

E. BAILEY STERLING, MSIS

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OVERVIEW

- Project-driven and people-focused information professional
- Student Engagement & Marketing Strategist for the field force of the U.S. National Library of Medicine; focused on effectively communicating information to a range of communities including academic faculty, health practitioners, students, rural and historically excluded communities, not-for-profit leadership
- Skilled in trust-based relationship development and management on local and national scales
- Formally trained leader dedicated to equity and cultural humility
- Experienced provider of virtual training and support to professionals and consumers
- Engaged and engaging researcher and presenter
- Diverse knowledge sets including:
 - Consumer and public information literacy
 - Plain language communication
 - Disaster management
 - Literacy/numeracy training
 - Information outreach
 - Digital media production
 - Systems analysis
 - Project management

EDUCATION

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| MS | University of North Texas , Information Science
Specialty: Health Informatics
Advisor: Ana D. Cleveland, PhD, AHIP, FMLA | May 2021 |
| BS | Western Governors University , Business Management | May 2016 |

EXPERIENCE

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| Network of the National Library of Medicine, Region 3
<i>University of North Texas Health Science Center
Gibson D. Lewis Library
Fort Worth, Texas</i> | Dec 2019 - Present |
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Student Engagement & Marketing Strategist

- Develop unique programming and virtual training to improve health information literacy outreach to 7-state region of Arkansas, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, and Texas
- Translate technical concepts into plain language to increase accessibility and readability
- Measure industry climate to seek cost- and bandwidth-efficient technology solutions to emergent issues, including efforts to abruptly adapt federally funded programming to a fully digital environment
- Manage DOCLINE interlibrary loan support for at least 163 separate institutions in a seven-state region
- Promote NNLM educational and funding opportunities with dynamic national audiences on a daily basis
- Expand robust programming to serve the unique needs of the graduate student workforce including scholarship programs, internships, and student employees
- Develop promotional and educational content, including video production, podcast development, and brand development
- Build client-facing digital communications and generate relevant, on-brand promotions for digital distribution through email lists, forums, and social media; email open rate for communications as of February 2023 is 27% (industry average ~20%)
- Conceptualize, design, and edit quarterly newsletter with subscriptions over 1,500 and growing
- Assist in development of grant RFPs, evaluate incoming grant applications, and liaise with subawardees to manage projects
- Solicit domain experts to present during regional events, including professionals with a wide range of experience representing highly varied communities
- Other projects as needed

Medical Library Association

May 2021 – May 2022

Research Training Institute

Research Fellow

The Research Training Institute for Health Sciences Librarians (RTI) of the MLA is a continuing education program for health sciences librarians that provides advanced research methods training and an intensive level of support for health sciences librarians to design, conduct and successfully disseminate a research project. The RTI program offers a unique and highly effective training model that includes:

- A series of modules over a one-year period that align with the various stages of the research process
- A full year of mentoring and support by faculty and peer coaches as participants complete a research project during the institute year
- A curriculum that focuses on advanced research methods and emphasizes theoretical frameworks and digital research dissemination

University of North Texas

August 2020 – December 2021

College of Information

Denton, Texas

Teaching/Research Assistant, Department of Information Science

- Provide teaching assistance for graduate-level course(s) including
 - INFO 5634 - Disaster/Emergency Management for Information Professionals
 - INFO 5636 – Community-Based Health Information
 - INFO 5600 – Information Access and Knowledge Inquiry
- Engage in and facilitate research projects as needed

RESEARCH AND PRESENTATIONS

From Problem to Prevention: Evidence-Based Public Health Ongoing
Professional development course

Making Sense of Numbers Ongoing
Professional development course
 Authors: E. Bailey Sterling, MSIS and Sean Corning, MLIS

Practical Magic for Medical Communicators 2024
Invited speaker
 Authors: E. Bailey Sterling, MSIS and Margie Sheppard, BSN, MLS
 Presented: American Medical Writers Association SW

Welcome to the Fold: Shepherding the Next Generation of Medical Librarians 2024
Lightning talk
 Authors: E. Bailey Sterling, MSIS and Katie Pierce Farrier, MLIS
 Presented: American Research Data Access & Preservation Summit

- [Analyzing COVID-19 Resources on the Association of Academic Health Sciences Libraries' \(AAHSL\) Research Guides](#) 2022
Paper
Published: Medical Reference Services Quarterly, Vol 41, Iss 4
DOI: <https://doi.org/10.1080/02763869.2022.2131139>
- Plain Language Survey Development: Small Changes, Big Impact** 2022
Poster
Presented: MLA Annual Conference
- Network of the National Library of Medicine Support of Medical Library Association's Disaster Information Specialization** 2022
Poster
Presented: MLA Annual Conference
- Reimagining the Practicum Experience: Post-pandemic Round-up** 2022
Panel presentation
Presented: MLA Annual Conference
- Research Rookie: How to Start Academic Research During a Graduate Program** 2020 - 2021
Invited speaker
Author: E. Bailey Sterling, MSIS
Presented: Various UNT graduate student groups
- Examining COVID-19 Resources on the Association of Academic Health Sciences Libraries' (AAHSL) Websites** 2021
Paper
Authors: E. Bailey Sterling, MSIS; Ana D. Cleveland, PhD, AHIP, FMLA; Jodi L. Philbrick, PhD, AHIP
Presented: MLA Annual Conference
- COVID-19 Coverage on South Central Academic Medical Libraries' (SCAMeL) Websites** 2020
Paper
Authors: E. Bailey Sterling, BS; Ana D. Cleveland, PhD, AHIP, FMLA; Jodi L. Philbrick, PhD, AHIP
Presented: SCC MLA Annual Meeting

