

Marilyn N. Ochoa

Date: May 10, 2011

Vita of: Marilyn N. Ochoa, Associate University Librarian

WORK EXPERIENCE

UNIVERSITY OF FLORIDA, Gainesville, Florida

Assistant Head, Education Library

2007- present

- Share responsibility with the Head Librarian with regard to staffing issues, program development, innovative service initiatives, facility management, budgetary oversight, and outreach initiatives. Supervise interns.
- Provide research consultations for the College of Education (COE) and affiliated programs.
- Coordinate and implement an active library instruction program for departments of the COE and affiliated programs in traditional, blended and online formats. Teach undergraduate interdisciplinary honors research class (1-credit course Spring 2010 and Spring 2011, 3-credit course Spring 2008).
- Collaborate with the COE faculty, students and staff; maintain library presence/content on the Education Library website and COE's course management system.
- Build specialized collections for research and instructional needs in special education, counselor education, educational psychology, teaching and learning, and educational policy and administration. Review Dewey collection for reclassification; responsible for reference collection; evaluate numerous gift donations.
- Evaluate digital services and resources with library-wide implications. Serve as the public services liaison to the Library's Digital Library Center. Consult on and administer usability testing and assessment processes. Hire and supervise grant staff as necessary.

UNIVERSITY OF FLORIDA, Gainesville, Florida

Reference/Digital Services Librarian, Humanities and Social Sciences (H&SS) Department

2003-2007

Reference Librarian, H&SS Department

2001-2003

- Provided research assistance and instruction for researchers in the humanities and social sciences. Maintained multicultural and general humanities and social sciences reference collections.
- Participated in library instruction program, focusing on research skills and information literacy to individuals and to undergraduate/graduate and general library instruction classes. Taught undergraduate interdisciplinary honors research class (3-credit course Spring 2004 and 2005); advised undergraduate Computer Science and Engineering independent study (3-credit/provided 50% of grade).
- Evaluated usability of digital services and resources with library-wide implications and served as the public services liaison to the Library's Digital Library Center.
- Led development and coordination of specialized computing areas in Library West; coordinated web activities of the multi-library H&SS Department; served as technical coordinator for library-wide virtual reference services for campus and Florida users; coordinated library-wide email reference service.
- Participated in planning, policy formation and decision-making related to H&SS services, collections, and technologies.

EDUCATION

BA in Political Science and English La Salle University May 1998

MLIS in Library and Information Sciences University of Pittsburgh August 2001

HONORS

Professional Awards

Association for Education in Journalism and Mass Communication, Spring 2006 "Best of the Web" Competition. 2nd Place in the Creative category for Florida Journalism History Project. Sponsored by the Visual Communication and Communication Technology Divisions. URL: <http://www.uflib.ufl.edu/jour/fljhist/>

ACRL National Conference Scholarship Recipient, Spring 2003

Beta Phi Mu International Library and Information Studies Honor Society, Pi Chapter, inducted 2002

Library-Wide Awards

George A. Smathers Employee Excellence Award for Instruction and Training, August 13, 2008

H&SSS Instruction Team Project Staff Recognition Award, December 11, 2003

SELECTED PUBLICATIONS

Ochoa, Marilyn and Matt Loving. "Facebook As A Classroom Management Solution." *New Library World*, 112.3&4 (Spring 2011): 121-130.

Edwards, Mary, Kumar, Swapna and Marilyn Ochoa. "Assessing the Value of Embedded Librarians in an Online Graduate Educational Technology Course." *Public Services Quarterly*, 6.2&3 (2010): 271-291.

Ochoa Marilyn N. and Patrick Reakes. "Non-Commercial Digital Newspaper Libraries: Considering Usability." *Internet Reference Services Quarterly* 14.3&4 (2009): 92-113.

Ochoa, Marilyn and Mark Sullivan. "Digital Library of the Caribbean: a user-centric model for technology development in collaborative digitization projects." Special issue, *OCLC Systems & Services: International Digital Library Perspectives*. 25.4 (2009): 249-262.

Ochoa, Marilyn, Rae Jesano, John Nemmers, Carrie Newsom, Maryellen O'Brien, and Paul Victor. "Testing the Federated Searching Waters: A Usability Study of MetaLib." *Journal of Web Librarianship*. 1.3 (Fall 2007): 47-66.

