

Sample Self-Nomination Statement J: Senior Associate to Senior

Note: This is a sample self-nomination statement for someone seeking promotion from Senior Associate to Senior. An example of the level of detail and types of items to include in one's statement follows. Please use your judgment about what makes sense for you to include in building your unique promotion case and be sure to refer to the [AP Promotion Criteria Table](#) for a description of what is expected at each level.

1. Describe how your Overall Experience fulfills the criteria of the next promotion rank.

I was ranked as Senior Associate when I joined the Library in [Year] based on my previous two decades of professional librarianship. Over the course of the past six years, I have shown myself to be a leader within the organization as well as establishing a reputation among my colleagues as an expert in both [discipline] and [discipline]. I have a deeply held passion for the role of the library within a community and the role of the user within the library. It is the force that led me to pursue a career in library science and it's the engine that drives me to facilitate a more inclusive, ever-improving library experience.

Since my initial ranking, I have been elected or appointed to serve on 15 different committees, task forces, and working groups. I have co-chaired two different library-wide task forces focused on inclusive governance, co-chaired the Library Committee for Academic and Civil Service Professionals (formerly L-CAP, now LCP), chaired two search committees, and served as ex-officio chair of [working group].

I've leveraged my professional experience as a librarian and user experience specialist to design or redesign over two dozen Library websites that have launched or are currently under development. These include the new Archives and Special Collections Building Project site, a complete reimagining of the Library staff site, and iterative improvements to the Gateway, including a complete redesign of our navigation menus. [Colleague] and I lead the migration of Library websites to Google Analytics 4, which established us as the campus' resident experts on strategies and actions critical to implementing Google's new platform successfully. We shared our experiences with the broader web development and marketing community through five different conference presentations and workshops as well as provided direct guidance to other campus departments and colleagues undergoing similar migrations. These efforts have helped position the Library as a leader and a partner in implementing innovative web technologies that improve user-friendly, accessible design

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and data-driven development.

Beyond the web, I have developed, consulted on, and facilitated countless user experience instruments that have been the foundations for actionable change to improve how patrons engage with the physical Library. Among these have been applying studies of patron use and behavior in the UGL to create the layout of the Orange Room, supervising a practicum to improve inclusivity through the upgrading of All Gender restrooms in the Library, and developing the recently charged Internal Marketing Group with [colleague] to establish a consistent, professional, and user focused wayfinding and signage presence throughout the University Library. These efforts help the Library better understand and respond to patron needs and satisfaction when planning and improving our physical and virtual spaces, which helps us better fulfill our mission in serving campus.

I believe my demonstrated mastery of skills in my areas of expertise, strong track record of contributions and service to the Library and beyond, and 26 years of professional experience justify promotion to the rank of Senior.

2. Describe how your Professional Service fulfills the criteria of the next promotion rank.

I have worked on a large variety of projects with a diverse slate of committees since I joined the University Library in [Year]. I have served on roughly a dozen different committees and task forces, some as an ex-officio member appointed because of my role as User Experience & Web Strategies Coordinator. Other positions I've been elected to, trusted by my colleagues to represent their interests, or provide sound judgement on important issues.

My experience as co-chair (with [colleague]) of the Library Committee of Academic Professionals (L-CAP) / Library Committee of Academic and Civil Service Professionals (LCP) immediately comes to mind as an example of my growth into the Senior rank. During our co-chairpersonship the issues of auditing/ converting academic professions (APs) to civil service – professionals (CS-Ps) and potentially more inclusive Library governance came to the fore.

I was concerned that the conversion of APs into CS-Ps created a gap where these newly reclassified employees would not have a representative committee in the Library structure, being somewhere between the constituency of L-CAP and LSSC. There were also concerns that these employees might lose access to resources necessary to successfully complete the tasks outlined in their job descriptions, which had not changed as part of the conversion process. Working with

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my committee colleagues, the chair and vice chair of LSSC, and Dean Wilkin, I created a proposal that would redefine the existing AP-focused committee into a committee representing both groups. The proposal also secured continual resource support for reclassified APs including investigation time and professional development funding. This process has been given greater validity as we have continued, as a committee, to work with Library HR to ensure long-term success. Beginning as an effort to ensure continued equity and fairness among Library employees, this work has also been a boon when it comes to recruiting and retaining new employees. Investigation time, in particular, has been a strong draw when we meet with candidates.

