

MARIE R. KENNEDY

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PROFESSIONAL APPOINTMENTS

November 2008 – present (as of 2012, rank: Associate Librarian)

Serials & Electronic Resources Librarian, William H. Hannon Library
Loyola Marymount University (Los Angeles, California)

Manage life-cycle processes for electronic and continuing resources; Negotiate license agreements for electronic resources; Gather and maintain usage statistics about library electronic resources; Develop policies, procedures and workflows to optimize effectiveness and user satisfaction

- 2013 LMU Senior Vice President Fellow

February 2006 - October 2008

Head, Metadata and Content Management, Norris Medical Library
University of Southern California (Los Angeles, California)

Supervise five FTE; Negotiate license agreements for electronic resources; Manage copyright; Oversee acquisition and management of electronic and print resources; Perform original serials and monograph cataloging and review copy cataloging; Plan, implement, and manage automated systems in coordination with Associate Director, Collection Resources

EDUCATION

2003 - 2005 University of North Carolina (Chapel Hill, North Carolina)

M.S.I.S.

President, Art & Museum Library and Information Student Society (AMLISS), 2004

Webmaster, American Society for Information Science and Technology (ASIS&T) student chapter, 2004

1993 – 1996 University of Texas (Austin, Texas)

M.F.A., photography

Member of Phi Kappa Phi

1989 - 1993 Saint Mary's College (Notre Dame, Indiana)

B.F.A., printmaking, minor in Italian, cum laude

Sophomore year spent in Italy at the SMC college campus, Rome.

Member of Who's Who Among Students in American Universities & Colleges, Gamma Kappa Alpha and Kappa Gamma Pi

GRANTS

Brancolini, Kristine R., and Marie R. **Kennedy**. 2013-2016. "[Institute for Research Design in Librarianship \(IRDL\)](#)." Institute of Museum and Library Services, Laura Bush 21st Century Librarian Program Grant, continuing education.

PUBLICATIONS

Kennedy, Marie R. 2013. "[Collaborative Marketing for Electronic Resources: A Project Report and Discussion of Implications](#)." *Collaborative Librarianship* 5(1).

Kennedy, Marie R., and Cheryl LaGuardia. 2013. [Marketing Your Library's Electronic Resources: A How-To-Do-It Manual](#). Chicago: ALA.

Kennedy, Marie R. and Kristine R. Brancolini. 2012. "[Academic Librarian Research: A Survey of Attitudes, Involvement, and Perceived Capabilities](#)." *College & Research Libraries* 73(5): 431-448.

Kennedy, Marie R. 2011. "[Collaborative Marketing for Electronic Resources](#)." *Library Hi Tech News* 28(6): 22-24.

Kennedy, Marie R. 2011. "[What Are We Really Doing to Market Electronic Resources?](#)" *Library Management* 32(3): 144-158.

Kennedy, Marie R. 2010. "Cycling Through: Paths Libraries Take to Marketing Electronic Resources." In [Proceedings of the 2010 Library Assessment Conference](#). Baltimore, MD. (<http://libraryassessment.org/bm~doc/proceedings-lac-2010.pdf>).

Kennedy, Marie R. 2008. "[Nine Questions to Guide You in Choosing a Metadata Schema](#)." *The Journal of Digital Information* 9(1).

Kennedy, Marie R. 2008. "[The Impact of Locally Developed Electronic Resource Management Systems](#)." In [Electronic Resource Management in Libraries: Research and Practice](#), Holly Yu and Scott Breivold, eds.

Kennedy, Marie R., and Maggie Wineburgh-Freed. 2007. "R2 Library Review." *The Journal of Electronic Resources in Medical Libraries* 4(3): 113-122.

Kennedy, Marie R. 2007. "[Is Our CD/DVD Collection Worth All This? A Cost-per use Study of Accompanying Materials](#)." *The Journal of Academic Librarianship* 33(5): 586-592.

