CHANTELLE SWAREN

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PROFESSIONAL EXPERIENCE

University of Tennessee at Chattanooga, UTC Library

Assessment and Outreach Librarian, Associate Professor

2019 – present

As a tenured librarian, I have assumed leadership roles by chairing committees and project teams, serving as Faculty Senator (2021-2023), and mentoring new colleagues. On an ongoing basis, I use project management expertise and creativity to develop and execute outreach programs which increase awareness and encourage the use of library offerings. As well, I leverage my strong communication and analytical skills to direct assessment initiatives that illuminate the distinct library needs of UTC's various market segments as well as to help the library and other UTC departments satisfy internal and external reporting requirements.

The broad scope of my position enables me to collaborate extensively with colleagues from across the library, as well as partners from across the UTC campus and the local community. With over 10 years of academic experience, I have mastery in successfully navigating the varying priorities of stakeholders - academic & support departments, administration, and others.

Assessment and Outreach Librarian, Assistant Professor

2013 - 2019

In this role, I developed and executed outreach activities to promote the library's resources, services, and programs. I created many popular outreach programs that resonated with students, faculty, and staff. I effectively used the library website, blog, social media channels, email listservs, and physical spaces throughout the library and campus for mass communications. As well, I utilized the campus newspaper, communications department, alumni groups, and development office partners to spread library news across and beyond the campus community. I also led assessment initiatives and regularly reported performance data to the library and campus, as well as across academia.

Outreach Work Samples: Campus Petting Zoo, Halloween Costume Contest and Open House, Online Reading With #1 NY Times Bestselling Author Rebecca Wells, library birthday party, blog post about library student workers, library grand opening calendar of events, UTC Reads; Faculty Book Recommendations. Therapy Dog Visits; 2014 - present.

Assessment Work Samples: <u>FY2021 and FY2022 Program Accreditation Reports</u>, <u>Annual</u> Assessment Calendar, Library Holdings from the UTC Factbook

Senior Marketing Consultant, 2009 – 2013 Edmonton Public Library

In this large public library system (21 branch locations), I was an integral member of the central Marketing and Communications department. I leveraged my marketing and product management skills to help optimize marketing efforts and drive usage growth. I provided guidance to branches and project teams in developing and implementing effective marketing strategies. For the overall library system, I helped to assess marketing needs, identify opportunities for growth, develop programs, and execute comprehensive marketing plans.

My primary activities included:

- Strategy development.
- Brand execution and management.
- Sub-brand development.
- Campaign creation, implementation, and analysis.
- Digital marketing.
- Marketing collateral development.
- Project and event leadership.
- Relationship management.
- Budget administration.
- Utilizing RFQ and RFP processes to meet municipal outsourcing requirements.

Work Samples: I led the development of <u>a series of early literacy videos</u>, <u>an early literacy keepsake booklist</u> and a <u>second one based on the overwhelmingly positive response to the first</u>, <u>a Princess Bride interactive movie event handout</u>, and I helped to <u>award a \$10,000 book prize</u>.

Member Services Manager, 2008 – 2009 Canadian Home Builders Association - Edmonton Region (CHBA - Edmonton)

At this not-for-profit industry association, I helped new home builders and renovators promote their companies and comply with industry standards. My role included heading several working committees comprised of industry experts, governmental representatives, and various company owners. I facilitated training on industry safety practices, technical improvements, and legislative mandates. I also managed a large, multi-day consumer-attended exposition.

My primary responsibilities included:

- Supervising staff.
- Managing events.
- Developing marketing materials.
- Managing customer relationships.
- Reconfiguring a client database.
- Managing budgets.

Product Manager, Membership, 2006 – 2008 British Columbia Automobile Association (BCAA)

In this well-established membership organization with 18 branch locations, I was the Product Manager for the core Roadside Assistance suite of products which boasted more than 750,000 members. My primary goal was growing the membership base and my responsibilities included:

- Directing internal creative partners in developing digital and print promotional assets.
- Coordinating mass direct mail acquisition and retention campaigns.
- Managing an annual budget of \$800k.
- Contributing to advertising campaigns for print, radio, television, outdoor, and online.
- Managing an external market research firm in hosting focus groups and conjoint analysis surveys. I used this data to inform product, pricing, and campaign decisions.
- Developing an Association-wide conference to engage, educate, and motivate staff.
- Supervising one direct report position.
- Developing a new youth membership product and hosting a public card-design contest.
- Collaborating with internal partners to cross promote insurance and travel services while safeguarding members' trust of BCAA Membership.
- Coordinating activities for BCAA's 100th anniversary.
- Analyzing and sharing assessment results, and incorporating the knowledge into strategic planning, decision-making, and process improvement.

