Going Pro: Marketing Yourself
Applications to Thank you Notes

Presentation for Atlanta Emerging Librarians
By Mary Ann Cullen
Library Director, Alpharetta Center and GPC Online
Georgia Perimeter College
3/30/13
Housekeeping

• GLA Scholarships - $1000 & $3000
  – http://gla.georgialibraries.org

• Website:
  – http://guides.gpc.edu/AEL
http://guides.gpc.edu/AEL
Three Basic Interview Questions

1. Can you do the job?
2. Will you love the job?
3. Can we tolerate working with you?

~ George Bradt in Forbes Magazine
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Meets Minimum Requirements
Solve a Need
Solve a Need

- Tell me what you can do for me
- Address the ad
Address the Ad

*Ability to work independently as well as with others in a team environment.

*Serve both face-to-face and online students and faculty.

*Apply new ideas and technologies to reference and instruction services including the creation of tutorials, research guides, and other instructional materials.
Address the Ad

*Ability to work independently as well as with others in a team environment.

I enjoy working independently and as part of a team.
Address the Ad

*Serve both face-to-face and online students and faculty.

My experiences as an online student and in chat reference have given me an awareness of the needs of distance learners.
Address the Ad

*Apply new ideas and technologies to reference and instruction services including the creation of tutorials, research guides, and other instructional materials.

For an example of my tutorials, see my online portfolio at MaryAnnLibrarian.com

Not a real website, to my knowledge.
Soft Skills

- Initiative
- Continuous learning
- Empathy
- Professionalism
- Problem-solving
- Good judgment
Represents the library well

Professional
Sells the library

*Doesn’t* embarrass me.
EVERYBODY'S
AUTOBIOGRAPHY
GERTRUDE STEIN
I kept the church nursery when my kids were young, then I was a Girl Scout Cookie Mom and the president of the PTA.
I led many *storytimes* during the three years I kept the church nursery. I not only shared books and stories with the children, but engaged them in discussion about the book and developed crafts, songs, and games to reinforce important concepts.
As a Girl Scout Cookie Mom, I kept accurate financial records and trained and motivated girls and their parents. I enjoyed watching the girls develop customer service skills and leading them to their goal, a trip to Savannah.
As PTA President, I wrote two successful grant applications with the vice-president and treasurer.
Cover letters demonstrate communication skills
Suzie Queue
juicygrrl@hotmail.com
Librarian
Five years experience in Academic Libraries, including reference, instruction,
Social media/Google presence
Google image search for Dennis Rodman
Attention to DETAIL
Follow instructions

Applications can be printed from our website at www.greenvillelibrary.org and along with your cover letter, resume, a photocopy of your MLS transcript, and a list of 3 professional references.

Mail to:
Human Resources
Hughes Main Library
25 Heritage Green Place
Greenville, SC 29601
Get the name of the library right

I would love to work at Georgia Southwestern University!
I want to teach important library research skills.
Speeling counts

I severed as head ....
Check your work after submitting

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Will you love the job? =

Will you be motivated to do a GOOD job?
And stick around for a while?
Why do you want THIS job?

Goal
To be a law librarian

Skills
- Archives
- Cataloging
Is this job important to you?

To whom it may concern:

Enclosed are my resume, transcripts, and references. Thank you for considering me.

Sincerely,
Suzie Queue
Don’t make me hunt you down.
Explain Anomalies
Explain Anomalies
References
Random Thoughts
Surprise is not good
Include former supervisors
We may call them before we call you
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You got an Interview!
Contact before

• Confirm details
• Ask appropriate questions
• Limit to one or two emails
Be prepared

- Be on time
- Presentation within time limit
- Have enough handouts
Pre-learn key people

