



October 2020

## Assistant Librarian/Interim Director

Laura C. Pascual

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# Curriculum Vitae

## Laura C. Pascual

Interim Director, Collections & Discovery  
University of South Florida Libraries  
813-974-2483

4202 E. Fowler Avenue, LIB122  
Tampa, FL 33620-5400  
lcpascua@usf.edu

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### EDUCATION

- Master of Arts in Library and Information Science, University of South Florida, 2012
- Bachelor of Science in Electrical and Computer Engineering, Cum Laude, University of Miami, 1985

### PROFESSIONAL EXPERIENCE

- 2018-present Interim Director, Collections & Discovery Department, University of South Florida Libraries  
Administration and management of USF Libraries Collections & Discovery department. Responsible for library resource acquisitions and coordination with fiscal unit, metadata/cataloging, maintenance of access and discovery systems, and resource sharing (interlibrary loan.) C&D also supports Textbook Affordability through maintenance of the Ebooks for the Classroom+ database, acquisition of content for course support materials and textbook alternatives, communication of available material, and savings reporting. Management of electronic resources including serials, databases, ebooks, and ebook EBA/DDA programs.
- 2015-2018 Electronic Resources Librarian, University of South Florida Libraries  
Implement Textbook Affordability reporting process for compliance and savings. Management and analysis of EDS discovery tool. Explorations, implementations, and analyses of EBA programs. Support, management and analysis for PDA programs. Lead and responsibility for Ebooks for the Classroom program. Develop licensing and contract negotiation procedures. Lead design and development of ebook database. Support departmental data and analysis needs for online collections. Serve as resource for cataloger and staff in relation to cataloging of online resources. Work to improve ebook UX (user experience).
- 2011-2015 Library Acquisitions, University of South Florida Libraries  
Acquisition of electronic books, including vendor communications, account setup, purchasing, tracking and reporting, and coordination of cataloging. Use of database software to organize, query, analyze, and compare e-book records and produce ad hoc reports for purchasing, patron driven acquisition analysis, and catalog record maintenance. Manage e-book purchasing requests received through the Textbook Affordability Program. Organize USF Textbook Affordability Project promotions and events. Assist with USF Educause/Internet2 E-Textbook Pilot programs, including faculty recruitment, coordination of LMS systems and e-book platform, design and presentation of training documentation for faculty, students and IT help desk, interaction with participating publishers, set-up of e-textbooks for courses, cost and usage statistics, daily operations, and troubleshooting.
- 2007-2011 Volunteer Library Assistant, Clark Elementary School  
General circulation duties, reference services, and technical assistance. As volunteer coordinator, scheduled and managed volunteer staff, participated in library reorganization,

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managed library-wide accelerated reader labeling project, assisted with library events.

1998-2001     Applications Developer, Ingenix Health Intelligence Services/United Health Group  
Responsible for the execution and management of all adhoc reporting requests from the Corporate Data warehouses. Worked in the planning, specification, architecture, design, coding, testing, documentation and training of HIS' business applications and products. Provided general technical assistance to HIS' employees and customers. Used data management and data analysis skills to facilitate and develop data transfers and comparative analysis products.

### SKILLS, TRAINING, and CERTIFICATIONS

Library Systems: Aleph, Koha  
LMS: Canvas, Blackboard  
Web Design: HTML5, CSS  
Programming/Scripting: SAS, Visual Basic, SQL and more  
Applications: MS Office Suite with extensive knowledge of Excel & Access.  
Ebsco User Group Meeting attendee  
Rational Unified Process Training  
Former State Licensed Master Electrician  
Instrument Rated Private Pilot  
NAUI Certified Diver  
Languages: Limited knowledge of French and Spanish

### HONORS and AWARDS

Tau Beta Pi Engineering Honor Society, University of Miami  
Eta Kappa Nu Electrical Engineering Honor Society, University of Miami  
Phi Kappa Phi Honor Society, University of Miami  
Golden Key Honor Society, University of Miami  
Ann Bacheller Scholarship Recipient, University of Miami  
Florida Scholars Award Recipient, University of Miami  
PTA Volunteer of the Year ,2009  
Employee of the Quarter, Ingenix/United Health Group, 2001

