

ANDY SPACKMAN

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Experience

Business and Communication Librarian

July 2006 – Present

Harold B. Lee Library, Brigham Young University

Promote library services and resources as liaison to the Marriott School of Business and School of Communications. Teach library instruction and information literacy classes. Create research tools and provide reference services, including online guides and personal consultations. Develop and evaluate collections.

- Developed and conducted a program of extracurricular library instruction seminars using case method pedagogy and created a repository for case studies.
- Advanced to the rank of Senior Librarian, 2017.
- Received the 2015 S. Lyman Tyler Award for Faculty Professionalism.

Adjunct Professor of Communication in Organizational Settings

January 2014 – Present

Marriott School of Business, Brigham Young University

Teach students to write effective professional documents and give successful presentations in a required upper-division course.

- Invited to coauthor a new, open textbook (<http://mcom320.net/>).

Circulation Manager

October 2001 – June 2006

Harold B. Lee Library, Brigham Young University

Managed the circulation of materials: 1,000,000 transactions annually with 30,000 library users. Established policy and procedure. Administered patron databases and library circulation systems. Supervised 5 staff members and 25 student employees.

- Implemented a statistical quality control program, reducing error rates by 78%.
- Reconfigured circulation policies in the library's automated system, improving efficiency by 51%.
- Restructured department hierarchy, wage ladder, and incentive program, reducing staffing needs by 16%.

Interlibrary Loan Lending Supervisor

June 2000 – October 2001

Harold B. Lee Library, Brigham Young University

Managed the lending or digital transmission of materials to other institutions: 48,000 transactions annually. Developed policy and procedure. Supervised 7 student employees.

- Achieved a 23% increase in number of transactions without an increase in staff.

Education

Master of Library Science August 2006

School of Library and Information Science, University of North Texas

- Graduate Academic Certificate in Advanced Management in Libraries and Information Agencies.

Master of Business Administration August 2005

Marriott School of Business, Brigham Young University

Bachelor of Arts, English; Bachelor of Arts, Russian April 2001

Brigham Young University

Service

**Business Reference and Services Section
of the American Library Association** Elected Chair, 2013 – 2014;
Member, 2006 – Present

- Chair, Mergent Award for Excellence in Business Librarianship, 2017-2018
- Chair, Nominating Committee, 2015-2016
- Chair, Program Planning Committee, 2008-2010
- Member, Standards for Financial Literacy Education in Libraries Working Group, received a \$25,000 IMLS Sparks! grant, 2013-2014
- Member, Discussion Group Steering Committee, 2007-2011

Utah Library Association President, 2010 – 2011; Member, 2006 – Present

As President represented Utah at National Library Legislation Day, led a rebranding initiative, and launched a new association website.

- Chair, Finance Committee, 2011-2012
- Chair, Business Round Table, 2008-2009
- Chair, Conference Program, 2007-2008

BYU Library Web Working Group Chair, 2012 – 2017

- Coordinated a full redesign of the library website (<http://lib.byu.edu/>), including the adoption of responsive design and mobile-first principles.

BYU Library Reference Coordinating Committee Chair, 2009 – 2012

- Coordinated the provision of reference services and training of reference personnel for BYU's Harold B. Lee Library.
- Led studies resulting in the extension of checkout services to all reference desks and assessing BYU's model of distributed, subject-specific service points.

BYU Faculty Advisory Council (Senate)

Member, 2011 – 2014

- Chair, Research Committee, 2012-2014

BYU Employee Giving Committee

Member, 2006 – 2009

- Chair, Communications Subcommittee, 2007-2009
- The 2009 campaign received a Bronze Circle of Excellence Award for fundraising publications from the Council for Advancement and Support of Education.

Publications

Spackman, Andy. "Free, Online, and Tailor-Made: Creating an Open Textbook As a Model Document." In *Proceedings of the 82nd Annual International Conference*. Ed. Leigh Ann Whittle. Association for Business Communication, 2017.

Thomas, Lisa, Julie Haupt, Andy Spackman, Karmel Newell, Kurt Sandholtz, Melissa Wallentine, Liz Dixon, Crickett Willardsen, Sue Bergin, and Mariana Richardson. *Management Communication*. Marriott School of Business, 2017. A free, open textbook available at <http://mcom320.net/>

Spackman, Andy. "Client-based Experiential Learning and the Librarian: Information Literacy for the Real World." *The Journal of Business & Finance Librarianship* 21: no. 3-4 (2016): 258-273.

Keller, Kit, Andy Spackman, Chris LeBeau, and Elizabeth Malafi. "Meeting the Need for Library-based Financial Literacy Education." *Reference & User Services Quarterly* 54, no. 3 (2015): 47-51.

