

JOYCE V. GARCZYNSKI

Communications & Development Librarian

Towson University
Albert S. Cook Library
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Towson, MD 21252
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Education:

Master of Library Science May 2009

University of Maryland; College Park, MD

- Areas of Study: Information Literacy and Library Management

Master of Arts, Communication May 2002

University of Pennsylvania; Philadelphia, PA

- Areas of Study: Research Methods and Political Communication
- Master's Thesis: *What's in a label?: How the use of "America Labels" after the September 11th attacks affect recall, judgments, and patriotism*

Bachelor of Arts May 2000

Villanova University; Villanova, PA

- Majors: Political Science, Communication, and Honors Program; Minor: History
- Honors Program Thesis: *The effects of gridlock frames in the tax cut plan debate on efficacy and cynicism*

Library and Administrative Employment:

Communications and Development Librarian August 2009-Present

Towson University Albert S. Cook Library; Towson, MD

- Provide information literacy instruction to communication and other students by teaching approximately 50 classes per-semester, developing teaching tools including subject and resource guides, answering research questions via e-mail, text, instant message, and face-to-face, and make recommendations for purchase and deselection of library materials
- Manage library programming and communication outreach by leading the Library Marketing Committee, organizing approximately 15 library programs per semester, coordinating the library's social media presence and publications
- Assist the Dean of University Libraries with development initiatives including writing grant applications and final reports and writing library fundraising appeals across a variety of print and virtual media.

Collection Management Graduate Assistant

August 2007-August 2009

University of Maryland Libraries; College Park, MD

- Assisted in managing database renewals for approximately 100 databases and 50 schools
- Set up, managed, and gave presentations about database trials
- Maintained database usage statistics for the Libraries and related consortia
- Analyzed interlibrary loan data to determine the need for database subscriptions
- Fulfilled libraries' requests to conduct in-depth analyses of usage statistics
- Developed a procedure to identify duplicate subscriptions
- Designed a handout to clearly communicate the Libraries' hours to the public
- Maintained the Maryland Digital Library's website (<http://md-diglib.org/index.html>)
- Organized Maryland Digital Library's Vendor Day which gave member libraries the opportunity to preview vendors' products
- Developed a web template for quick review of licensing terms by patrons

Tape Library Intern

Summer 2008

CNN; Washington, DC

- Provided video and information reference services to television news producers
- Created research guides highlighting the key features of online information resources
- Created library alerts highlighting selected research reports on newsworthy topics
- Conducted a focus group on how the library could improve their tape cataloging records

Project Coordinator/Senior Research Assistant

May 2002-August 2007

Annenberg Public Policy Center; Philadelphia, PA

- Researched, selected, and obtained copyright clearance for images to be used in educational films about the Constitution
- Scripted short films about the art and architecture of the Annenberg California estate
- Conducted content analyses of mental health and suicide news coverage
- Coordinated the dissemination of approximately 200,000 mental health books to practitioners
- Coordinated a presidential election debriefing that brought high-level campaign consultants to campus to meet with researchers
- Wrote a literature review on the effects of Radio Free Europe after World War II
- Managed a summer statistics institute for Philadelphia and Los Angeles graduate students
- Co-created and managed a digital archive of Annenberg family photos
- Supervised student research assistants
- Wrote status reports for grant-funded projects
- Created and managed budgets for grant-funded projects
- Attended a class on how to write grant proposals

Publications:

Gass, S., & Garczynski, J. (in press). Information has value: Financial literacy meets information literacy. In *Library's Role in Supporting Financial Literacy for Patrons*. Lanham, MD: Rowman & Littlefield.

