

Ashley M. Biggs

It's not about *Stats*. It's about *Community*.

Professional Portfolio: www.ashleymbiggs.com

P R O F I L E

An industry leader with the passion and knowledge to advocate, develop, and inspire change in public libraries. Committed to patron and employee satisfaction and education through developing a positive, community minded environment. Believes in developing connections between officials, businesses, schools, and the library, thus raising awareness of library services. Enjoys developing creative programs and developing creating dynamic library marketing opportunities. Attentive in directing and controlling expenditures to maximize funding and results. Prepare and present library successes and needs to funding and controlling authorities. More information can be found on the professional portfolio www.ashleymbiggs.com.

E X P E R I E N C E

Marketing & Outreach Librarian | *Maryland State Library, LBPH* 2017 – Pres.
Responsible for library marketing, outreach, and adult programming. Researches and creates library outreach opportunities with outside organizations including AARP, Maryland School Councilor Associations, and other state agencies. Responsible for library's public relations, photographs, and graphic designs. Creates and promotes library programming for seniors and adults; assists with other library programming for youth and family services. Creates library marketing materials, including print, Braille, and digital. Networks with other agencies to promote accessibility for the visually impaired. Creates and administers the library's social media pages; administers the state agency website and is responsible for website accessibility. Provides reference and patron support services on a consistent and proactive basis.

Key Accomplishments

- Graduating cohort of the American Library Association's Leading the Future Program, 2017.
- Creates new opportunities for the library to collaborate with other organizations.
- Presents on library marketing, with special emphasis on accessibility to the visually impaired.
- Connects with other organizations to create outreach and promotional opportunities.
- Presents on library management, accessibility, and library leadership.
- Seeks opportunities to engage with the community and promote library services by serving on committees and volunteer opportunities.
- Assists the Maryland State Library Agency with marketing, outreach, and promotional opportunities.

Branch Manager | *Central Mississippi Regional Library System* 2013 – 2017
Responsible for daily branch operations. Furnishes information on activities, facilities management, rules, and services. Keeps essential statistics and records. Prepares reports and memorandum. Makes commitments for public speaking on behalf of library. Keeps in touch with library developments by attending in-service workshops and conferences. Works to implement the Library System's strategic plan through community development, staff training, and developing library leadership tools. Supervises branch personnel. Plans and implements special library programming activities. Maintains good relationship with local Board of Trustees, County and City Officials, Friends groups, civic clubs, and with Headquarters staff. Selects and maintains library collection of materials and assists groups and individuals in locating and obtaining materials.

Key Accomplishments

- Created a working atmosphere that is welcoming and positive through team collaboration and training.
- Encouraged self-directed training by promoting educational resources and offering positive feedback.
- Connected with City and Library leadership proactively, building strong and communicative relationships.
- Developed a positive connection with other branch libraries through fun and engaging after-work events.
- Created opportunities to engage with the community and promote library services by serving on committees and volunteer opportunities.

Genealogy Librarian | *St. Tammany Parish Library System*

2011-2013

With limited supervision, professionally coordinated all genealogy and local history functions for the St. Tammany Parish Library, including: purchasing specialized materials, developing programs, finding outreach opportunities, and managing the library's microfilm lending partnership with the Church of Latter-Day Saints. Developed and maintained microfilm and digital materials databases for internal use. Developed and maintained an extensive knowledge of local history and genealogy research methods and used that knowledge to assist patrons and community leaders in genealogical and local history research. Trained all reference staff in utilizing reference tools. Assisted with reference duties as needed. Attended outside training opportunities when available.

Key Accomplishments

- Created a collaborative research atmosphere for patrons by creative organization and social media.
- Utilized library tools to develop and enact library improvement/growth plans.
- Developed educational and entertaining programs designed to enhance community relationships and promote outreach.
- Worked with leadership to purchase updated research and scanning equipment for microfilm and worked toward the creation of a digital "vertical file."
- Created training and research guides and classes focused on Louisiana history and genealogy, to be used at all St. Tammany Libraries.

Reference Librarian | *St. Tammany Parish Library System*

2009-2011

Responsible for identifying and interpreting user needs; providing reference, readers' advisory, computer, database, and referral services to Library patrons directly, and by telephone; and assisting patrons in material selection.

Key Accomplishments

- Developed positive and collaborative relationships between librarians and support staff.
- Actively worked with Reference Coordinator and other Reference librarians to create research pathfinders.
- Reached out to local schools and organizations to create outreach and education opportunities.

E D U C A T I O N

MS Library & Information Science

Advanced Certificate: Archives & Records Management.

Long Island University | 2007 – 2009

GPA: 3.9

BA English Literature

Wesley College | 2003 – 2007

GPA: 3.25

E X P E R T I S E

Leadership & Team Building
Marketing & Outreach
Community Relationships
Budgets & Written Reports
Program Development
Staff Development & Training
General Library Technology

A C H I E V E M E N T S

- 2017 Graduate of the American Library Association's Leading the Future Program
- 2017 Mississippi Library Association's Past President Award Recipient
- 2015 Flowood Chamber's Top of Community Award recipient
- 2015 Central Mississippi Regional Library System's Rankin County Librarian of the Year
- Worked with various committees to develop and implement new community programming
- Mississippi Library Commission's Library Leadership Institute Graduate, 2014-2015

C O M M I T T E E S

- American Library Association's Library Leadership Membership Committee, 2017-2020
- Maryland Library Association's Library Leadership Development Division, 2017-2020.
- Maryland Library Association's Marketing and Outreach Committee, 2017-Pres.
- Mississippi Library Commission's Talking Book Service Advisory Committee, 2013-2017
- Flowood Chamber's Education Committee, 2015-2017.
- Mississippi Library Association, Membership Committee, 2016 (*Chair*)
- Mississippi Library Association, Ad Hoc Banner Committee, 2016 (*Chair*)
- Mississippi Library Association, Outreach Committee, 2016