

Rebecca Metzger

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EDUCATION

- MS, Library and Information Science, Simmons College, Boston, MA, 2005.
- BA, Religion, Smith College, Northampton, MA, 1998.

EXPERIENCE

Online Instructor, “Marketing Your Library” 2010-Present
Simmons College GSLIS Continuing Education Program

- Teach 4-week online, asynchronous workshop on library marketing to professional librarians

Reference, Instruction & Outreach Librarian 2006-Present
Lafayette College

- Oversee efforts to promote library services and resources to students, faculty, and staff through print and online materials, including coordinating the library’s web content and social media presence
- Develop relationships with campus departments and organizations to increase the library’s visibility
- Plan and execute public programs
- Founded and direct student advisory group
- Serve as liaison between library and college Communications Division
- Provide reference assistance at the reference desk, by appointment, email, phone, and instant messenger
- Teach library instruction to First Year Seminar classes; collaborate with faculty on information literacy grants for upper-level classes
- Supervise student worker

Program Director, Hillel Society 2006-Present
Lafayette College

- Produce and publicize campus-wide cultural, social and educational programming for audience of students, faculty, staff, and community
- Work with campus Development Office and donors to spend endowed funds appropriately

Reference and Instruction Assistant 2005-2006
Simmons College

- Provided reference assistance by phone, email, chat, and in person at main academic & career libraries
- Led workshops for incoming graduate students on the OPAC, journal searching, and databases
- Initiated creation and marketing of daily career news blog for Simmons students and alumni

Librarian Advisor & Marketing Associate 2004-2005
Xrefer (now Credo Reference)

- Demonstrated product at trade shows such as ALA and SLA
- Managed licenses and activated new accounts for clients; trained librarians via phone and internet on how to promote electronic resources
- Collaborated with CEO to conduct company’s first usability study

**Principal
Metzger Consulting** 2000-2004

- Started company to provide public relations/marketing services to museums, arts organizations, and artists
- Built web sites, placed stories in news outlets, secured artist's commissions, raised funds via events and grants

Public Relations Officer 2002-2003
New Museum of Contemporary Art

- Publicized exhibitions and events to print, radio, and television outlets
- Acted as primary spokesperson for the museum
- Produced print newsletter

Grants/Communications Associate 1998-2001
Foundation for Jewish Culture

- Handled day-to-day operations of 5 grants and 3 awards programs
- Produced print and email newsletters, annual reports, brochures, and web site content
- Managed daily computer network operations and supervised interns

PUBLICATIONS

- Contributor to "Pushing the Edge: Explore, Engage, Extend: The 14th National Conference Wrap Up," *C&RL News* 70 no. 6 (June 2009)
- "NextGen: Embracing My Authority," *Library Journal* 133, no. 19 (November 15, 2008)
- "Musings on LITA's Top Technology Trends Panel at Midwinter," *Footnotes* 37 no. 3 (February 2008)
- "What a Bunch of Cards! Guest post from Rebecca Metzger," *Library Marketing – Thinking Outside the Book* blog (January 25, 2008)

PRESENTATIONS

- "Where In the Library Is Carmen Sandiego?": Lafayette Library Open House Becomes Interactive Mystery Game Using Students' Mobile Phones & QR Codes, Presentation at ACRL DVC Fall Program, November 12, 2010
- "Emerging Leaders: PALS & ALA" Panel presented at PaLA NE Chapter Spring Workshop, May 20, 2010
- "Emerging Leaders Showcase: Pennsylvania Librarians Leading the Profession," Panel presented at PaLA Annual Conference, October 20, 2009
- "Building a Community of Emerging Leaders," Poster presented at ALA Annual Conference, July 10, 2009
- "Not Your Average Alumni Association: Using Technology to Create a Peer Mentoring Network of New Library Graduates," Poster presented at ACRL 14th National Conference, March 13, 2009

HONORS & AWARDS

- ALA Emerging Leaders program selected participant, 2008-2009
- ACRL Immersion Program selected participant, 2008
- Simon Rockower Award for Excellence in Jewish Journalism, American Jewish Press Association, 2001

PROFESSIONAL MEMBERSHIPS & SERVICE

- American Library Association (2004-)
 - LLAMA Member
 - LLAMA/PRMS PR Xchange Committee, 2011-
 - NMRT Member
- Association of College and Research Libraries (2006-)
 - Instruction Section, Management and Leadership Committee Chair, 2009-2010
 - Delaware Valley Chapter Volunteer Resume Reviewer, 2011
- Beta Phi Mu (2006-)
- Center for the Integration of Teaching, Learning & Scholarship Advisory Committee, Lafayette (2009-)
- Easton Area Public Library Friends (2011-)
- Jewish Studies Advisory Committee, Lafayette College (2006-)
 - Chair, 2008-2009
- Special Library Association (2004-2005)
 - President & Vice President, Special Library Association, Simmons College Student Chapter, 2005
- Teaching & Learning Faculty Committee, Lafayette College (2007-2010)
 - Chair, 2009-2010
- Williams Center for the Arts, Lafayette College
 - Advisory Council, 2009-2013