

JERRY VAUGHN CASWELL

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EDUCATION

University of Wisconsin, Madison
Ph.D., Library and Information Studies, 1985
M.A., Library Science, 1972
M.A., American History, 1968

Brandeis University, Waltham, Mass.
B.A., English and Classical Literature, 1963

PROFESSIONAL EXPERIENCE

Proofreader (Rounds 1 and 2), Distributed Proofreaders, <https://www.pgdp.net/>, August 2021-
• Proofread OCR texts to match page images for out of copyright works to be published by Project Gutenberg.

Cataloger and Web Developer, Ericson Public Library, Boone, IA, August 2016-August 2021.
• Upgraded catalog records for novels in series with series, subject, and genre headings.
• Developed new titles lists and specialized bibliographies from exported bibliographic records in XML format using HTML5, CSS, and Javascript.
• Developed digital signage for calendar of events from exported LibCal records in XML format using HTML5, CSS, and Javascript.

Interim Administrator for Cataloging, University of Northern Iowa Library, Cedar Falls, IA, July 2014-April 2015.
• Administer the staff and services of the cataloging/ordering unit (firm orders, MARC cataloging, Dublin Core cataloging, materials processing).
• Supervised review of position descriptions and unit workflows in preparation for external review.
• Facilitate involvement in metadata generation for institutional repository (Digital Commons) and digital collections (ContentDM).

Head of Library Information Technologies (Associate Professor, tenured 2005), University of Northern Iowa Library, Cedar Falls, IA, January 1999-April 2015.
• Administer the staff and programs of the Library Information Technologies Department and the Institutional Repository.
• Provide conceptual and technical support for the Learning Commons, digitization programs, public computing, strategic planning, etc.
• Facilitate increased integration of electronic resources through discovery systems, gateways, interface development, metasearching, and context sensitive reference linking.
• Plan new and/or enhanced uses of technology consistent with university objectives and industry standards.
• Led the Cedar Valley Library Consortium's effort to evaluate and select a new generation library system.

- Administer Millennium library management system, EBSCO Discovery System, Xerxes, and VuFind discovery tools, MetaLib, SFX, ContentDM, Drupal, Apache, and database servers.
- Administer local area network and desktop applications for more than three hundred PCs and thirty laptops.
- Administer cable plant and connections to the campus backbone and the Internet.

Associate University Librarian for Information Technologies (Librarian III, permanent-appointment track), Cornell University Library, Ithaca, NY, March-November 1998.

- Administer the staff and programs of the Information Technology Division (ITD) of Cornell University Libraries.
- Support the expansion of digital library resources and plan their integration with other electronic resources.
- Administer NOTIS Library Management System, InfoShare database server, Web server, digital library servers.
- Administer local area network and desktop applications for about five hundred PCs.
- Chair library management system evaluation and decision process.
- Acquire Open Text production platform for digital collections.
- Help plan and oversee the development of the Web Gateway to electronic information and resources..
- Led review and reevaluation of mechanisms for controlling access to electronic resources.

Assistant Director for Automated Systems (Associate Professor, tenured 1995), Iowa State University Library, Ames, 1990-1998.

- Administer the staff and programs of the Automated Systems Division (ASD) of the ISU Library.
- Led the technical transition to a client/server based library information system.
- Pioneered the use of the Web as an integrating environment for electronic resources.
- Implemented and administered NOTIS Library Management System, local database servers (MDAS, InfoShare, SiteSearch, CD-ROM), Web server.
- Administered six local area networks and desktop applications for about three hundred and fifty PCs.
- Administered automation training program for library staff;
- Helped plan public computer use areas and evaluate databases to be mounted on local systems.
- Managed technical components of multi-institutional research projects, e.g., HEA Title II-D Biotechnology Project and HEA Title II-B SILO Project.
- Promoted linkage of statewide educational resources through the Iowa Research and Education Network (IREN) and the State of Iowa Library Online (SILO) system.

Interim Director of Media Services (Associate Professor, tenure-track), University of Vermont, Burlington, 1989-1990.

- Administer the staff and programs of the four media service units (film library, video production, hardware, graphic arts).
- Installed first satellite dish on campus for instructional programming.

