
Contact

MSU Libraries
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EDUCATION

Simmons College Graduate School of Library & Information Science, Boston, MA
Masters of Library and Information Science, 2005

Wellesley College, Wellesley, MA
Bachelor of Arts in English Literature, 1996

PROFESSIONAL EXPERIENCE

Mississippi State University Libraries
Mitchell Memorial Library, MS State, Mississippi
*Virtual Reference Project Manager, Agriculture and Life Sciences Librarian,
Assistant Professor (2010 – present)*

Mississippi State University Libraries
Mitchell Memorial Library, MS State, Mississippi
Reference Services Librarian, Assistant Professor (2005 – 2010)

Virtual Reference

- Supervise thirteen chat operators in providing 56 hours of chat reference from the public service desks
- Manage the operations of the virtual reference services, including chat, email and social networking reference services
- Create training programs for virtual reference staff based on review of all chat transactions
- Provide a monthly assessment of virtual reference services
- Coordinate technical support with the Web Services team
- Collaborate with the Instructional Media Center to design marketing and publicity for reference services
- Led the Libraries' transition from consortial chat reference to local chat in summer 2008, including training and supervision and assessment

General Reference and Liaison

- Provide general and in-depth reference services and through chat, consultations, email, instant messaging, Facebook, Twitter, and at general reference and information desks
- Develop and teach general and course-specific workshops on bibliographic instruction
- Serve as liaison to the College of Agriculture and Life Sciences as well as the MSU Extension and Experiment Stations with responsibilities for related reference and electronic collections.

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- Collect material and provide support for the Plant and Soil Science and Poultry Science departments.
 - Served as the acting Business and Social Sciences Reference Librarian January 2008 – January 2009

Emerging Technologies-related

- Chair the MSU Libraries Emerging Technologies Summit (2007 – present)
 - Engage nationally known keynote speakers
 - Lead the planning and execution of the conference
- Chair the MSU Libraries' Library 2.0 Committee (2007 – present)
 - Design and implement an Emerging Technologies Training Series to provide library faculty and staff with new tools and resources
 - Develop and maintain the MSU Libraries' presence on Facebook, Flickr and Twitter
 - Investigate and incubate applications for emerging technologies within the library
- Manage the MSU Libraries' Facebook presence, building a community of nearly 1000
- Contribute to the MSU Libraries' Twitter stream (@msu_libraries)

MIT LIBRARIES

Dewey Library for Management and Social Sciences, Cambridge, Massachusetts

Library and Reference Assistant, Public Services (2002 – 2005)

- Provided reference services for management, economics, and political science
- Participated as a cross-trained member of a processing team with primary responsibilities for serials and government documents
- Developed and implemented instruction programs for MIT's library staff
- Acted as a member of the Service Desk Task Force creating core competencies, referrals guidelines, customer service guidelines and a training and documentation plan for the MIT Libraries transition to a new integrated reference model for the entire Public Services staff

CHRONOS ASSET MANAGEMENT, INC.

A Global Equity Hedge Fund Manager, Cambridge, MA

Manager (1999 – 2001)

- Compiled a library of market research and general resource material
- Created marketing and sales presentations for clients
- Hired and supervised administrative and IT professionals

BANTAM BOOKS

A Division of Random House Incorporated, New York, NY

Assistant Editor (1996 – 1998)

- Acquired and edited book-length commercial fiction
- Wrote and edited cover copy for mystery fiction

PUBLICATIONS

Nolen, David, Amanda Clay Powers, Li Zhang, Yu Xu, Rachel Cannady and Judy Li. "Moving

Beyond Assumptions: The Use of Virtual Reference Data in an Academic Library.” portal: Libraries and the Academy. *Accepted, Forthcoming*. (peer-reviewed)

Powers, Amanda Clay, Julie Shedd and Clay Hill. "The Role of Virtual Reference in Library Web Site Design." *Journal of Web Librarianship* 5, iss. 2 (2011). DOI: 10.1080/19322909.2011.573279 peer-reviewed

Powers, Amanda Clay, David Nolen, Li Zhang, Yu Xu and Gail Peyton. “Moving from the Consortium to the Reference Desk: Keeping Chat and Improving Reference at the MSU Libraries.” *Internet Reference Services Quarterly* 15, iss. 3 (2010): 169 - 188. DOI: 10.1080/10875301.2010.500939 (peer-reviewed)