- Putnam, L., Woznicki, L., & Garczynski, J. (in press). From idea to Instagram: How an academic library marketing committee created a character for the YouTube generation. In *Creating the 21st-Century Academic Library* (Vol. 8).
- Garczynski, J. (in press). Beyond book sales: The complete guide to raising real money for your library [Review]. *Library Quarterly*.
- Garczynski, J. (2015, September 21). How to avoid having the wool (sweater) pulled over your eyes [Blog]. *The Thriving Tiger*. Retrieved from <https://thrivingtiger.wordpress.com/2015/09/21/how-to-avoid-having-the-wool-sweater-pulled-over-your-eyes/>
- Garczynski, J. & Olson, C. (2014, December 24). Real-world research: A new approach for marketing government information to undergraduates. *FDLP Connection*, 4(6), Retrieved from http://www.fdlp.gov/index.php?option=com_content&view=article&id=2150:real-world-research-a-new-approach-for-marketing-government-information-to-undergraduates&catid=342:communityinsights&Itemid=388
- Garczynski, J. (Narrator). (2014, February 20). Giving voice to history through hands-on archival outreach [Radio broadcast episode]. In K. Leslie (Producer), *Humanities Connection*. Baltimore, MD: WYPR. Retrieved from <http://wypr.org/post/giving-voice-history-through-hands-archival-outreach>
- Woznicki, L. & Garczynski, J. (2014, Winter). Meet Al, Cook Library's biggest fan. *The Crab*, 44(2), 22.
- Garczynski, J. (2013, August 7). Adventures in program assessment at Towson University. *Programming Librarian*, Retrieved from http://www.programminglibrarian.org/library/planning/adventures-in-program-assessment.html#.Ul_shRAIg40
- Nasr, N., & Garczynski, J. (2013, March/April). White gloves sessions: Towson University raises awareness about unique collection. *Archival Outlook*, 10-11, 24.
- Garczynski, J. (2013). Instructional design for librarians and information professionals [Review]. *Library Quarterly*, 83(1), 76-78. Retrieved from <http://www.jstor.org/action/showPublication?journalCode=libraryq>
- Garczynski, J. (2012, Fall). Communication Studies' annual media tour registers another success. *EBSS Newsletter*, 27(2), 11.
- Garczynski, J. (2012, Spring). "Rare or reproduction?" Now on display at Cook Library. *The Crab*, 42(3), 22.
- Garczynski, J. (2012, Winter). Three awards for three Towson librarians. *The Crab*, 42(2), 22.
- Garczynski, J. (2011, Fall). Communication Studies Committee jazzes it up with media tour. *EBSS Newsletter*, 26(2), 3.

- Garczynski, J. (2011, Fall). Lights, camera, civility! *The Crab*, 42(1), 7.
- Murphey, M., Adams, K.E., Cooper, N., Hornby, A., Michael, C., Senior, H. ... Garczynski, J., Borgerding, J., & Petr, J. A. (2010, October). Information literacy competency standards for journalism students and professionals. Retrieved from http://www.ala.org/acrl/sites/ala.org.acrl/files/content/standards/il_journalism.pdf
- Garczynski, J. (2011, Summer). Activism and poetry of Emma Lazarus to be celebrated at Cook Library this fall. *The Crab*, 41(4), 12.
- Garczynski, J. (2011, Spring). New technology doesn't have to be a killer! Mobile murder mystery connects campus to QR codes. *The Crab*, 41(3), 22.
- Garczynski, J. (2011). Making the cut: Do faculty want to be involved in library database cancellations? *Practical Academic Librarianship: The International Journal of the SLA Academic Division*, 1(1), 16-27. Retrieved from <http://journals.tdl.org/pal/article/view/986/1754>
- Garczynski, J. (2011, Winter). Baseball exhibit on deck at Towson University. *The Crab*, 41(2), 29.
- Garczynski, J., & Simpson, S. (2010, Fall). Cook Library Book Club makes an impression. *The Crab*, 41(1), 13.
- Garczynski, J. (2010, Summer). Towson asks: What's your story? *The Crab*, 40(4), 29.
- Garczynski, J. (2010, Spring). Taking up residency at Towson University. *The Crab*, 40(3), 13.
- Garczynski, J. (2010, Winter). Baltimore Hebrew Joseph Meyerhoff Collection comes to Towson's Cook Library. *The Crab*, 40(2), 17.
- Fletcher, A., Franklin, M., Garczynski, J., Gilbert G., Mathis, S., & Wang, P. (2009, July/August). Saving special libraries in a recession: Business strategies for survival and success. *Information Outlook*, 13(5), 37-43.
- Penn, D.L., Judge, A., Jamieson, P., Garczynski, J., Hennessy, M., & Romer, D. (2005). Stigma. In D.L. Evans, E.B. Foa, R.E. Gur, H. Hendin, C.P. O'Brien, M.E. Seligman, & B.T. Walsh (Eds.), *Treating and Preventing Adolescent Mental Health Disorders* (pp. 531-544). New York: Oxford University Press.

