comprised of industry experts, governmental representatives, and company owners to develop and implement safety practices, technical improvements, and legislative mandates. Also, I arranged monthly training sessions for industry professionals, managed large-scale consumer events, and reconfigured a membership database to mine financial and marketing data.

Membership Product Manager  
British Columbia Automobile Association  
2005-2008

At this international association, I was responsible for managing and expanding the suite of core emergency roadside assistance membership products. As part of my role, I worked on gaining and retaining customers using creative marketing campaigns in print, on the radio, on television, and online. To aid in my strategy development, I used statistical analysis and research data to discover usage patterns, consumer behavior, and opportunities to develop new products based on demographic, geographic, and psychographic information. BCAA held the title of the #1 most trusted brand during my tenure, and I met customers' expectations by offering valuable products, training staff around the province to offer excellent customer service, and using mined customer data to consistently improve service offerings.

Information Solutions Associate  
Thomson Carswell  
2005

In this position, I was responsible for introducing and selling a new proprietary database in Western Canada. This sales position involved developing prospective clients, presenting an online tax database for their review, and training new clients on use of the program. I attended industry events across the province, and worked closely with a sales support team in Eastern Canada.

## PROFESSIONAL EXPERIENCE *continued from previous page*

Product Manager

priMED Medical Supplies Inc.

2001 - 2004

While working for this privately-owned medical device manufacturer, I developed and implemented a successful brand strategy. As well, I leveraged the expertise of customers and medical professionals to develop new products and to increase sales of existing product lines. I worked with our engineering and manufacturing departments to ensure quality control, developed the corporate website, successfully bid on several large contracts with hospital groups across Canada, and worked closely with independent lab testing facilities to ensure safety requirements were met. As well, I helped to develop the policies and processes required for priMED to achieve ISO registration.

## UTC LIBRARY COMMITTEE SERVICE

2013 - 2018: Chair, Library Outreach Committee

2015 - 2017: Member, Assessment Task Force

2015 - 2016: Member, New Building Assessment Task Force

2013- 2015: Member, Internal Library Building Committee

2013- 2014: Member, Library Electronic Resources Committee

2013- 2014: Member, Library Web Team

2013 - 2014: Member, Mission Statement Task Force

## UNIVERSITY SERVICE

Committee Work

2018 - 2019: Member, Athletics Committee

2017: Volunteer, Operation Move-In Day

2016 - 2017: Chair, Student Rating of Faculty Instruction Committee

2015 - 2016: Member, Student Rating of Faculty Instruction Committee

2014-2015: Member, First Year Reading Experience / Read2Achieve Committee

### Committee Work *continued from previous page*

2014-2015: Chair, First Year Reading Experience Social Media Subcommittee

2014-2015: Member, Budget and Economic Status Committee

2013-2014: Member, Steering Committee for the Achieve Degree

### Training

2018: Completed SAGE Research Methods training

2018: Completed I.T. Security Awareness Training

2018: Completed Title VI Training

2017: Completed InCites Journal Citation Reports Training

2017: Completed I.T. Security Awareness Training

2016: Completed Title IX Training

2015: Completed Green Zone Ally Training

2015: Completed CPR / AED Training

2013: Completed New Faculty Orientation

## PROFESSIONAL LIBRARY SERVICE

2018 – present: Chair, University of Alabama School of Library and Information Studies, Library School Association (LSA) Task Force.

2017 – present: Member, University of Alabama School of Library and Information Studies, Library School Association (LSA) Board. Elected to a 3-year term.

2014 – 2017: Member, University of Alabama School of Library and Information Studies, Library School Association (LSA) Board. Elected to a 3-year term.

2014 – 2016: Co-chair, Tennessee Library Association (TLA) Development Committee

2014-2015: Member, Tenn-Share DataFest and Fall Conference Planning Committee

2014-2015: Member, American Library Association (ALA) New Members' Round Table Ad hoc Web Committee

## PROFESSIONAL DEVELOPMENT

### Presentations

Swaren, C., Schwertfeger, R. (2017, November). *So You Are a New Assessment Librarian – What Do You Need to Know?* Conference presentation at the 2017 Southeastern Library Assessment Conference, Georgia Tech Global Learning Center, Atlanta, GA.

Swaren, C., Elmore, R., Jones, M., Dr. Rollins, S., & Schwertfeger, R. (2017, November). *The Importance of the SLIS Master's Degree in Library and Information Studies*. Panel presentation at the 28th Annual SLIS Alumni Day, Amelia Gayle Gorgas Library, The University of Alabama, Tuscaloosa, Alabama.

