



THE TEAM

Professional Services

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Director: Professional Services

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As Director: Professional Services I am actually the newest member of the Professional Services team having taken up my position in May of this year. I've worked in a diverse range of roles and sectors in my library career including university, TAFE, and special libraries as well as with a library supplier. I have been an Associate Member of ALIA since starting my very first library job and have been an active volunteer on a number of ALIA groups and committees during this time. I am a member of the Association because I see my membership as an integral part of my professional identity. Now that I'm working for ALIA, I have a unique inside view of the broad range of work that is undertaken to support members and the profession and I can certainly vouch for the commitment and passion of my colleagues who form the National Office team. Of course, I hope you will all have stories you can share in that regard whether it be because you received the advice you needed, the resources you were able to access, the development opportunities you undertook, or the professional networks and connections you've been able to make.

My responsibilities include oversight of ALIA's work in Education, Professional Development and Careers, Copyright, Industrial Relations, and Research. Each of these areas provides a valuable member benefit and some even more widely to the profession at large – such as course accreditation and research. The theme throughout all these areas is the focus on and commitment to support professional standards and quality.

I see the role of Director: Professional Services as a unique opportunity to work with ALIA in inspiring others to choose Library and Information Services as their career, supporting those who are already part of the profession, and working with educators and employers in ensuring sustainable, quality outcomes for the profession as a whole.

Your support of the Association as members enables us to support you, your organisation, and your profession – in this way we all work towards building our Association.

Industrial Relations Advisory Service

ALIA's Industrial Relations Advisory Service is a valued member service that can help you:

- Find out your rights and responsibilities in the workplace

- Acquire guidelines and recommendations about salary levels and position descriptions
- Clarify work level expectations for your qualification and years of experience
- Identify the relevant legislation you need to inform decision-making in the workplace
- Negotiate a better deal for yourself or your organisation
- Improve your understanding of the LIS workforce and market
- Obtain specialist advice if you are concerned about your job or structural changes in your organisation that impact on your library and information service

When you have a problem in the workplace that you feel unable to handle, ask ALIA for help sooner rather than later. The time to act is during the decision-making process. Contact ALIA National Office as soon as you have identified a problem at IR@alia.org.au or on 02 6215 8222.

Research

ALIA believes that:

- professional participation in rigorous and reliable research practice builds on the profession's body of knowledge and leads to the continuation and betterment of the profession
- education for the profession which incorporates research activity encourages the development of a research culture within the profession
- dissemination and publication of library and information studies research should be enabled and encouraged through the Association's conferences, publications, e-documents, and other related avenues
- research excellence should be recognised by awards and prizes
- Library and information studies research is enhanced through participation in partnership arrangements among practitioners, academics and wider communities.

Currently the Association's support of research practice within the LIS profession is visible through:

- The Research and Publishing Standing Committee which advises the Board of Directors about key priority areas in research and publishing; with an overall scope to support and promote a culture of research and publishing in the profession, improve professional practice by building capacity for excellence in research and publishing, and provide leadership on matters relating to research and publishing in the profession.
- The Research Committee whose role is to foster research that underpins innovation and improvement in library and information practice by: administering

the operation of the Association's Research Fund, recommending recipients of ALIA Research Awards to the Board of Directors, contributing to the development of Association policies or research, and encouraging publication of funded research activities within and beyond the Association.

- The ALIA Research Awards providing opportunity for and recognition of excellence in research practice.
- The ALIA Research Mentoring Program which was a new initiative of 2009 to provide the opportunity for professional members to develop and refine their skill, knowledge, and confidence in conducting research. The purpose of the Program is to provide the opportunity for successful recipients to receive expert coaching and guidance as they undertake a research project on a selected library or information issue.

For more information about ALIA's support of LIS research practice, contact ALIA National Office on: ph 02 6215 8222

Copyright Advice

Helen Roberts AALIA (CP)

Copyright Advisor

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"It's worth the ALIA fee just for this service."

An ALIA member wrote this to me on 30 August 2010. I think members find the ALIA Copyright Service very helpful as I can combine experience of the law and library practice. I have been ALIA's copyright advisor since June 2008. I work part time on Mondays and Thursdays but you can send in questions anytime by email. I have had a long term interest in copyright and extensive experience in providing copyright advice.

Library and voluntary ALIA experience

I was the Law Librarian at the Australian National University and have also worked in Fisher Library at the University of Sydney and Macquarie University Library. I have experience in most library areas including cataloguing, acquisition, document delivery, reader services, and circulation. I have been an active ALIA member at the group level in the ACT and NSW and have served on several ALIA advisory committees, including as a member, and later chair, of the ALIA Copyright and Intellectual Property Advisory Committee.

Representing ALIA and its members

I represent ALIA as a member of the Australian Libraries Copyright Committee and the Australian Digital Alliance. I am a member of the ALIA Copyright and

BEHIND THE PROFESSION

Intellectual Property Advisory Committee and help the members keep in touch by email about issues as they arise. I am a member of the Department of Foreign Affairs and Trade (DFAT) Intellectual Property Consultative Group on issues such as the Australia-Chile FTA, including the Anti-Counterfeiting Trade Agreement (ACTA) and Australia's participation in the Trans-Pacific Partnership initiative.