During this time, I was also appointed to, and elected co-chair of, a task force to investigate what a more-inclusive governance structure could look like at the Library. This could have been a very intense process creating uncertainty among faculty and staff about their role in the Library. I was committed to creating an environment where peoples' experiences and concerns would be heard without judgement or defensiveness, and that identities would be protected. My experiences as a [discipline] researcher were critical to creating this safe space where faculty and staff were able to express themselves in conversation with task force members and each other. I helped to model the task force as a body that reflected the desires and concerns of the Library's faculty and staff, rather than a group looking to impose a structure in a bubble. Although this work is still going on at other levels in the Library, I feel like I was able to set the tone for making this an inclusive, respectful, and collaborative discussion among all Library employees.

3. Describe how your Professional Knowledge fulfills the criteria of the next promotion rank.

When I joined the University Library, it had been a number of years since I worked in an academic environment. I set myself the challenge of tackling the learning curve to repurpose my two decades years of professional expertise into an academic setting and learning the culture to better inform my responsibilities.

I embarked on a listening tour during which I visited division meetings to talk with everyone about what they were hoping to see happen and expressing my hope to partner with them to bring success. I let them know I was committed to taking responsibility for my duties, communicating openly and continually, and delivering on what I promised. I think showing everyone that I was serious and here to help allowed them to afford me the opportunity to earn their trust. Two ways in which I brought my knowledge and experience to improving the Library were a new charge proposed for the creation and

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work of [working group] and my overhaul of how the [team] aligned with the strategic framework of the overall Library.

The [working group] had been a body of technologists working largely separate from mission and strategy of the Library with a vague sense of ownership over the Library's web presence. I rewrote the charge of this group to expand membership to include Library employees from all areas and classifications and to focus its work on a specific portfolio consisting of the Library Gateway, global navigation, and the Staff Site. We committed to an iterative and user-focused workflow that would be more agile and better strategically aligned with the Library's mission.

The [team], which does the development work for our websites, often worked independently of each other making coordinating efforts with a larger strategic vision challenging. Based on my experience in the publishing industry, I created a new process for development. Positioning myself as the point person for working with the stockholders, I could do all of the pre-development work with departmental staff until a "project brief" became clear. The brief existed as the record of what both the stockholders and the developers agreed to as a deliverable. Knowing the full scope of the work, we could commit to a deadline and provide regular updates.

The Library has greatly benefited from these changes I implemented. We have a coherent, user-focused web presence. Centralizing our strategies allows us to consistently employ best practices, ensure an accessible online experience, and respond with agility when unexpected needs arise. We average 2-3 launches each semester over the past six years. I've increased colleagues' confidence when working with our [team] and appreciate the collaborative environment we've created.

Previously I mentioned the work [colleague] and I have done with Google Analytics 4 (GA4). Having taken the initiative to migrate to GA4 in 2021, [colleague] and I realized there was an opportunity for us to share our experiences and knowledge with our campus community. We presented five different sessions to colleagues across multiple institutions at various IT Pro Forums, the WebCon conference, and monthly workshops for developers and marketing teams.

These presentations mapped the process from the strategies for establishing actionable metrics to the technical steps required to customize reports with Google Tag Manager (GTM). These presentations expanded to individual consultations with departments and colleges across campus, creating new communities of interest, and creating documents encapsulating both the strategic and tactical aspects

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of implementing GA4. All these activities have increased the Library's reputation for being at the forefront of technological innovation and application of responsive, user-focused design. It has also established the Library as a willing and knowledgeable partner for overall success.