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### PUBLICATIONS

- Pascual, L., Abresch, J., & Seiffert, A. (in press). Communicating Collections: Strategies for Informing Library Stakeholders of Collections, Budget & Management Decisions. *Charleston Library Conference Proceedings 2019*. [Co-authored 50% of chapter.]
- Abresch, J., Pascual, L., Eickholt, & A.L. (September 2018). EBA in Practice: Facilitating Evidence-Driven E-Book Programs in Both Consortium and Individual Library Settings. *Charleston Library Conference Proceedings. 2017*. <https://docs.lib.purdue.edu/charleston/2017/collectiondevelopment/12> [Co-authored 50% of chapter.]
- Pascual, L. (November 2018). Creating and Marketing Textbook/OER Programs. *Against the Grain*. 30(5). [Sole author.] <https://www.against-the-grain.com/2018/12/v305-creating-and-marketing-textbook-oer-programs/>
- Boczar, J., & Pascual, L. (2017). E-books for the Classroom and Open Access Textbooks: Two Ways to Help Students Save Money on Textbooks. *Serials Librarian*, 72 (1-4), pp. 95-101. <http://dx.doi.org/10.1080/0361526X.2017.1309830>.

### OTHER PUBLICATIONS

- Abresch, J. & Pascual, L. (November 2018). Monographic Collection Management Strategies at USF. [White Paper].

### CONFERENCE PRESENTATIONS

- Pascual, L., Abresch, J., & Seiffert, A (November 2019). Communicating Collections: Strategies for informing library stakeholders of collections budget & management decisions. *Charleston Library Conference 2019 Presentation*. <https://sched.co/UXry>
- Pascual, L. (March 2018). Textbook Affordability: Driving Organizational Change in an Academic Library. *ER&L 2018 Conference Presentation*. <https://sched.co/CrhE>
- Abresch, J., Eickholt, A. L., & Pascual, L. (2017) EBA in Practice: Facilitating evidence-driven e-book programs in both consortium and individual library settings. *Charleston Conference 2017 presentation*.
- Boczar, J., Pascual, L. (June 2016). E-books for the Classroom/OA Textbooks with Jason Boczar. *NASIG Annual Conference 2016*.
- Metz-Wiseman, M., Pascual, L. (January 2016). From PDA/DDA to EBA: Following the Data. *ALA MidWinter 2016*.
- Pascual, L., Ariew, S. (October 2015). Impacting Student Success through E-books for the Classroom. *Florida Association of College & Research Libraries 2015 Annual Conference*.

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**OTHER PRESENTATIONS**

Presented on Textbook Affordability for Library In-Service Day (May 2016.)

Presented on Textbook Affordability for USF WOW event (August 2016.)

**GRANT APPLICATIONS**

Pascual, L. (September 2019). USF System Technology Fee FY 19/20. "Textbook Alternatives: We Have the Ebooks." [Sponsored by T. Chavez. Withdrawn.]

Pascual, L. (August 2018.) USF System Technology Fee FY 18/19. Tap in to Textbook Alternatives: Ebooks on Demand." [Sponsored by T. Chavez. Funding received indirectly.]

**RESEARCH INTERESTS**

Library communication to the university community regarding collections policies and decisions. Collection development process details and analyses.

Changing technology skills, technical services positions, and department organization in library technical services.

Evidence-based ebook selection program management and analysis.

Textbook Affordability issues in university libraries.

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### PROFESSIONAL SERVICE

SUS Electronic Resources Subcommittee

Chair, 2019

Vice Chair, 2018

Member, Present – 2016

Electronic Resources Librarians Search Committee Member, 2019

Library Faculty & Staff Campaign Committee Member, 2019-17

FALSC Affordable Learning Florida OER Best Practices Workgroup Member, 2018

LITA Assessment and Research Committee Member, 2018-16

Library Assessment Committee Member, 2017-15

Library Analytics Team Member, 2017

Library In-Service Committee Member, 2017

SUS ILS ERM Workgroup Member, 2017-16

Library Ithaka Assessment Committee Member, 2016-15

Library Faculty Executive Committee Member, 2016-15

Library Roles Committee Member, 2016

FLVC/FALSC Engaging for the Future Discussion Forum, USF Representative, 2015

### PROFESSIONAL ASSOCIATIONS

American Library Association, Member

Association of College and Research Libraries, Member

Library and Information Technology Association, Member

Association for Library Collections and Technical Services, Member

NASIG Member, 2016-17

Electronic Resources and Libraries Conference Attendee

Charleston Library Conference Attendee

FALSC OER Summit Attendee 2018

National Association of Women in Construction, former member

### SERVICE TO THE COMMUNITY

Cat Crusaders, PetSmart New Tampa Volunteer (2013 – present).

Parent Teacher Association Volunteer (2006-2012)