Powers, Amanda Clay. “Social Networking as Ethical Discourse: Blogging a Practical and Normative Library Ethic.” *Journal of Library Administration* 47, iss. 3-4 (2008): 191 – 209. DOI: 10.1080/01930820802186522 (invited)

Powers, Amanda Clay, June Schmidt and Clay Hill. “Why Can’t We Be Friends? The MSU Libraries Find Friends on Facebook.” *Mississippi Libraries* 72, iss. 1 (2008): 3-5.

Brazzeal, Bradley and Amanda Clay Powers. “Electronic Access to Agriculture Journals: An Agronomy Case Study.” *Serials Review* 33, iss. 3 (2007): 155-160. DOI:10.1016/j.serrev.2007.06.004 (peer-reviewed)

Powers, Amanda Clay and Deborah Lee. “Library 2.0 in Mississippi.” *Mississippi Libraries*, 71, iss. 3 (2007): 74-75.

PRESENTATIONS

Mining Virtual Reference Data for an Iterative Assessment Cycle. 17th Annual Reference Research Forum, American Library Association Annual Conference. New Orleans, LA. June 26, 2011. *Juried*.

Creating, Growing and Managing Identity in Social Networks. Presented at the Golden Triangle Regional Public Relations Association Meeting. Starkville, MS. February 16, 2011.

Web 2.0 for the K-12 Classroom. Presented at the 11th Annual MegaResource School Librarian Workshop, MS State, MS. February 11, 2011.

Rejecting Anonymity and Embracing Community: Virtual Reference Services at Mississippi State University. Poster session with David Nolen (lead), Li Zhang, Yu Xu, Judy Li and Rachel Cannady presented at the American Libraries Association Annual Conference, Washington, DC. June 26, 2010. *Juried*.

Libraries Creating Context with Public Media Partners. Presented at PubCampMS 2010, sponsored by National Public Radio and Mississippi Public Broadcasting, Jackson, MS. June 5, 2010. *Unconference*.

Analyzing, Evaluating, & Communicating the Value of Web Presence. Presented with Michael Porter at Computers in Libraries, Washington, DC. April 12, 2010. *Juried*.

Social Networking Tools for the 21st Century Learner. Presented at the 10th Annual MegaResource School Librarian Workshop, MS State, MS. February 19, 2010.

Bringing Web 2.0 into Academic Libraries. Presented virtually with Ellen Hampton Filgo at WebJunction (archived at <http://www.webjunction.org/events/webinars/webinar-archives/-/articles/content/67701125>). June 30, 2009. *Invited*.

From the Consortium to the Public Services Desk: Keeping CHAT and Improving Reference at the MSU Libraries. Poster session with Li Zhang, David Nolen, Gail Peyton and Yu Xu presented at the American Libraries Association Annual Conference, Chicago, IL. July 19, 2009. *Juried*.

Social Network Profile Management. Presented with Sarah Houghton-Jan, Greg Schwartz and Michael Porter at Computers in Libraries, Washington, DC. March 31, 2009. *Juried*.

New Media in Education and PR/Marketing. Panel at the New Media Conference presented by Mississippi Public Broadcasting, Jackson, MS. November 10, 2008. *Invited*.

Emerging Technologies for Research: Tools from the MSU Libraries. Presented at the Mississippi State University Plant & Soil Sciences Department Seminar Series. MS State, MS. September 15, 2008.

2.0 for Public Libraries. Presented at the First Regional Library System Staff Training Day. Hernando, MS. August 7, 2008. *Invited*.

Facebooking the MSU Libraries. Presented with Pattye Archer at the MS Library 2.0 Summit. MS State, MS. June 20, 2008.

Where Do You Go From Here? Managing Your Identity in Social Networks. Presented at the MS Library 2.0 Summit. MS State, MS. June 20, 2008.

2.0 for the K-12 Library. Presented at the ninth annual MegaResource School Librarian Workshop, MS State, MS. February 22, 2008.