Kennedy, Marie R. 2005. "[Reformatting Preservation Departments: The Effect of Digitization on Workload and Staff](#)." *College & Research Libraries* 66(6): 543-551.

Kennedy, Marie R. 2004. "Dreams of Perfect Programs: Managing the Acquisition of Electronic Resources." *Library Collections, Acquisitions, & Technical Services* 28(4): 449-458.

Kennedy, Marie R., Michele Crump, and Douglas Kiker. 2004. "[Paper to PDF: Making License Agreements Accessible through the OPAC](#)." *Library Resources & Technical Services* 48(1): 20-25.

CONFERENCE PRESENTATIONS

Kennedy, Marie R. 2014. "[An intentional conversation: Electronic resources and your library patrons](#)." Invited paper to be presented at the CARL 2014 conference. San Jose, CA.

Kennedy, Marie R, Anna Creech, and Kristi DeShazo. 2014. "[Oh Past Self, Come Here and Let Me Kick You in the Shins](#)." Paper presented at the annual conference of Electronic Resources in Libraries. Austin, TX.

Kraus, Joseph, and **Kennedy**, Marie R. 2014. "[Walking the Walk: Starting Up and Cultivating Two Different Open Access Journals in LIS](#)." Paper presented at the annual conference of Electronic Resources in Libraries. Austin, TX.

Kennedy, Marie R. 2013. "[Marketing Your Library's Electronic Resources](#)." Invited paper presented at the annual MSU Libraries eResource and Emerging Technologies Summit. Starkville, MS.

Kennedy, David P., and Marie R. **Kennedy**. 2013. "[Developing a Mixed Qualitative and Quantitative Research Design to Inform Library Policy Decision Making](#)." Paper presented at the annual conference of Qualitative and Quantitative Methods in Libraries. Rome, Italy.

Kennedy, Marie R, and David P. Kennedy. 2013. "[The 'Use' of an Electronic Resource from a Social Network Analysis Perspective](#)." Paper presented at the annual conference of Qualitative and Quantitative Methods in Libraries. Rome, Italy.

Kennedy, Marie R. 2013. "Uh, ERM: Past the Awkward Stage of the Relationship Onto New Possibilities." Panel coordinator, moderator at the annual conference of Innovative Users Group. San Francisco, CA.

Kennedy, Marie R. 2013. "[Trials Workflow Using III ERM](#)." Paper presented at the annual conference of Innovative Users Group. San Francisco, CA.

Kennedy, Marie R. 2013. "Best Tips & Practices for Marketing eContent @YourLibrary: A Librarian Guide." Springer Publishing Lunch & Learn presentation. Seattle, WA.

Kennedy, Marie R. 2012. "Collaborative Marketing for Electronic Resources." Paper presented at the annual Charleston Conference. Charleston, SC.

Kennedy, Marie R. 2012. "[Collaborative Marketing for Electronic Resources](#)." Paper presented at the annual conference of Electronic Resources in Libraries. Austin, TX.

Weeks, Meghan, and Marie R. **Kennedy**. 2011. "ERM Implementation at Loyola Marymount University." Paper presented at the Innovative Users Group Conference. San Francisco, CA.

Kennedy, Marie R. 2011. "[Collaborative Marketing for Electronic Resources](#)." Poster presented at the Association of College & Research Libraries Conference. Philadelphia, PA.

Kennedy, Marie R. 2010. "[Cycling Through: Paths Libraries Take to Marketing Electronic Resources](#)." Paper presented at the Library Assessment Conference. Baltimore, MD.

Kennedy, Marie R. 2010. "What Are We Really Doing to Market Electronic Resources?" Paper presented at the annual conference of Electronic Resources in Libraries. Austin, TX.

Kennedy, Marie R., and Tobeylynn Birch. 2009. "[E-resource Staffing in Academic Health Sciences Libraries](#)." Paper presented at the annual conference of Electronic Resources in Libraries. Los Angeles, CA.