Alpharetta Library Staff Contacts

Mary Ann Cullen, Library Director
678-240-6139, email Mary Ann Cullen

Amy Bursi, Librarian
678-240-6137, email Amy Bursi

Lee Murphy, Library Assistant
678-240-6138, email Lee Murphy

Karen Viars, Librarian
678-240-6135, email Karen Viars

Kimberly Boyd, Librarian
678-240-6135

Linkedin

Karen Viars
Reference and Instruction Librarian
Greater Atlanta Area | Libraries

GPC Libraries Research Guides

Subject Guide

Library Staff Contacts

Mary Ann Cullen

Contact Info:
678 240-6139 (Mon - Fri)
Send Email

Who Am I?
I am Library Director for Alpharetta Center and GPC Online. I also teach Youth Services and Youth Materials in the LIST program at Dunwoody Campus.

Guides

BUSINESS - GPC Online
by Mary Ann Cullen - Last Updated Sep 27, 2012
Business Research for GPC Online

COMM 1201 (Render)
by Mary Ann Cullen - Last Updated Oct 17, 2011
Guide for Marilyn Render's COMM 1201 class has been redirected to Current Topics with Video Instruction.
Tags: marilyn_render render

Consumer Health Information for Georgia
by Eugenia Abbey, Mary Ann Cullen, Pat Ziebart - Last Updated Mar 22, 2013
Valuable health resources, most accessible via the Internet, for patrons, patients, pupils, and other people today called "consumers."
Tags: health, medical, medicine

Current Topics w/video instruction
by Mary Ann Cullen, Sofia Slutskaya - Last Updated Mar 26, 2013
Tags: brendove, comm_1201, current_issues, engl_1101, engl_1101, gina_flowers, render_harrington, tomov, watts

ENGL 1101 Online (Miller)
by Mary Ann Cullen - Last Updated Oct 2, 2012
Video tutorial-based guide for English 1101 Online

ENGL 1102 (Jenkins)
by Mary Ann Cullen - Last Updated Aug 21, 2012
Research Guide to supplement class instruction for Rob Jenkins's English 1102 class at Alpharetta Center

ENGL 1102 - GPC Online
by Mary Ann Cullen - Last Updated Jan 23, 2013

ENGL 2132 African American Literature (Hooper-Simango)
Anticipate Questions

• “Tell us about yourself”
• “What are your strengths and weaknesses?”
• “How does this job fit your career goals?”
Think of stories

• Multitasking
• Bad decision
• Difficult patron?
• Co-worker conflict?
• Manager conflict?
• Biggest accomplishment
Be Yourself!
Best Professional

Be Yourself!
Be Yourself!

Dress
Grooming
Body Language
Language
Attitude
Confident

Best Professional
Don’t speak negatively of others, especially by name.
We hire people like ourselves, but.....
Questions for them

What is the first project you’d like the new librarian to take on?

What kinds of professional development opportunities are available?

How would you describe the management style in the library?

When can I expect to hear back?
Remember you are interviewing THEM!
I want the job, I’d be good at the job, and doggoneit, people like me!

We didn’t get a chance to talk about how I chaired the Reference Committee.
Follow up
I’m interested.
I’m polite.
I still communicate effectively.
And one more thing......
Wait 2-3 weeks to contact again
Don’t be annoying.
Keep all communications professional

i wanted to follow up re the librarian position to see if it has been filled. i would appreciate any info

Thx much!
You have an offer!!!!
Now What?

- Why?
- Away!
- Yes
- No
- Yes
- No
- Yes

I AM the Decider!
You don’t HAVE to take an offer!

http://www.flickr.com/photos/tuchodi/
Red Flags

• The manager treats people badly while you’re there.
• People talk negatively about their colleagues to you.
• Your skills or personality are a poor fit for the position.
• The job is incompatible with the rest of your life.
• You think you’ll be miserable.
Great first job!

- You want opportunities to learn.
- You want to practice your skills.
- You want to build a good reputation.

http://www.flickr.com/photos/tuchodi/
Maybe next time will be better.....
Mary Ann Cullen
mary.cullen@gpc.edu

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