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Spotlights: Faculty, Alumna, and Courses

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Spotlight – Faculty



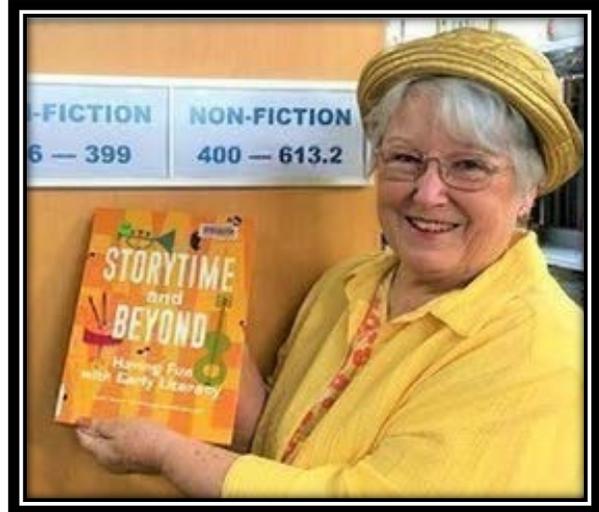
Dr. Jennifer Steele joined the Southern Miss SLIS School of Library and Information Science faculty after having served as the Electronic Resources Librarian for three years at Mississippi College, located in Clinton, Mississippi. She received an MLIS degree in 2013, followed in 2017 with a Ph.D. in Communication and Information Sciences, both from The University of Alabama.

Dr. Steele’s research interests include the role of academic libraries in online education, information literacy skills of first-year college students, censorship and intellectual freedom, which is the focus of her dissertation, “Censorship in Public Libraries: An Analysis Using Gatekeeping Theory.”

Dr. Steele is a member of Beta Phi Mu International LIS Honor Society and involved in professional organizations American Library Association (ALA), Association of College and Research Libraries (ACRL), as well as the Association of Library and Information Science Education (ALISE). She served on the ALA Resolutions Committee and Rural, Native, and Tribal Libraries of All Kinds Committee.

She currently serves as the Vice-Chair of the ACRL Standards Committee and a member of the Professional Values Committee and 2019-2020 Chair for the ALISE Connie Van Fleet Award for Research Excellence in Public Library Services to Adults Committee.

Spotlight – Alum



When **Kathy Barco** first began thinking of applying to the USM graduate program in Library Science, she said to her husband, “I’ll be fifty years old when I get my degree!” His wise response was, “You’ll be fifty whether you get your degree or not!”

Faced with that irrefutable logic, she applied, got accepted, was granted leave without pay from her paraprofessional job with the Albuquerque Public Library, attended two summer sessions in Hattiesburg, completed children’s and YA lit courses via email with the late Dr. Kate Bishop, survived “Computers in Libraries” taught by Dr. M.J. Norton (who was also her advisor), wrote a master’s research project on Curious George using primary sources in the De Grummond Collection, and received her MLIS in 1997.

Her career included postings at several branches of the Albuquerque Public Library (APL) as a children’s librarian. Those bookended five years (2002-2006) as youth services coordinator at the New Mexico State Library in Santa Fe.

At the time of retirement, Kathy was literacy coordinator for APL and was conducting workshops for staff and the public based on ALA’s *Every Child Ready to Read @ Your Library*. Curious George was her sidekick at storytimes and presentations – he’s a perfect literacy advocate.

As a library consultant, she did presentations on early literacy, plus summer reading program workshops for the Kansas State Library and the Colorado State Library. In 2006, she received the New Mexico Library Association Leadership award and in 2018 received the Mountain Plains Library Association Distinguished Service Award.

Kathy is the author, co-author, or co-editor of five books. The most recent one came out in the fall of 2018. *Storytime and Beyond – Having Fun with Early Literacy* was published by Libraries Unlimited/ABC-CLIO. She worked on three chapters in the book via presentations at the Fay B. Kaigler Children’s Book Festival and utilized the De Grummond Collection for elusive alphabet books. In a “circle of life” moment, she was able to convince Dr. Norton to write a blurb for the book. The book has been chosen as the textbook for Dr. Stacy Creel’s spring 2020 “Storytimes and Literacy” course.



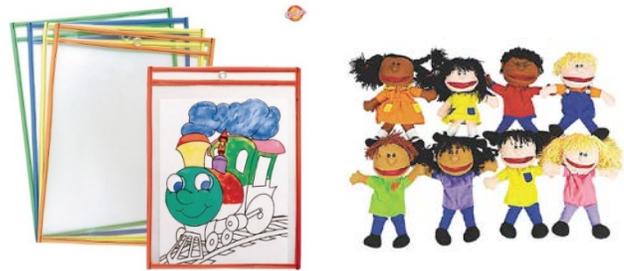
Spotlight—Course

*LIS 492 H002/LIS 692 H002
Storytimes & Early Literacy*

Early literacy development in children is closely tied to stories and reading. Effective storytimes with babies and young children increase vocabulary and reading readiness. The goal of this class is to prepare students to deliver storytime programs with an intentional focus on early literacy concepts and storytimes that incorporate activities that emphasize early literacy and build a foundation of reading.

The class will include readings on the research of early literacy and reading to children, development of age-appropriate storytimes based on themes, intro to infant lap sits, Mother Goose on the Loose, Every

Child Ready to Read, Supercharged Storytimes, the tools of Valuable Initiatives in Early Learning that Work Successfully, creation and use of materials for use in early literacy storytimes. Students will receive a special packet of materials to use in the creation of videos and activities for children.



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Special guest lecturers include author and literacy coordinator Kathy Barco and Dr. Alicia Westbrook, Director, Mississippi Early Childhood Inclusion Center.

LIS 492 H003

PR & Marketing in Libraries

"What is marketing, and how do you define the concept as it relates to libraries? The business world defines marketing as ‘the process of planning and executing conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives’” (Bennett, 1995). Translated to the library world, marketing is much like any other service organization, and can be defined in the same terms; simply change the words “individual and organizational objectives” to “user and library objectives”. In essence, marketing is “the link between the user’s needs, and the library’s resources and services.” --Lowe-Wincentsen, D (2014). *Skills to Make a Librarian: Transferable Skills Inside and Outside the Library*. Amsterdam: Chandos Publishing.

Marketing and promoting the library is an essential skill that librarians need in today’s competitive market. This course uses online self-guided webinars to give students an understanding of how to use data in marketing, PR and marketing through social media, effective marketing, and more. Readings on current marketing trends and techniques are included for discussion. Students create memes, flyers, PR announcements, and videos.