

## BRAND YOU: NATIONAL LIBRARY TECHNICIAN DAY AT VICTORIA UNIVERSITY

To celebrate, promote and advertise National Library Technicians Day, Library and Cultural Studies at Victoria University (VU) enlisted the help of Gail Schmidt, Genevieve Pergl, and Paul Clerici of the State Library of Victoria, Darren Ryan from One Umbrella and ALIA's State Manager, Victoria, Margie Anderson for a special event including presentation of the ALIA award for VU's best student.

Ian Rogers welcomed guests to the event and then handed over to Margie Anderson to introduce the Victoria University Student of the Year, Karen Seckold. In thanking ALIA for the award and all the staff at VU for their support, Karen noted working at VU as a student helper had "looked good on her resume", and she had subsequently gained employment in a public library. Karen encouraged her fellow students to extend themselves and have a go.

Gail Schmidt, from the State Library of Victoria (SLV), gave a personal history of where she had been and the need to be passionate to be successful employees in the library and information industry. Gail said employers want customer service skills, courage to play with technology, internet searching for quality information, flexibility and the ability to be proactive, adaptable and enthusiastic. Students, she said, need to be able to multi-task.

Genevieve Pergl, a former VU student, is now working at SLV and has been there since 1993. Genevieve says that in that time she has not touched a book, but has worked on digitising projects. She shared examples of work she has undertaken in cataloguing, indexing and digitising of images, including samples from the Rennie Ellis Collection.

Paul Clerici, another SLV staffer, graduated from Swinburne in 2004. Paul said volunteer work gave him some confidence and led to paid work at Vision Australia before moving to the State Library to a role in serials acquisitions, dealing with the public and electronic acquisitions. His key focus is large databases, e-journals, e-books, CD, and DVD formats, all made available in different ways onsite. Paul also monitors the integrity of the electronic data, liaising with the National Library's Pandora archiving website.

One Umbrella's Darren Ryan then spoke to the students about his career path. His current role with the specialist library employment agency (and current sponsor of ALIA's PD Postings e-newsletter) has come about after 20 years in the library industry (including driving 200 km a day for his first job), and working in university, public and special libraries. Darren agreed with Gail on the importance of students being open minded and flexible – and to make the point, took the students through a planning exercise and a discussion of 'Brain Yoga'. He finished with some comments about 'Brand You' and some recommended reading: *Who stole my Mojo* by Garry Bentwistle.

The day was organised by the Library Studies Team, Ian Rogers, Tim Dolby, Margie Anderson, Tania Barry, Paula Jones, Leonie McCormack and Janet Murray.

**Ian Rogers**

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### **Keep your eye out!**

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