Institutionalizing Library 2.0: A Case Study in the Mississippi State University Libraries. Presented with Pattye Archer, Stephen Cunetto, Deborah Lee and Harry Llull at the MS Library 2.0 Summit, MS State, MS. June 15, 2007.

Introduction to MySpace. Presented at the eighth annual MegaResource School Librarian Workshop, MS State, MS. February 23, 2007.

TEACHING

University Workshops

- APA and MLA Style workshops
- Bibliographic Instruction for English and Communications Department students
- Outreach workshops for MSU Extension and Experiment Stations
- Subject-specific workshops for graduate students and faculty in the Colleges of Agriculture & Life Sciences, Arts & Sciences, Education, Engineering, and Forestry
- Facebook, Social Networking and Emerging Technologies workshops for the MSU community

Internal Library Training

- Virtual reference training on software, service standards, referrals and customer service
- Social media technologies such as Facebook, Twitter, Dropbox, and RSS aggregators
- Managing identity online, including privacy-related workshops on social networking

AWARDS

- *2010 Mississippi Library Association Past President's Award* for outstanding early career librarian
- *2005 MIT Libraries Infinite Mile Award for Innovation and Creativity* with the Service Desk Task Force for work to transition the Libraries to an Integrated Service Point
- *2004 MIT Libraries Infinite Mile Award for Communication and Collaboration* with the Dewey and Humanities Libraries Processing Team
- *National Endowment for the Humanities Younger Scholars Grant* for the paper "Scientific and Literary Reasoning: Contextualizing Connections" (1995)

ACADEMIC SERVICE

National

- Chair, Virtual Reference Discussion Group, American Library Association (ALA), Reference Users Services Association (RUSA), MARS (Emerging Technologies in Reference Section) (2010-2011)
- Secretary, Virtual Reference Discussion Group, ALA, RUSA, MARS (2009-2010)
- Member, Virtual Reference Committee, ALA, RUSA, MARS/RSS (Emerging Technologies/Reference Services Section) (2010-2014)
- Member, MARS Conference Planning Committee (2011-2012)
- Member, MARS Mid-Winter Survey Task Force (2011)
- Member, RUSA Technology Task Force, ALA, RUSA (2008)
- RSS Liaison to the Access to Information Committee, ALA, RUSA (2007 – 2009)
- Member, Virtual Reference Committee, Association of Southeastern Research Libraries (ASERL) (2006-2008)

State

- Treasurer/Executive Board Member (elected), MS Library Association (2007 – 2009)

Mississippi State University

- Member, Center for Teaching and Learning, Faculty Advisory Committee (2006- 2011)

Mississippi State University Libraries

Standing Committees

- Chair, MSU Libraries Emerging Technologies Summit (2010-present)
- Chair, MS Library 2.0 Summit (2007 – 2008)
- Chair, Library 2.0 Committee (2006 – present)
- Member, Measurement and Evaluation Committee (2010 – present)
- Member, Library Coordinators Group (2010 – present)
- Member, Electronic Resources Evaluation Committee (2006- present)
- Member, Library Technology Committee (2007 – present)

Search Committees

- Head of Public Service (2011-current)
- Web Services Specialist (2011)
- Assistant Professor, Business Reference Librarian (2008)
- Digital Projects Coordinator (2006)
- Assistant Professor, Library Instruction (2006)
- Library Associate, Access Services (2006)
- Instructional Technology Specialist (2005)

COMMUNITY SERVICE

- Chair, Starkville Community Theatre *Fourth Fridays* forum for local playwrights and other writers to have their work read and discussed on the Main Stage (2007 - present)
- Costumes, Props, Stagehand, Starkville Community Theatre's competition production of *Catfish Moon* by Lonny , (2009)
 - Mississippi Theatre Association Festival, "Best Production"
 - Southeastern Theatre Conference, "Best Production"
 - American Association of Community Theatre Festival's "Outstanding Backstage Achievement Award" and "Best Ensemble"
- Assistant Director and Stage Manager, Starkville Community Theatre's production of *Not Now Darling* by Ray Cooney at the Starkville Community Theatre (2006).
- Assistant Director and Stage Manager, Starkville Community Theatre's production of *Aspirin and Elephants* by Alan Ayckbourne (2007).