Information Solutions Associate, 2005 *Thomson Carswell*

In this sales role for a database publisher, my responsibilities included:

- Building internal partnerships by collaborating with staff from all departments.
- Demonstrating the key benefits of a taxation database to accounting professionals.
- Regularly soliciting new clients at industry events as well as through calls and email.

Product Manager, 2001 – 2004 priMED Medical Products Inc.

In this role at a medical device manufacturer, my responsibilities included:

- Developing new products and managing existing lines.
- Supervising external creative firms in web design, print marketing, & product packaging.
- Documenting processes for ISO registration & product info for governmental agencies.
- Presenting products to medical professionals at national conferences & industry events.
- Creating product catalogs with custom pricing for distribution partners.
- Analyzing competitive data and market trends.
- Preparing comprehensive bids for large contracts from national healthcare providers.
- Supporting revenue growth; priMED was named in PROFIT magazine's definitive ranking of Canada's Top 200 Best & Brightest Growth Firms in 2004.

EDUCATION

Master of Legal Studies (MLS) University of Tennessee	Currently in progress, part-time Expected graduation in 2024
Master of Library and Information Studies (MLIS) University of Alabama	2012
Master of Business Administration (MBA) University of Alberta	2005
Bachelor of International Management University of Lethbridge	2001
Business Administration Diploma in Marketing Northern Alberta Institute of Technology	1999

PROFESSIONAL SCHOLARSHIP

- Swaren, C., Cowden, C., Smith, W. (2022). **Exploring New Narratives to Overcome Historical Assumptions**. portal: Libraries and the Academy. 22(1), 111-126. Click here to read the article.
- Swaren, C., Liedtka, T. (2021, November 2-4). **Assembling a Virtual Student Library Advisory Board During COVID-19** [Full paper conference presentation]. 14th
 International Conference on Performance Measurement in Libraries, Online.

 Click here to read the full conference proceedings, including this paper.
- Swaren, C., Schwertfeger, R. (2017, November). **So You Are a New Assessment Librarian What Do You Need to Know?** Conference Presentation presented at the 2017 Southeastern Library Assessment Conference, Georgia Tech Global Learning Center, Atlanta, GA. Click here to view the slides.
- Swaren, C., Tekulve, N., Milewicz, L., & Herndon, J. (2015, April). **Creating a 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. Click here to read the full description and view the slides.
- Tekulve, N., & Swaren, C.(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. <u>Click here to see a picture of the poster</u>.

- 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.
- 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. Click here to read the full paper.
- Swaren, C. (2014, May). **Using Regression to Move Forward: How to Strategically Analyze Data for Better Planning**. Lightning Talk Presentation at the LOEX Annual Conference 2014: Creative Visualization: The Art of Information Literacy, Amway Grand Plaza Hotel, Grand Rapids, MI. <u>Click here to read a positive review from an attendee</u>.

PROFESSIONAL ACADEMIC SERVICE

- Appointed Member, Southeast Data Librarians Symposium (SEDLS) 2022 Planning Committee. 2022.
- Elected (twice) Member, University of Alabama Library School Association (LSA) Board.
 2014 2018.
- Appointed Co-Chair, Tennessee Library Association (TLA) Development Committee.
 2014 2015

UNIVERSITY (UTC) SERVICE

- Elected Chair, Library Retention, Tenure, and Promotion Committee, 2022 2023.
- Elected Vice Chair, Library Retention, Tenure, and Promotion Committee, 2021 2022.
- Elected Library Senator, Faculty Senate, 2021 2023.
- Appointed Member, Library Staff & Student Development Committee, 2021 2023.
- Appointed Member, Undergraduate Curriculum Committee. 2019 2021.
- Appointed Chair, Student Rating of Faculty Instruction Committee, 2016 2017.
- Appointed Member, Student Rating of Faculty Instruction Committee, 2015 2016.
- Appointed Member, Budget & Economic Status Committee, 2014 2015.