Committees of RUSA: (alpha order) Bryna Coonin, Cynthia Crosser, Megan Johnson, Barbara La-Godna, Chris LeBeau, Naomi Lederer, Marilyn Ochoa (Intern), Patrick Reakes, Robert Withers, Julienne Wood. "An Exploration of the Working Relationship Between Systems/IT and Reference/Information Services Staff in an Academic Library Setting." *Reference & User Services Quarterly*. 46.4 (Summer 2007): 37-48.

Reakes, Patrick and Marilyn Ochoa. "A Grassroots Initiative to Facilitate Historical Research: The Florida Journalism History Project." *Technical Services Quarterly*. 25.2 (Spring 2007): 57-72. (Invited)

Freund, LeiLani, Marilyn Ochoa and John Nemmers. "Federated Searching: An Annotated Bibliography." Special issue, *Internet Reference Services Quarterly*. 12.3/4 (2007): 411 - 430. Also published as "Metasearching: An Annotated Bibliography." In *Federated Search: Solution or Setback for Online Library Services*, edited by Christopher N. Cox. New York: Haworth Information Press, 2007.

Cataldo, Tara, LeiLani Freund, Marilyn Ochoa and Marina Salcedo. "Assessing the Information Commons." *Public Services Quarterly*. 2.4 (Winter 2007): 23-46.

Ronan, Jana, Patrick Reakes and Marilyn Ochoa. "Application of the Behavioral Guidelines: A Study of Online Reference Skills." Special issue, *College and Undergraduate Libraries*. 13.4 (November 2006): 3-30.

United States. National Commission on Libraries and Information Science. "Appendix 32. A Bibliography of National Information Policies." Bibliography updated by Marilyn Ochoa in 2001 in Volume 3-Supplementary Reference Materials (Appendices 13-34) of the U.S. National Commission on Libraries and Information Science Report and Appendices Comprehensive Assessment of Public Information Dissemination (in PDF format), June 2000-March 2001. URL: <http://www.nclis.gov/govt/assess/assess.appen32.pdf> (2 August 2001).

SPEECHES AND PRESENTATIONS

Presentations

Ochoa, Marilyn and Donna Wrublewski. Presentation: "The University Library: Supporting (And Simplifying!) Your Research Needs." March 5, 2011. 1st Annual Florida Statewide Student Research Symposium: Excellence in Undergraduate Research, Jacksonville, FL.

Ochoa, Marilyn, Mary Edwards and Kumar, Swapna. Presentation: "Analysis of Online Students' Use of Embedded Library Instruction in a Graduate Educational Technology Course." October 21, 2010. E-Learn: World Conference on E-Learning in Corporate, Government, Healthcare, & Higher Education Conference, Orlando, FL.

Ochoa, Marilyn and Jonathan Miller. Presentation: "Becoming an ACRL Legislative Advocate." April 8, 2010. Florida Library Association 2010 Annual Conference, Orlando, FL.

Ochoa, Marilyn and Brooke Wooldrige. Workshop: "Usability Testing: A User-Centered Approach to Improve Electronic Resource Design." June 2, 2008. Association of Caribbean University, Research and Institutional Libraries (ACURIL), XXXVIII Conference, Montego Bay, Jamaica.

Ochoa, Marilyn. IT-SIG Presentation: "Strategy to Increase Effectiveness of Library Electronic Resources: Designing Usability Testing." June 4, 2008. Association of Caribbean University, Research and Institutional Libraries, XXXVIII Conference, Montego Bay, Jamaica. (Invited)

Arlen, Shelley, Carol Kem, and Marilyn Ochoa. Panel session: "Computer Attitudes of a University Community: Directing Library Instruction and Services." April 9, 2005. 2005 Association of College and Research Libraries National Conference, Minneapolis, MN.

Poster Sessions

Loving, Matt, Marilyn Ochoa, Patrick Reakes, Colleen Seale, and Naomi Young. Poster Session: "Developing the Catalog Database of Historical Southern Newspapers at the University of Florida." June 26, 2010. American Library Association Annual Conference, Washington, D.C.

Ochoa, Marilyn and Mary Edwards. "Overcoming Distance: Using Elluminate for Synchronous Library Instruction." July 13, 2009. Annual American Library Association Conference, Chicago, IL.

Ochoa, Marilyn and Matthew Loving. "Exploring the virtual library: Undergrad learning using Facebook and Wikis." July 13, 2009. American Library Association, Annual Conference, Chicago, IL.

Ochoa, Marilyn and Mark Sullivan. "User-centric design for Digital Library of the Caribbean." July 12, 2009. American Library Association, Annual Conference, Chicago, IL.