Finally, I have overseen three iSchool practicums with students interested in learning more about user experience. These practicums have focused on both digital and physical aspects of the library experience. Overseeing practicums has given me the opportunity to expand the education these students receive in the classroom. It also allows me to advocate for user experience philosophies and techniques with a new generation of librarians. Through these experiences and mentorship, I have helped broaden their understanding of how and why libraries can better serve their users, which they will be able to take forward in their careers.

I am particularly proud of the latest practicum I oversaw which studied the impact of All Gender restrooms on the holistic experience of trans and gender nonconforming library users. [Practicum student] established a safe space where our participants would feel encouraged to share their stories. She also had to navigate the differences between user experience and user oppression when online "news" groups attacked the project.

Following the research, we wrote a memo detailing inconsistencies between the three All Gender restrooms in the Main Library. The recommendations from this memo are being implemented by Library Facilities. We also added our All Gender restrooms to the Refuge Restrooms app, and information about the app itself to Library wayfinding signage. [Practicum student] presented on her research at the UXLibs conference in Brighton, England to an international audience of experts. [I helped support her as a mentor throughout her preparation and delivery of her research.] I am tremendously proud of this work. It underscores my belief that UX work positions the Library for greater inclusion, diversity, and understanding.

4. Describe how your Institutional Leadership or Contribution fulfills the criteria of the next promotion rank.

Six months after the Library had closed in alignment with the COVID-19 lockdown, it was decided we could reopen in a limited way to allow patrons to pick up and return materials. Based on my expertise in [discipline], I was asked to collaborate on how we could ensure a safe experience for users of these limited services. I helped design the way in which we would allow people to enter,

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move through, and exit the Main and Undergraduate Libraries. This process included identifying equipment necessary for guiding patrons, signage for explaining the process, and ensuring that all this planned people-moving was completely accessible for people with disabilities. Adding to the complexity, was ensuring users maintained safe distance and that all materials and signs were able to withstand months of exposure to the elements. All this work allowed the Library to continue enriching the lives of its users during the pandemic in a safe and humane way.

Based on this experience and my interest in spatial user experience, I took a significant role in planning for the UGL closing. As part of the group assigned to create the Orange Room in Rooms 100 and 112, I took on the responsibility of designing the floorplan for the space. Given a certain number of required seats, services, and desired multi-use spaces, I leaned into UX studies I had done prior to the closure of the UGL as well as spatial considerations of environmental components like sound, furniture, and visibility to lead the team through a sequence of nine rounds of floorplans until we arrived at a layout that worked for TLAS, Facilities, and Library IT.

I created the Study Spaces Directory as both a response to the disruption caused by closing the UGL and as a value-added service on our website. This directory serves as a quick reference for library users across campus identifying study spaces, their respective levels of noise, food / drink policy, and other factors that help students decide the best space for their needs. We know from past research undergraduate students feel uncertain about Library locations and how they can be used. This resource reassures students and provides the underlying confidence for success at the Library and, by extension, the classroom.

I've also been putting a great deal of thought and conversation into improving wayfinding, especially accessible wayfinding, across libraries. [Colleague] and I recently had our proposal for an Internal Marketing Group approved. This group will take ownership of signage and other branding across libraries to ensure a cohesive, user-focused, up-to-date identity. The idea for this group grew out of an idea I had to brand the two elevators in the Main Library as the Orange Elevator and Blue Elevator to make it easier for people to navigate the building. We're currently in the process of having magnetic wraps designed and printed to add a pop of colorful messaging to this effort.

In April 2023, I was recommended as a fitting guest and representative of the Library on the new Illini Insights podcast. According to the invitation to participate the plan was to "discuss your career path, current projects, and advice for students, prospective employees, and current university

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employees interested in your field of expertise” and my participation would “showcase the University of Illinois and its capabilities to a wider audience and will also help us recruit potential talent to UIUC.” I welcomed this opportunity to share my experiences and promote the Library as a resource for existing, incoming, and potential students and colleagues.

All of these examples outline my transition from participant to leader in our Library’s environment and culture and in establishing my expertise across the campus web and IT communities, as well as the broader, international Library [discipline] specialty.