Presentations:

- Garczynski, J. & Olson, C. (2015, October). *Taking the stickiness out of the stuck places using government information*. Presented at the Depository Library Council Meeting and Federal Depository Library Conference in Arlington, VA.

- Garczynski, J. (2015, June). *Student 2 student library marketing: A success story starting with some <3*. Presented at the Library Marketing and Outreach Meeting at the American Library Association Annual Conference and Exhibition in San Francisco, CA.
- Garczynski, J. (2015, June). *Adventures in Throwback Thursday & other things I learned from experimenting with library social media*. Presented at the 2015 Summer Library Management Conference in Philadelphia, PA.
- Olson, C. & Garczynski, J. (2015, May). *Teaching to the stuck places: An exploration of what researchers can and can't do with government information*. Presented at the Maryland Library Association Conference in Ocean City, MD.
- Zealand, A.R., Garczynski, J., Leon, R. ... et.al. (2015, April) *Social media & community engagement*. Presented at Computers in Libraries in Washington, DC.
- Godbey, S., Raber, E. & Garczynski, J. (2015, April). *Thoughts on implementing the framework for information literacy for higher education*. Presented online as an EBSS current topics discussion.
- Garczynski, J. & Gannett, L. (2014, June). *Are you taking a gamble on your academic library career by having a baby (or two)?* Presented at the American Library Association Annual Conference and Exhibition in Las Vegas, NV.
- Ezell, J. & Garczynski, J. (2014, June). *Teaching in two steps: The effectiveness of using electronic modules + consultations in a first-year composition course*. Poster presented at the annual conference of the American Library Association in Las Vegas, NV.
- Garczynski, J. (2014, June). *Playing your "House of Cards" right: How to build successful project teams despite a variety of obstacles*. Presented at the 2014 Unconference of the Association of College and Research Libraries, Maryland Chapter, Baltimore, MD.
- Garczynski, J. (2014, May). *Putting the value back into event evaluation*. Presented at the 2014 Maryland Library Association Conference in Ocean City, MD.
- Garczynski, J. & Olson, C. (2014, May). *Real life with government publications: Making government information relevant to students using resources for real life challenges*. Presented at the 2014 Maryland Library Association Conference in Ocean City, MD.
- Garczynski, J. & Olson, C. (2014, May). *Getting "real" with government publications: How government information is relevant to academic library users using real life examples*. Presented at the 2014 Depository Library Council Meeting and Federal Depository Library Conference, Washington, DC.
- Garczynski, J. (2013, October). *Uncovering the truth about academic integrity: A content analysis of what CUMU members' websites say about plagiarism and cheating*. Presented at the Coalition of Urban and Metropolitan Universities Annual Conference in Louisville, KY.