Keller, Kit, Andy Spackman, Chris LeBeau, and Elizabeth Malafi. *Financial Literacy Education in Libraries: Guidelines and Best Practices for Service*. Chicago: American Library Association, 2014. Available at <http://tinyurl.com/RUSAFLE>

Camacho, Leticia and Andy Spackman. "Face Out: The Effect of Book Displays on Collection Usage." *The Journal of Business & Finance Librarianship* 19, no. 2 (2014): 114-124.

Camacho, Leticia and Andy Spackman. "Transitioning to E-books: Usage and Attitudes Among Business Faculty." *The Journal of Business & Finance Librarianship* 16, no. 1 (2011): 33-45.

Spackman, Andy et al. "Clean, Green, and Not So Mean: Can Business Help Save the World?" *Reference & User Services Quarterly* 50, no. 2 (2010): 135-140.

Spackman, Andy and Leticia Camacho. "Integrated, Embedded, and Case-Based: Selling Library Instruction to the Business School." In *Librarian as Architect: Planning, Building & Renewing: 36th National LOEX Library Instruction Conference Proceedings*. Ed. Brad Sietz. Ypsilanti, MI: LOEX Press, 2010. 73-78.

Spackman, Andy and Leticia Camacho. "Rendering Information Literacy Relevant: A Case-Based Pedagogy." *The Journal of Academic Librarianship* 35, no. 6 (2009): 548-554.

Spackman, N. Andrew. "Reducing Check-in Errors at Brigham Young University through Statistical Process Control." *The Journal of Access Services* 3, no. 3 (2005): 1-16.

Spackman, N. Andrew. "An Epistemological Fall: Tarkovsky's Humanist Interpretation of Lem's *Solaris*." *Writings* 10 (2001). <<http://germslav.byu.edu/perspectives/w2001.php>>.

Editorials and Reviews

Spackman, Andy. "Interview Intelligence: Teaching Students to Demonstrate Their Passion by Doing Their Homework." *Academic BRASS* 12, no. 1 (Spring 2017).

Spackman, Andy. "Assessing the Ambivalent Liaison." *Library Journal* 140, no. 17 (October 15, 2015): 14.

Spackman, Andy. "Our Conservative Ideals." *American Libraries* 41, no. 4 (April 2010): 25.

Spackman, Andy. "The American Enterprise Institute (www.aei.org)." *The Journal of Business & Finance Librarianship* 15, no. 1 (2009): 44-50.

Spackman, Andy. Review of *Leadership Basics for Librarians and Information Professionals*, by G. Edward Evans and Patricia Layzell Ward. *The Journal of Access Services* 6, no. 3 (2009): 424-425.

Spackman, Andy. "Fannie Mae." *The Journal of Business & Finance Librarianship* 13, no. 2 (2007): 129-136.

Spackman, N. Andrew. Review of *Globalization: Encyclopedia of Trade, Labor, and Politics*, by Ashish K. Vaidya (ed.). *The Journal of Business & Finance Librarianship* 12, no. 4 (2007): 80-82.

Spackman, N. Andrew. Review of *E-Metrics for Library and Information Professionals: How to Use Data for Managing and Evaluating Electronic Resource Collections*, by Andrew White and Eric Djiva Kamal. *The Journal of Access Services* 3, no. 2 (2005): 77-78.

Presentations and Webinars

Thomas, Lisa and Andy Spackman. "The Task that Refreshes: Creating an OER for BYU's Marriott School of Business." Utah: The State of OER Conference. Sandy, Utah. 2018.

Spackman, Andy and Lisa Thomas. "Free, Online, and Tailor-Made: Creating an Open Textbook As a Model Document." Association for Business Communication 82nd Annual International Conference. Dun Laoghaire, Ireland. 2017.

Spackman, Andy and Michael Whitchurch. "Open Educational Resources from the Bottom Up." Utah Library Association Annual Conference. Sandy, UT. 2017.

Spackman, Andy. "The Art of Email: Practicing Better Communication." PCI Webinars and Florida Library Webinars. 2017.

Spackman, Andy. "Slide Design Made Simple." Library Leadership & Management Association. Online webinar. 2017.

Sandholtz, Kurt, Andy Spackman, and Marianna Richardson. "Writing and Producing an Open Textbook for Business Communication." Association for Business Communication Western Regional Conference. Orem, UT. 2017.

Spackman, Andy. "Data Design Made Simple." Library Leadership & Management Association. Online webinar. 2017.

Spackman, Andy. "Irresistible Email: Writing to Good Effect." International Collegiate Licensing Association Winter Symposium. Salt Lake City, UT. 2017.

Spackman, Andy. "Disruptive Innovation: Patterns of Failure and Opportunity." Academic Libraries Serving Entrepreneurs Online Symposium. Closing keynote address. 2017.