Ochoa, Marilyn N., Rae Jesano, John R. Nemmers, Carrie Newsom, Maryellen O'Brien, and Paul Victor Jr. "A Usability Study of MetaLib: Process, Issues and Possible Solutions." June 25, 2006. American Library Association, Annual Conference, New Orleans, LA.

Ochoa, Marilyn and Patrick Reakes. "Finding the "Fourth Estate": New Ways of Facilitating Historical Research." June 25, 2006. American Library Association, Annual Conference, New Orleans, LA.

Ochoa, Marilyn and Mark Sullivan. "Comparison of Use and Usability of Digital Library Management Systems: dSpace, Fedora, and Greenstone." June 25, 2006. American Library Association, Annual Conference, New Orleans, LA.

CREATIVE WORKS

Website Management and Content

Library Support for Distance Learning, Summer 2009-present. Maintain and developed LibGuide for staff to provide information about distance learning support initiatives by UF Librarians. Includes information on the Provost e-Learning Initiative and an example page regarding the Libraries' Distance Support Services.

URL: <http://staffguides.uflib.ufl.edu/distance>

Education Library website/subject guide/LibGuide, Summer 2007-present. Revamped Education Library site for public use; increased site from roughly 10 pages to over 40 pages with additional content. Subjects maintained include special education, counselor education, educational psychology, teaching and learning programs, and educational policy and administration. URL: <http://uflib.ufl.edu/educ/>

Digitization Initiatives, Grant and Usability Activities

ILMS National Leadership Grant on Usability, 2010-present

Stage 3 Research Partner for the grant of the University of Wisconsin-Milwaukee School of Information Studies. The grant, submitted in 2010, will result in a comprehensive evaluation framework and a set of practical tools to evaluate academic digital collections.

SMART Board Instruction Program, October 2010-present

Library Mini-Grant, Principle Investigator, \$4,876 award with additional funding (TOTAL: \$10,036.90). The SMART technologies grant allows the Education Library to provide additional support to the students of the College of Education (COE) who need to learn SMART technologies for K12 classroom use. The grant covers equipment purchase and staff development of instruction program for COE and the Libraries.

University of Florida Digital Collections (UFDC), 2005-present

UFDC offers unique and rare digitized materials held at the University of Florida (UF) and partner institutions.

Consult on the design of the user interface for usability and ease of use.

Report: <http://www.uflib.ufl.edu/UFDC/?g=all&b=UF00073771&v=00001> (March 13, 2007)

Developed help pages for users of the UFDC database, 2005-2006.

URL: <http://www.uflib.ufl.edu/UFDC/default/help/help.html>

Catalog of Digital Historical Newspapers, 2010

Team Member Cost Share: 5% for 4 months, \$987.50. The Catalog of Digital Historical Newspapers (NewspaperCat) facilitates the discovery of online digitized historical newspaper content from newspapers published in the United States and the Caribbean. NewspaperCat currently links to over 1000 full-text newspaper titles with a goal to include links to as many US and Caribbean newspapers with archival digital content as possible. Hired and supervised grant assistant for marketing. URL: <http://newspapercat.org>

From the Air: Florida Photography, 2010

Usability Manager Cost Share: 5%, \$1,502. The online aerials collection is used for education, historical evaluation, general planning purposes and aerial photograph preservation. In an effort to increase use and accessibility by middle and high school students and the general public, a more user-friendly search interface was developed that incorporated a new Google Maps-based search option. The usability manager conducted testing, hired/supervised two assistants (for user testing and educational tools) and consulted on user interface for usability and ease of use. Report: <http://ufdc.ufl.edu/UF00102994/00001?td=ochoa> (September 30, 2010)

National Digital Newspapers Program, Florida Newspapers 1900-1910 Grant (FDNL), 2005-2008

Content Usability Consultant, Assessment Team Cost Share: 5%, \$2,179.45. Newspapers digitized by this project will be made available to the public as part of the Library of Congress's (LC) digital collections. Served as the Assessment Team Leader and worked with a UF librarian to design and conduct surveys of user attitudes and research methods, and to assess interface behaviors facilitating use and research in particular. LC's Chronicling America (CA) was also evaluated.

Report (FDNL): <http://www.uflib.ufl.edu/UFDC/?g=all&b=UF00083039&v=00001> (April 30, 2008)

Report: (CA) <http://www.uflib.ufl.edu/UFDC/?g=all&b=UF00083037&v=00001> (April 30, 2008)

MetaLib/Research Gateway Implementation, Spring-Summer 2006.