- Garczynski, J. & Simpson, S. (2013, July). *It's not me, it's you: Breaking up with the traditional views of patron needs*. Presented at the Unconference of the Association of College and Research Libraries, Maryland Chapter, Baltimore, MD.
- Garczynski, J. (2013, June). *Is academic honesty on the agenda? A content analysis of how urban and metropolitan university library websites communicate about academic integrity*. Poster session presented at the meeting of the American Library Association, Chicago, IL.
- Garczynski, J., Putnam, L., & Youngbar, A. (2012, June). *3, 2, 1...action: The good, the bad, and the ugly of using technology to make homegrown promotional videos*. Presented at the American Library Association Annual Conference and Exhibition in Anaheim, CA.
- Garczynski, J., Gillis, H., & Peacock, J. (2012, May). *Surviving and thriving x3: How an academic, public, and special library are using the economic downturn to improve the ways they communicate with customers*. Presented at the 2012 Maryland Library Association conference in Ocean City, MD.
- Garczynski, J. (2012, March). *A recipe for Facebook success*. Presented at the Law Library Association of Maryland's Full Disclosure: Librarians Sharing Best Practices Conference in Baltimore, MD.
- Garczynski, J., Gillis, H., & Peacock, J. (2011, October). *Surviving and thriving x3: How an academic, public, and special library are using the economic downturn to improve the ways they communicate with customers*. Presented at the Inaugural Conference of the Association of Library Communications and Outreach Professionals in Philadelphia, PA.
- Garczynski, J. (2011, August). *Mastering the art of small talk*. Presented at ShareAcademy 2011 in Charlotte, NC.
- Garczynski, J. (2011, May). *Asking questions and getting answers: How to construct and analyze survey data*. Presented at the 2011 Maryland Library Association conference in Ocean City, MD.
- Garczynski, J. (2011, May). *Battledecks*. Presented at the 2011 Maryland Library Association conference in Ocean City, MD.
- Garczynski, J. (2010, August). *I've gathered all of the data – So now what?* Presented at ShareAcademy 2010 in Charlotte, NC.
- Garczynski, J. (2010, May). *SHHH!!! Let me hear more about your library: Strategies for promoting the resources and services of your library*. Presented at the 2010 Maryland Library Association conference in Ocean City, MD.
- Detterbeck, K., Garczynski, J., & Novara, E. (2010, April). *Academic librarians chat*. Presented as part of the SLA Maryland's Chat Series at the University of Maryland, College Park's iSchool.

Garczynski, J. (2010, March). *I have all of this data – So now what?* Presented at the 2010 Maryland Information Literacy Exchange (MILEX) ID Workshop in Timonium, MD.

Fletcher, A., Franklin, M., Garczynski, J., Gilbert G., Mathis, S., & Wang, P. (2009, June). *Saving special libraries in a recession: Business strategies for survival and success.* Presented at the Special Libraries Association annual conference, Washington, DC.

Garczynski, J., & Tepavcevic S. (2002, May). *What do website users like? What makes them learn?* Presented at the Drawing Voters to Political Information Online conference at the National Press Club, Washington, DC.

Professional Leadership:

Communication Studies Committee Chair Summer 2013-Present

Education and Behavioral Sciences Section of the Association of College and Research Libraries of the American Library Association; Chicago, IL

- Lead committee meetings and author committee reports
- Coordinate the committee's initiatives including publicity of our *Information Literacy Competency Standards for Journalism Students and Professionals* and annual media tour

Fund Raising and Financial Development Trends, Marketing & Project Development Committee Member Summer 2014-Present

Library Leadership and Management Association of the American Library Association; Chicago, IL

- Research and disseminate information about fundraising trends

Reviews Selection Committee Member Summer 2012-Present

The Library Quarterly; University of Maryland; College Park, MD

- Write and locate other authors to write book reviews for this journal

Communication Advisory Board Member

EBSCO; Ipswich, MA

Summer 2012-Present

- Provide the company with information about how they can improve their products

PR Xchange Committee Member and Conference Volunteer Summer 2011-Present

Library Leadership and Management Association of the American Library Association; Chicago, IL

- Set up for the PR Xchange competition
- Set up and facilitated a Library Marketing Unprogram

Traveling Exhibitions Proposal Reviewer Summer 2011, Winter 2013
Public Programs Office of the American Library Association;
Chicago, IL