Staying current with copyright issues

I monitor the media, copyright sites, and have email information sent to me on copyright. I get regular updates from blogs, such as that of Anne Lennox at RMIT. I have set up alerts to get new copyright information from media and the web.

Copyright queries from members

The volume of queries has increased in the last year. I think this is because copyright is becoming more central to what we do – libraries are putting material up as copyright creators as well as being users and guardians of copyright. Also copyright is now overlapping with issues such as privacy and licenses for digital material. I am also responsible for privacy issues.

Make copyright work for you

ALIA's Copyright Advisory Service provides up-to-date information on copyright and how it affects your library and information organisation.

- It responds to your queries about implementing obligations under copyright law
- It provides insight into current hot issues and trends
- ALIA lobbies on behalf of members on copyright and intellectual property issues
- ALIA takes an active role on copyright because copyright impacts on the free flow of information

More information is available at <http://www.alia.org.au/advocacy/copyright>

PD and Careers

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Who we are

Judy Brooker and Kirrin Sampson make up the PD Team. We both work part-time and have busy, busy lives. We love what we do and gain great satisfaction from helping members realize their goals. Just a little

background about each of us may be of interest.

Judy – I have been a continuous Associate member of ALIA for over thirty years, so one could say I definitely have had a long term involvement in the profession. After my BA honours degree at Monash University I undertook the Graduate Diploma in Library and Information at RMIT, sneaking in a little bit of study at UNE and Queensland University. During my career I successfully changed sectors working in public, the National, university, and parliamentary libraries, part time, full time, casual, and on contract, in many different roles including manager, library assistant, reference librarian, Australian Literature Subject specialist, and as a volunteer in a school library and for a community group.

It has only been since 2008 that I joined the team behind the profession at ALIA National Office, first as a researcher and now as the Professional Development and Careers Manager. I have always been passionate and committed to the LIS profession and am now enthusiastic about making professional development, the ALIA PD Scheme, certification, and increased training opportunities materialise for members.

Kirrin – I joined ALIA in April this year, returning to work following some time out to have a baby and move to Canberra. My past work experience is in the area of Marketing and Product Management in the IT industry, working on cooperative ventures with companies like Kingston Technology (the world's largest computer memory manufacturer), and Sony. I have an undergraduate degree in Economic History and have completed additional training in direct marketing. More recently, after a decision to change careers, I enrolled in a Master of Teaching through the University of New England and took on a role within a special needs unit at Presbyterian Ladies' College Sydney. It was during this time, following some school library work, that I developed an interest in school libraries and the provision of library services for children with special needs. So now I'm a wannabe teacher-librarian! I hope my corporate work experience contributes to the smooth running of the PD operations and I'm really enjoying soaking up all things library.

What we do

ALIA PD Scheme

The PD Team support ALIA members to maintain their professionalism. We are supported by the ED & PD Standing Committee and member feedback. We have recently upgraded the ALIA PD Scheme recording mechanism with 'My PD' and opened up the PD Scheme to more flexible

recording. You can now use an e-portfolio or your employee performance management documentation to record your participation and evidence for the ALIA PD Scheme. We want all eligible members of ALIA to make the most of their membership by joining the PD scheme and be part of the growing group of certified professionals. Employers value ALIA CP status as a sign of currency in job applicants. It takes 12 months to become certified, so join the scheme today!

ALIA Training

The PD team is dedicated to supplying you with quality, relevant training. We have responded to members requests for online courses by continuing to provide online courses with FOLIOz and new online courses with TAFE NSW – Sydney Institute. We have organised our own face-to-face courses around the nation and experimented with the teleconference format, reaching members far and wide. We have negotiated with commercial providers for ALIA member discounts and free places and we have developed partnerships with Associations for member discounts. With the backup of the Local Liaison Officers in each state and all the professional publishing – *inCite*, ALJ, and AARL – provided by National Office any member can easily satisfy the PD scheme requirements. Value your professionalism; keep yourself up-to-date with ALIA Training!

And Careers

Everyone has to start somewhere. Why did you become an LIS professional? You probably had lots of questions. We work hard at ALIA to provide current, accurate information to aspiring LIS professionals. ALIA institutional members, Group Convenors, or Advisory Committee Chairs can apply for a free Career Expo Starter Pack which includes a poster, info sheets, and postcards. We have a matching advertisement in the 'Guide to your Career' wall chart that goes to every high school, public and private across the nation. We sponsor career information evenings and displays at career expos which have included partnerships with educators, employment agencies, and wonderfully inspiring local professionals who go along to these events to share their reasons for joining the profession.

ALIA is zealous about attracting new entrants to the LIS profession and the PD & Careers team along with dedicated members such as the Career Working Party are resolute in guiding students, post graduates and second careerers into the LIS profession.