Hudson, Adam, Marie R. **Kennedy**, and Patricia Pedroza. 2008. "Making Use of Usage Statistics: A Case Study of Electronic Journal Statistics Analysis." Paper presented at the NCNMLG/MLGSCA Joint Meeting. Las Vegas, NV.

Kennedy, Marie R. 2007. "[Is our CD/DVD Collection Worth All This?](#)" Poster presented at the annual conference of the Medical Library Association. Philadelphia, PA.

Kennedy, Marie R. 2006. "Is Our CD/DVD Collection Worth All This? A Cost-per use Study of Accompanying Materials." Paper presented at the meeting of the Western MLA Chapters. Seattle, WA.

Kennedy, Marie R. 2005. "Fresh Work: New Approaches to the Old Problem of Image Indexing and Retrieval." Paper presented at the annual conference of the Visual Resources Association. Miami, FL.

RESEARCH AWARDS

2014 Research Incentive Travel Grant, William H. Hannon Library, LMU
2013 Research Incentive Travel Grants, William H. Hannon Library, LMU
2012 Research Incentive Travel Grants, William H. Hannon Library, LMU
2011 Research Incentive Travel Grants, William H. Hannon Library, LMU
2010 Research Incentive Travel Grant, William H. Hannon Library, LMU
2004 Carnegie Research Fund Grant, School of Information and Library Science, UNC
1993-1996 Research awards, University of Texas Department of Art and Art History

OTHER AWARDS

2014 [Ingram Coutts Award for Innovation in Electronic Resources Management](#)
2012 IGI Academic Librarian Sponsorship to attend the ALA Midwinter conference in Dallas, Texas
2009 EBSCO Charleston Conference Travel Award
2005 Luraine Tansey Travel Award, Visual Resources Association
1999 Merit award, Smathers Libraries, University of Florida
1998 Staff recognition award: nominated 1998, 1999, 2001, Smathers Libraries, University of Florida
1996 Texas Excellence Teaching Award for Teaching Assistants in the College of Fine Arts, University of Texas

PROFESSIONAL SERVICE

2013-present COUNTER Executive Committee (Member)
2013-present *Journal of Creative Library Practice* (Editor)
2013-present SCELRC Research Day (Co-coordinator, with Kristine Brancolini)
2012-2013 UKSG Project Transfer Working Group (Member)
2012-present SAGE Library Advisory Board (Member)
2012-present NISO SUSHI Standing Committee (2014 Co-chair, with Oliver Pesch; 2012-2013 Member)
2011-2012 LLAMA Public Relations and Marketing Education & Training Committee (2011 Chair, 2012 Member)
2010-present *Practical Academic Librarianship* (Reviewer)
2009-2012 SCELRC License Review Committee (Member)
2010-2011 SAGE Research Methods Online Library Development Group (Member)
2009-2011 ACRL Cyber Zed Shed Committee (Member)
2007-2008 Social Networking Software Task Force, Medical Library Association (Member)
2007 Planning Committee, Joint Meeting of the NCNMLG & MLGSCA (Member)
2006-2008 Government Relations & Bylaws, Medical Library Group of Southern California and Arizona (Chair)

UNIVERSITY SERVICE

2012 Knowledgebase Evaluation Task Force (Member)
2012 Search Committee for Emerging Technologies Librarian (Member)
2012 EBSCO Discovery Interface Implementation Team (Member)
2011-2012 Assessment Committee (Member)
2011 Search Committee for Librarian in Residence (Member)
2010 Search Committee for Head, Acquisitions and Serials (Member)
2009-2012 TeamERMS (Chair)
2009-2011 Programming Committee (Member)
2008-present Collection Development Committee (ex-officio)
2008-2011 Technology Committee (Member)

PROFESSIONAL MEMBERSHIPS

2012-present International Network for Social Network Analysis
2003-present American Library Association
Association of College and Research Libraries
Association for Library Collections and Technical Services
Library Leadership and Management Association

LANGUAGE SKILLS

Reading, speaking, writing ability in both Spanish and Italian