Data Science

2019

Lightning talk

Author: E. Bailey Sterling

Presented: SCC MLA Annual Meeting

PROFESSIONAL AFFILIATIONS

- Medical Library Association, 2020 - Present
- HealthLINE DFW, 2019 - Present
- South Central Chapter of the Medical Library Association, 2019 – Present
- Midcontinental Chapter of the Medical Library Association, 2023 – Present
- Texas Library Association, 2019 - 2022
- Library and Information Sciences Student Association UNT Chapter, 2019 - 2021
- University of North Texas Graduate Student Council, 2019 - 2021
 - Senator
 - Faculty Senate representative

HONORS AND AWARDS

LIS Excellence Scholarship 2021

Competitive, merit-based scholarship awarded by UNT College of Information

Donald B. and Ana D. Cleveland TLA Scholarship 2021

Competitive, merit-based award which funds attendance to the TLA Conference and 1-year TLA membership

UNT System Foundational Leadership Academy 2020 - 2021

Competitive selection for robust and intensive flagship leadership training program

Lady Kate Medders Alumni Society Scholar 2020 & 2021

Competitive, merit-based academic scholarship awarded by the UNT College of Information and UNT Alumni Society

NNLM/SCR Student Outreach Award 2019

Competitive, merit-based award which funds attendance to the SCC MLA Annual Conference

PROFESSIONAL DEVELOPMENT

Mental Health First Aid - Adults 2023

National Council for Mental Wellbeing

Just as CPR helps people assist an individual having a heart attack, Mental Health First Aid helps people assist someone experiencing a mental health or substance use-related crisis. In the Mental Health First Aid course, learners understand risk factors and warning signs for mental health and addiction concerns, strategies for how to help someone in both crisis and non-crisis situations, and where to turn for help.

Applied Plain Language Writing 2022

UAMS Center for Health Literacy

Multi-day workshop covering the basic principles of plain language writing, especially regarding health information. Included practical examples of plain language in action and opportunities to receive feedback on real-world plain language projects.

UNT New Supervisor Orientation 2022

University of North Texas

A strong foundation of an effective supervisor is built by gaining the tools needed to successfully manage the many expectations of the supervisor role. This 12-week hybrid course equips new supervisors with the tools necessary to be effective leaders.

Graduate Student Teaching Excellence Program 2021

University of North Texas

Course focused on topics related to university teaching and student learning including identifying assumptions about teaching and learning, writing learning objectives, designing effective assessment techniques and active learning environments, evaluating teaching effectiveness, and working with a diverse population of learners.

Foundational Leadership Academy 2020 - 2021

University of North Texas System

Competitive selection for a 5-month robust and intensive flagship leadership training program

CERTIFICATIONS

Adult Mental Health First Aid <i>National Council for Mental Wellbeing</i>	2023 - 2026
Consumer Health Information Specialization - Level II (CHIS) <i>Medical Library Association</i>	2022 - 2025
Disaster Information Specialization <i>Medical Library Association</i>	2021 - 2024
Human Subjects Research <i>CITI Program</i>	2021 - 2024
Project+ <i>CompTIA</i>	2016 - No exp

COMMUNITY SERVICE

UNT Library & Information Sciences Student Association <i>Denton, Texas</i> Student Mentor	2021
Interurban Railway Museum <i>Plano, Texas</i> Storyteller	2020
Denton County <i>Carrollton, TX</i> The Big Event volunteer	2016 - 2020
Lewisville ISD <i>Carrollton, TX</i> Volunteer Coordinator	2015 - 2016

SKILLS AND KNOWLEDGE

- Informatics
- Information literacy
- Community outreach
- Disaster preparedness
- Mentorship
- Virtual training/support
- Digital branding and marketing
- Graphic design
- Research
- Public speaking
- Institutional advocacy
- Team leadership
- Cross-institutional collaboration
- Training the trainer
- Academic communication
- Strategic planning

COMPUTER SKILLS

Applications: Microsoft Office suite (Word, PowerPoint, Excel) and open-source equivalents, Constant Contact, Canva, Camtasia, Powtoon, Photoshop, Canvas, Hootsuite, Qualtrics, Drupal 7/8/9, NVivo

Languages: SQL