- Evaluated and ranked libraries applications to host exhibitions

Maryland Chapter Publicity Chair Spring 2011-Spring 2012
Special Libraries Association; Alexandria, VA

- Publicized chapter events through emails, Facebook, and LinkedIn
- Created a display board to publicize the chapter
- Wrote articles publicizing the chapter for the Maryland Library Association's newsletter
- Helped with logistics at chapter events by posting signs, staffing the registration table, and distributing tickets

Member of the Electronic Resources in Communication Studies Committee Spring 2009-Summer 2011
Education and Behavioral Sciences Section of the Association of College and Research Libraries of the American Library Association;
Chicago, IL

- Created a guide to resources in health communication
- Reviewed and revised database evaluation criteria

Executive Board Member of the University of Maryland Student Chapter Fall 2007-Spring 2009
American Library Association; Chicago, IL

- Arranged coffee hours to welcome new and returning students
- Publicized group events through flyers and emails
- Managed the financial accounts of the group

Memberships:

- American Library Association (ALA) 2007-Present
- Association of College and Research Libraries (ACRL) 2007-Present
- Maryland Library Association (MLA) 2010-Present

Grants and Awards:

Recipient of a Latino Americas: 500 Years of History Grant June 2015

- Let the application process to obtain a \$10,000 grant to host film screenings and other programming related to Latino arts and culture.

Recipient of a Let's Talk About It: Muslim Journeys Grant May 2013

- Led the application process to obtain a \$4500 grant to host book discussions related to Islamic Culture at Albert S. Cook Library

- Recipient of a Bridging Cultures: Muslim Journeys Bookshelf Grant** January 2013
- Led the application process to obtain a collection of resources related to Islamic Culture for Albert S. Cook Library
- Winner of the Inaugural *Practical Academic Librarianship* Award** July 2012
- Received this award from the Academic Division of the Special Libraries Association for the best article published in their journal during the previous year
- Best of Show Winner for Albert S. Cook Library at Towson University's Wish List Wallet Card** June 2012
- Received this award on behalf of Albert S. Cook Library in the Fundraising Materials – Print Division for libraries with operating budgets between \$6 and \$20 million category at the 2012 PR Xchange competition
- Recipient of the Towson Academy of Scholars Award** December 2012
- Named a Junior Fellow in the Academy and awarded \$1000 in support of my research related to academic integrity
- Recipient of NASA Countdown to Curiosity Mars Science Laboratory Stipend** November 2011
- Received a \$1500 stipend to attend NASA training on how to conduct Mars-related programming for tweens
- Recipient of a Sub-Award of a Diverse Populations Library Education Grant** October 2011
- Obtained a \$2000 sub-award of this grant to develop protocols for testing library databases for accessibility; it was awarded to the University of Maryland, College Park by the Institute of Museum and Library Services
- Recipient of *Emma Lazarus: Voice of Liberty, Voice of Conscience* exhibit** August 2011
- Led the application process to become one of only 18 libraries selected to host this national traveling exhibit
- Winner of the Association of College & Research Libraries President's Program Innovation Contest** June 2011
- Received this award in the in-process category for the Albert S. Cook Library Civility Video
- Honorable Mention for *Albert S. Cook Library at Towson University: Inspiring a Journey of Learning* brochure** June 2011
- Received this award on behalf of Albert S. Cook Library in the Services/Orientation/Policy – Print Division for libraries with operating budgets between \$2 and \$6 million category at the 2011 PR Xchange competition

Winner of the Special Libraries Association's Contributed Paper Award June 2009

- Received this award given to the top contributed paper at the Special Libraries Association's annual conference

Winner of the Outstanding Graduate Assistant Award May 2009

- Received this award given to one Graduate Assistant per year from the University of Maryland Libraries in recognition of exemplary service to the Libraries

Runner-Up, University of Maryland iSchool Dean's Award May 2008

- Programmed Recipe Republic website (<http://arleneton.com/690/index.php>), which was named a runner-up for this award given for the best project in the iSchool