Spackman, Andy. "Write, Speak, Design: Communication Skills for Library Professionals." American Library Association Online Learning. Six-week course. 2016.

Spackman, Andy. "Joyous Paranoia: How Libraries Misunderstand and Mismanage Disruptive Innovation." American Library Association Annual Conference, ACRL Single-Speaker Program. Orlando, FL. 2016.

Bordelon, Bobray, Todd Hines, and Andy Spackman. "Business Data for Librarians." American Library Association Annual Conference. Full-day preconference workshop. Orlando, FL. 2016.

- Spackman, Andy. "Client-based Experiential Learning and the Librarian: Information Literacy for the Real World." The Harold B. Lee Library's S. Lyman Tyler Award Lecture. Provo, UT. 2016.
- Spackman, Andy. "Preventing Death by PowerPoint and other Calamitous Design Failures." Utah Library Association Annual Conference. Preconference workshop. Layton, UT. 2016.
- Spackman, Andy, Roger Schonfeld, Barbara Rockenbach, and Jonathan Miller. "Liaison Librarianship: Assessment and Ambivalence." The Education Institute of the Partnership of Provincial and Territorial Library Associations of Canada. Online webinar. 2016.
- Spackman, Andy, Michelle Clements, Xiaolian Deng, and Leticia Camacho. "Financial Literacy: How Libraries Can Meet the Need." Utah Library Association Annual Conference. St. George, UT. 2015.
- Spackman, Andy, Grant Zabriskie, and Brian Rennick. "Toward a Responsive Design: UX and the Library Website." Utah Library Association Annual Conference. St. George, UT. 2015.
- Keller, Kit, Andy Spackman, Chris LeBeau, and Elizabeth Malafi. "Financial Literacy Education in Libraries: Guidelines and Best Practices for Service." American Library Association. Online webinar. 2014.
- Keller, Kit, Andy Spackman, Chris LeBeau, and Elizabeth Malafi. "Guideline Development for Financial Literacy Education in Libraries." American Library Association Annual Conference. Las Vegas, NV. 2014.
- Spackman, Andy. "Mastering Business Acumen (MBA) in a Day: Marketing." American Library Association. Online webinar. 2014.
- Hines, Todd, Chris LeBeau, Elisabeth Leonard, and Andy Spackman. "Mastering Business Acumen (MBA) in a Day: Business Concepts for Library Reference." American Library Association Annual Conference. Full-day preconference workshop. Anaheim, CA. 2012.
- Spackman, Andy. "Self-Help Reference: Putting the Librarian Back Behind the Curtain." Utah Library Association Annual Conference. Salt Lake City, UT. 2012.
- Spackman, Andy. "Why Isn't Anyone Having Any Fun Here? Recreational Reading and the University Library." Utah Library Association Annual Conference. Salt Lake City, UT. 2012.
- Spackman, Andy and Kathleen Johansen. "Relabeling Reference: A Desk by Any Other Name." Utah Library Association Annual Conference. Layton, UT. 2011.
- Camacho, Leticia and Andy Spackman. "Transitioning to eBooks: Usage and Attitudes among Business Faculty." Utah Library Association Annual Conference. St. George, UT. 2010.

- Ehrman, Deborah, Andy Spackman, Steve Decker, and Sharyl Smith. "The Utah Library Legislative Network, Advocacy and You." Utah Library Association Annual Conference. St. George, UT. 2010.
- Spackman, Andy and Leticia Camacho. "Case Based: Selling Library Instruction to the Business School." Mountain Plains Library Association Annual Conference. Wichita, KS. 2009.
- Griffis, Patrick, Andy Spackman, and Leticia Camacho. "Business Reference for the Non-Business Librarian." Nevada Library Association Annual Conference. Las Vegas, NV. 2008.
- Spackman, Andy, Laurie Bridges, and Leticia Camacho. "Academic Outreach 2.0: For Business." American Library Association Annual Conference. Anaheim, CA. 2008.
- Spackman, Andy and Leticia Camacho. "Integrated, Embedded, and Case Based: Selling Library Instruction to the Business School." LOEX Annual Conference. Oak Brook, IL. 2008.
- Spackman, Andy and Leticia Camacho. "The Hard Sell: Bringing Library Instruction to the Business School." Mountain Plains Library Association Annual Conference. Salt Lake City, UT. 2008.
- Camacho, Leticia and Andy Spackman. "From Concept to Corporation." Nevada Library Association Annual Conference. Carson City, NV. 2007.
- Camacho, Leticia, Andy Spackman, Britt Fagerheim, and Ed Hahn. "Helping Utah Businesses Serve the Latino Community." Utah Library Association Annual Conference. Provo, UT. 2007
- Armond, David, and Andy Spackman. "Trimming the Fat: How to Manage the Circulation Map." Sirsi Superconference. Nashville, TN. 2005.