

E. Bailey Sterling, MSIS

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OVERVIEW

Creative information professional with a passion for **student engagement**, **content design**, **community outreach**, and **learning through play**. Experienced in developing digital communications and educational materials to promote health information literacy. Proficient in **graphic design** and **digital marketing**, with a commitment to enhancing learning experiences through innovative design and strategic communication.

EDUCATION

MS **University of North Texas**, Information Science

Specialty: Health Informatics | May 2021

Advisor: Ana D. Cleveland, PhD, AHIP, FMLA

BS **Western Governors University**, Business Management

May 2016

EXPERIENCE

Network of the National Library of Medicine, Region 3

Student Engagement & Marketing Strategist | Dec 2019 – Present

- Design and deliver health literacy coursework for NNLM classes in person and virtually, asynchronously and synchronously.
- Develop engaging educational materials and interactive content to enhance learner understanding and accessibility.
- Develop and manage digital communications to enrich and expand NNLM's mission across a seven-state region.
- Introduced video production capabilities, diversifying the menu of offerings available to partners.
- Spearheaded the development of a regional newsletter, serving as principal designer and editor
- Created and managed digital communications, including newsletters, videos, and social media content, to promote health information literacy programs.
- Designed promotional materials such as flyers, brochures, and posters to support outreach initiatives.
- Ensured all materials aligned with organizational branding guidelines and learning objectives.

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Medical Library Association

Research Fellow, Research Training Institute | 2021-2022

- Conducted research on health science librarianship and digital dissemination.
- Engaged in a year-long mentorship program on advanced research methods.

University of North Texas

Teaching/Research Assistant, Dept. of Information Science | 2020-2021

- Assisted in graduate courses on disaster management, health information, and research methods.
- Supported faculty research projects and student learning initiatives.

EXPERTISE

- | | |
|----------------------------------|-------------------------------------|
| • Plain language communication | • Research |
| • Virtual training/support | • Public speaking |
| • Graphic design | • Team leadership |
| • Information literacy | • Cross-institutional collaboration |
| • Community outreach | • Training the trainer |
| • Digital branding and marketing | • Education |

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

Languages: SQL

PRESENTATIONS

Making Sense of Numbers

Professional development course | Ongoing

Authors: E. Bailey Sterling, MSIS and Sean Corning, MLIS

Presented: NNLM national class

Welcome to the Fold: Shepherd the Next Generation of Data Librarians

Lightning Talk | 2024

Authors: E. Bailey Sterling, MSIS and Katie Pierce Farrier, MSIS

Presented: RDAP Summit 2024

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Practical Magic for Medical Communicators

Invited speaker | 2024

Authors: E. Bailey Sterling, MSIS and Margie Sheppard, BSN, MLS

Presented: American Medical Writers Association SW

From Problem to Prevention: Evidence-Based Public Health

Professional development course | 2024

Author: George Strawley, MLIS, MA, MS

Presented: NNLM national class

Analyzing COVID-19 Resources on the Association of Academic Health Sciences Libraries' (AAHSL) Research Guides

Paper | 2024

Authors: E. Bailey Sterling, BS; Ana D. Cleveland, PhD, AHIP, FMLA; Jodi L. Philbrick, PhD, AHIP

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

Poster | 2022

Presented: MLA Annual Conference

Network of the National Library of Medicine Support of Medical Library Association's Disaster Information Specialization

Poster | 2022

Presented: MLA Annual Conference

Reimagining the Practicum Experience: Post-pandemic Round-up

Panel presentation | 2022

Presented: MLA Annual Conference

Research Rookie: How to Start Academic Research During a Graduate Program

Presentation | 2020-2021

Author: E. Bailey Sterling, MSIS

Presented: Various UNT graduate student groups

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Examining COVID-19 Resources on the Association of Academic Health Sciences Libraries' (AAHSL) Websites

Paper | 2021

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

Paper | 2020

Authors: E. Bailey Sterling, BS; Ana D. Cleveland, PhD, AHIP, FMLA; Jodi L. Philbrick, PhD, AHIP

Presented: SCC MLA Annual Meeting

Data Science

Lightning talk | 2019

Author: E. Bailey Sterling

Presented: SCC MLA Annual Meeting

PROFESSIONAL AFFILIATIONS

- HealthLINE DFW | 2019-Present
- South Central Chapter of the Medical Library Association | 2019-Present
- Midcontinental Chapter of the Medical Library Association | 2023-Present
- Medical Library Association | 2020-2024
- 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

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HONORS AND AWARDS

LIS Excellence Scholarship

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

Donald B. and Ana D. Cleveland TLA Scholarship

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

UNT System Foundational Leadership Academy

Competitive selection for robust and intensive flagship leadership training program

Lady Kate Medders Alumni Society Scholar

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

NNLM/SCR Student Outreach Award

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

PROFESSIONAL DEVELOPMENT

Hands-Only CPR

SaferCare Texas | 2024

This hands-on training teaches participants to quickly respond to cardiac emergencies by calling 911 and performing effective chest compressions through hands-on practice and instructor guidance.

Stop the Bleed

SaferCare Texas | 2024

This hands-on training equips participants with essential skills to recognize life-threatening bleeding and apply pressure, packing, or a tourniquet to control it until emergency responders arrive.

Applied Plain Language Writing

UAMS Center for Health Literacy | 2022

A multi-day workshop on plain language writing, focusing on health information, with practical examples and feedback on real-world project.

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UNT New Supervisor Orientation

University of North Texas | 2022

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

University of North Texas | 2021

This course explores university teaching and student learning, focusing on writing learning objectives, designing assessments, creating active learning environments, evaluating teaching effectiveness, and supporting diverse learners.

Foundational Leadership Academy

University of North Texas System | 2021

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

CERTIFICATIONS

Human Subjects Research

CITI Program | 2021-2027

Adult Mental Health First Aid

National Council for Mental Wellbeing | 2023-2026

Consumer Health Information Specialization - Level II (CHIS)

Medical Library Association | 2022-2025

Disaster Information Specialization

Medical Library Association | 2021-2024

Project+

CompTIA | 2016-No exp

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COMMUNITY SERVICE

Plano ISD

Plano, TX | Ongoing

VP of Communications (high school)

UNT Library & Information Sciences Student Association

Denton, TX | 2021

Student Mentor

Interurban Railway Museum

Plano, TX | 2020

Storyteller

Denton County

Carrollton, TX | 2016-2020

The Big Event volunteer

Lewisville ISD

Carrollton, TX | 2015-2016

Volunteer Coordinator (elementary school)