Swaren, C., Tekulve, N., Milewicz, L., & Herndon, J. (2015, April). *Creating Sustainable Workshop Series on Your Campus*. Webinar Presentation presented at the Spring ULS Members-Only Online Discussion, Webex Presentation, Online.

Swaren, C., Tekulve, N., Cairns, V., & Bowron, C. R. (2015, April). *Digging into data: Mining for statistical gold at the Reference Desk*. Conference Presentation presented at the 2015 TLA Annual Conference: A Place for Everyone at the Table, Hilton Memphis, Memphis, TN.

Swaren, C., & Tekulve, N. (2015, March). *Growing a Sustainable Workshop Series: Best Practices for Making Library Workshops a Vital Part of the Campus Ecosystem*. Poster Presentation presented at the ACRL 2015, Oregon Convention Center, Portland, OR.

Swaren, C. (2015, February). *More Than Just Books: Campus Libraries as Strategic Assessment Partners*. Conference Presentation presented at the 15th Annual Texas A&M University Assessment Conference, College Station Hilton, College Station, TX.

Swaren, C. (2014, September). *Using Regression to Move Forward: Strategically Analyze Data for Better Planning*. 10-for-Tenn Short Presentation presented at the Tenn-Share 2014 DataFest, Nashville Public Library, Nashville, TN.

## Presentations *continued from previous page*

Swaren, C. (2014, August). *Storytime Station: A case study on using public library-created animated videos to reinforce early literacy skills and practices*. Video Presentation presented at the IFLA World Library and Information Congress, 80th IFLA General Conference and Assembly; Session 120, Libraries creating content for/with children and young adults, Section Libraries for Children and Young Adults with Literacy and Reading, Room: Auditorium Lumière, Lyon Convention Centre, Lyon, France.

Swaren, C. (2014, May). *Using Regression to Move Forward: How to Strategically Analyze Data for Better Planning*. Lightning Talk Presentation presented at the LOEX Annual Conference 2014: Creative Visualization: The Art of Information Literacy, Amway Grand Plaza Hotel, Grand Rapids, MI.

## Writing

Swaren, C. (2015, May 28). Keynote. *The TLA Newsletter*, 21(2), 1.

Swaren, C. (2014). *Storytime Station: A case study on using public library-created animated videos to reinforce early literacy skills and practices*. In *IFLA WLIC 2014 - Lyon - Libraries, Citizens, Societies: Confluence for Knowledge*. Room: Auditorium Lumière, Lyon Convention Centre, Lyon, France.

## Conferences Attended

ACRL Roadshow - Assessment in Action: Demonstrating and Communicating Library Contributions to Student Learning and Success; Chattanooga, TN; October 2018

Southeastern Library Assessment Conference; Atlanta, GA; November 2017

Evidence-Based Library and Information Practice (EBLIP); Philadelphia, PA; June 2017

American Library Association Annual Conference; Orlando, FL; June 2016

Southeastern Library Assessment Conference; Atlanta, GA; November 2015

Tenn-Share ShareFest; Nashville, TN; September 2015

Tennessee Library Association Annual Conference; Memphis, TN; April 2015

ACRL 2015 Conference; Portland, OR; March 2015

15th Annual Texas A&M Assessment Conference; College Station, TX; February 2015

## Conferences Attended *continued from previous page*

Tenn-Share DataFest and Fall Conference; Nashville, TN; September 2014

LOEX Annual Conference; Grand Rapids, MI; May 2014

Tennessee Library Association Annual Conference; Murfreesboro, TN; April 2014

Southeastern Library Assessment Conference; Atlanta, GA October 2013

## AWARDS

2012 Summit International Awards, Creative Award, Bronze for Video Series (shared award with EPL Early Literacy team)

2011 John Cotton Dana Library Public Relations Award (shared award with EPL Marketing team)

2011 International Federation of Library Associations 9<sup>th</sup> Marketing Award - 2<sup>nd</sup> place (shared award with EPL Marketing team)

2011 Urban Libraries Council Innovator Award for Organizational Change (shared award with EPL Marketing team)

2011 Canadian Library Trustees Association's Achievement Award for Literacy (shared award with EPL Early Literacy team)

2011 International Association of Business Communicators Capital Award of Excellence

2011 Summit International Awards, Creative Award, Silver for Early Literacy Posters (shared award with EPL Early Literacy team)

2011 Summit International Award, Creative Award, Bronze, for an Early Literacy Booklet (shared award with EPL Early Literacy team)