MetaLib is a research tool that enables simultaneous searching of multiple electronic resources from a single interface and provides links to library resources' native interfaces. As Chair of the MetaLib Pilot Implementation Task Force, evaluated effectiveness of overall interface design, with a special emphasis on database categorization. Report: http://www.uflib.ufl.edu/committees/resnav/FinalReport_MetaLibUsability.pdf (April 7, 2006)

Florida Journalism History Project, 2004-2006. Digitized resources and other information on Florida Journalism are collected in this web portal. Designed and implemented information architecture and various Macromedia Flash components for electronic bibliography managed by Journalism Library staff.

URL: <http://www.uflib.ufl.edu/jour/fljhist/>

MEMBERSHIP AND SERVICE

National Service

American Library Association

Association of College and Research Libraries (ACRL), Member, 2002-present

Government Relations Committee (draft ACRL legislative agenda and support Legislative Advocates)

Chair, 2010-2011 and Vice Chair, 2009-2010

Member, 2004-2008

Legislative Advocate, July 2008-present

Legislative Assembly, Ex-officio Member, 2010-present

Liaison Grants Committee, Vice Chair/Incoming Chair, January 2011-present

Education and Behavioral Sciences Section, Online Learning Research Committee, Member, July 2011-present

Ethics Committee (educate on professional ethics issues), Member, 2002-2004

2005 National Conference Poster Sessions Subcommittee, Member, 2004- 2005

Reference and User Services Association (RUSA), Member, 2003-present

Access to Information Committee, Machine-Assisted Reference Section Representative, 2008-present

Advocacy Task Force (assess/recommend advocacy plan for RUSA), Member, March 2009-July 2009

2007 RUSA President's Program Committee (assisted with planning program; contacted Genevieve Bell, Intel Home Group), Intern 2006-2007

Machine-Assisted Reference Section (MARS), Member, 2005-present

Nominating Committee, Member, 2010

Executive Committee, Secretary, 2008-2010 (elected)

Local Systems and Services Committee, Member, 2005-2007

User Access to Services Committee

Co-Chair, 2007-2009

Intern/Member, 2005

New Members Round Table, Member, 2001-present

Executive Committee, Member Services Director, 2003-2004

Liaison Coordination and Support Ad Hoc Committee, Co-Chair, 2002-2003

Reference and User Services Association / Machine-Assisted Reference Section, Liaison, 2003-2006

Intellectual Freedom Round Table, Member, 2002-present

Library Instruction Round Table, Member, 2002-2004

Liaison Committee (reported on conference programs and meetings for publication in *Library Instruction Round Table News*), Member 2002-2004

Association for the Advancement of Computing in Education, Member, 2011-present

e-Learn, Conference Reviewer, 2011

Society for Information Technology & Teacher Education, Information Literacy Education SIG, Member, 2011

Special Libraries Association, Member, 2000-2005

Regional/State Service

Education Working Group (part of Statewide University Libraries Electronic Resources Subcommittee to review statewide electronic resources purchases), Member, Summer 2007-present

Florida Ask A Librarian Service, UF Coordinator and Staff, Fall 2006-January 2008

Library Service (Recent Appointments)

Advisory Group for Research Services and Scholarly Resources, Member, August 2008-present

Endeca Communications Group (library catalog development), Member, Fall 2007-Fall 2010

Health Science Center Library Reference/Distance Learning Librarian Search Committee, Member, Fall 2010

Instruction Committee, Member, Spring 2010-present

Instruction Task Force, Member, Summer 2009-2010

Interlibrary Loan Task Force, Member, Spring 2010

Mentoring Program (currently mentor two tenure-track librarians), Mentor, July 2010-present

Nominating Committee, Member, Fall 2008-2010 (elected)

Professional Development Travel Committee, Member, Summer 2009-Fall 2009

Tenure and Promotion Support Group, Member, 2003-2010

University of Florida Digital Collections/Systems Group, Member, Spring 2005-present

University Service

Center for Undergraduate Research, Co-library Liaison (co-coordinate activities for libraries and undergraduate research programs), Fall 2010-present

Provost's E-Learning Initiative, Librarian Representative/Liaison (coordinate activities for libraries and Center for Instructional Technology and Training (CITT) instructional designers developing online classes. This includes overview workshops for faculty and e-learning development workshop for librarians), October 2008-present

University Minority Mentor Program, Mentor, Fall 2002-2011