



# Information Professional

Rebecca Jones  
MLS 1981

Director, Professional Learning, Faculty of Information Studies,  
University of Toronto

Partner, Dysart & Jones Associates

Farm Girl, Wife, Mom, Librarian, Corporate Manager, Consultant



Competencies, Skills & Insights

“The evidence tells the truth.”



What is true for us as a  
profession?



Competencies, Skills & Insights

## Our Personal Competencies

- Seek challenges & new opportunities
- See the big picture
- Communicate effectively
- Present ideas clearly, confidently
- Create partnerships & alliances
- Plan, prioritize & focus on critical
- Take calculated risks
- Team approach
- Plan career



Competencies, Skills & Insights

## Fundamental Role

*“To bring together human beings and recorded knowledge in as fruitful a relationship as is humanly possible”*



Jesse Shera



Competencies, Skills & Insights

## Change or Revolution?

- Out of every revolution comes new entities, new realities and new possibilities

Harvard Business Review, June 2004



Competencies, Skills & Insights

## Technology as an influencer

- Multilanguage translators
- RFID tags
- Webinars
- Videoconferencing
- Flash video training sessions
- Federated search tools
- Large content visualization tools
- Automated taxonomy tools
- 24X7 reference
- Wireless
- GPS systems becoming ubiquitous



Competencies, Skills & Insights

## Technology as an influencer

- As new technologies emerge...
  - ...we test them
    - Alpha and beta tests with “context” partners
    - Personal exploration & use -> professional use
      - Gaming -> learning via simulations
    - Adoption and incorporation
  - ...we understand their impact on information behaviours



Competencies, Skills & Insights

## Information Behaviours

- Davenport’s research on information preferences:
  - From humans, about humans
  - Rich, textured, vocal intonations, nuances, ‘body language’
  - Context, current, concise
  - Operational, not financial
  - External rather than internal



Competencies, Skills & Insights

*Dr. Thomas Davenport*

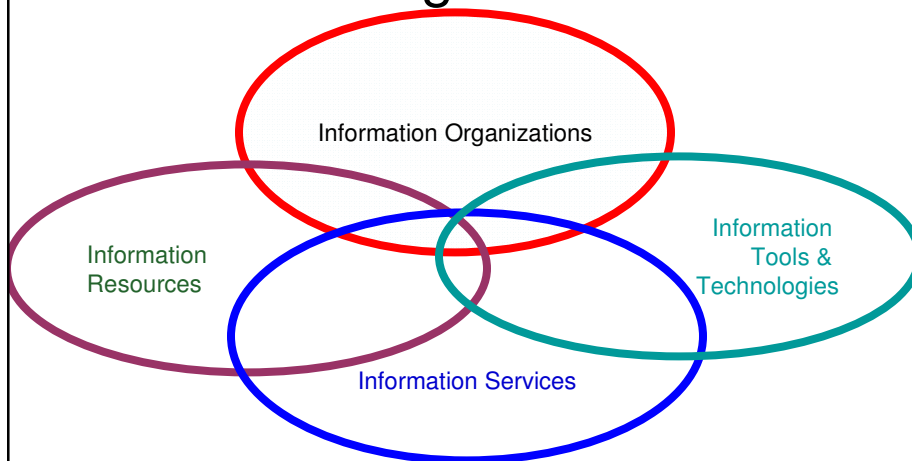
# Our competencies

- Roughly defined as a specific range of skills, abilities or knowledge enabling or qualifying someone to perform a particular function or carry out selected responsibilities
- They are:
  - The very foundation of a profession
  - The basis for professional growth and performance measures



Competencies, Skills & Insights

# Management of:



Competencies, Skills & Insights

## Managing information organizations

- Business Skills
- Align with strategic directions of parent thru partnerships
- Communicate value to stakeholders
- Management, operational & financial processes with sound business judgment
- Contribute to organizational strategies & decisions
- Lead info services team & champions their development
- Market services & products
- Gather evidence to support decisions re products & services
- Advise on copyright & intellectual property



Competencies, Skills & Insights

## Managing information resources

- Manage the life cycle of information
- Build dynamic collection of information resources
- Demonstrate expert knowledge of content
- Provide access to external & internal information
- Negotiate purchase & licensing of information products & services
- Develop information policies re: external and internal information



Competencies, Skills & Insights

## Managing information services

- Develop & maintain portfolio of information services
- Conduct market research of info behaviors & challenges of current & potential clients
- Research, analyze & synthesize info into accurate answers/actionable info
- Develop & apply relevant metrics to continually measure quality & value



Competencies, Skills & Insights

## Applying information tools & technologies

- Assess, select & apply current & emerging information tools & create info access & delivery solutions
- Apply expertise in databases, indexing, metadata, info analysis & synthesis to improve info retrieval & use
- Protect info privacy
- Maintain current awareness of emerging technologies



Competencies, Skills & Insights

We did not choose this profession  
because it's easy

*A smooth sea never made a skilled mariner.*

English proverb



Competencies, Skills & Insights

## Roles & strategic directions

- Explorers & navigators in the information ocean
  - Translating for & training our communities
- Information designers
  - Building collaborative spaces
  - Integrating content into workflow & processes
- Information futurists
  - Daily blogs with links to econtent
  - Analyzing information trends



Competencies, Skills & Insights



## Roles & strategic directions

Information initiators, facilitators,  
strategists, mediators, moderators,  
movers

Director of Web Communications, Web  
designers, definers, developers, divas



Competencies, Skills & Insights

## Professional Learning

Information & knowledge management  
-architecture, audit, taxonomies

Leadership

- communication, finance, management,  
branding

Web

- from 1 page to complex site development &  
implementation



Competencies, Skills & Insights

# Evolving doesn't mean erasing

Systems librarians

Taxonomy, cataloguing & indexing consultants

Oh yeah....let's not forget...

Reference, research & advisory



Competencies, Skills & Insights

# Revolution management

- Farmers add value by enhancing seed or breed development or by creating specialty foods
- We must research our markets and processes
  - Where can we expand, what market gap can we fill?
- We must analyze our portfolios of skills
  - What must we start, stop, continue?
  - What can we outsource in terms of our roles that enable us to concentrate on what we truly want to do?



Competencies, Skills & Insights

## Our potential depends on

- Readiness:
  - Continuous competency & professional development & demonstration of our capabilities.
- Relationships:
  - Networking in your organization & your profession
- Realism:
  - Understanding what's required in the role you want, & what the organization requires



Competencies, Skills & Insights

## What is true for our profession?

That we decide the role we want...

We have looked to  
the future & the  
future is us.



Competencies, Skills & Insights