Systems Librarian (Associate Professor, tenure-track), University of Vermont Library, Burlington, 1986-1990.

- Implemented and managed NOTIS Library Management System.
- Linked library system to state library network.
- Supported microcomputer desktop applications and hardware.
- Supported use of electronic mail and calendars.
- Led review of library networking options.

Head of Library Systems (Associate Librarian, permanent-appointment track), Duke University Library, Durham, NC, 1984-1986.

- Manage the staff and programs of the Systems Department of the Duke University Library.
- Managed and maintained an internal automated acquisitions and technical services system.
- Supported microcomputer desktop applications and hardware.
- Helped plan and implement networked online catalog among the Triangle Research Libraries (Duke, NC State, UNC).

Project Assistant, Network Library Systems Project, Administrative Data Processing, University of Wisconsin, Madison, 1983-1984.

- Analyzed and designed an online catalog maintenance subsystem.
- Resource for microcomputer and library-related information.

Consultant, Steenbock Memorial Library, University of Wisconsin, Madison, 1982-1984.

- Analyzed automation needs of reserves and acquisitions departments.
- Designed and developed microcomputer databases to support acquisitions and reserves.
- Managed local area network software and hardware.
- Trained users in use of microcomputer software and hardware.

Graduate Teaching Assistant, School of Library and Information Studies, University of Wisconsin, Madison, 1980-1984.

- Prepared exercises and led labs in library automation, online searching, indexing methods, and cataloging.
- Provided consultation in support of instruction.
- Trained lab users in use of microcomputer hardware and software.

Librarian I, State of Wisconsin Department of Transportation Library, Madison, 1980-1981.

- Cataloged aeronautics and other transportation materials.
- Maintained and updated list of transportation subject headings.
- Reorganized and cataloged reference and periodicals collections.

Coordinator of Public Services (Assistant Professor, tenure-track), James Madison University Library, Harrisonburg, Virginia, 1979-1980.

- Supervised Information Services and Loan Services Departments, including reference, circulation, government documents, reserves, interlibrary loan.
- Implemented online searching program.
- Managed bibliographic instruction and staff training programs.

Reference and Media Librarian, Steenbock Memorial Library, University of Wisconsin, Madison, 1974-1979.

- Provided reference and information services.
- Developed and supervised online searching program.
- Provided bibliographic instruction to faculty and students.
- Developed and supervised audio-visual facility.
- Selected materials for the collection.

Circulation and Media Librarian, Steenbock Memorial Library, University of Wisconsin, Madison, 1972-1974.

- Managed circulation and reserve desks.
- Supervised and trained classified and student staff.

- Planned and implemented audio-visual facility.
- Planned and executed rearrangement of library collections.

Archivist I, State Historical Society of Wisconsin, Madison, 1969-1970.

- Processed and organized collections of public records.

PREPROFESSIONAL EXPERIENCE

Library assistant, Ericson Public Library, Boone, IA, April 2016-June 2020.

- Provided reference service; checked in and out library materials; registered library patrons.

Library assistant, Madison Public Library, Madison, WI, July 1966-June 1967.

- Cataloged and classified the collection of phonorecords using the Dewey classification system.

Cataloging assistant, Brandeis University Library, Waltham, MA, July 1965-June 1966.

- Cataloged and classified books using the Library of Congress system.

PUBLICATIONS

BOOKS AND THESES

"Performance Evaluation of Computerized Library Systems." In Advances in Library Automation and Networking, edited by Joe A. Hewitt, vol. 2, 95-118. Greenwich, Conn.: JAI Press, 1988.

"Factors Governing the Amount of Duplication in Content Derived Keys." Ph.D. dissertation, University of Wisconsin-Madison, 1985. <http://catalog.hathitrust.org/Record/005823188>

"The Instability of Faith: Adin Ballou's Search for Religious and Social Perfection." Master's thesis, University of Wisconsin-Madison, 1968. <http://catalog.hathitrust.org/Record/005729169>

JOURNAL ARTICLES

"Relative Preferences for Paper and for Electronic Books: Implications for Reference Services, Library Instruction, and Collection Management," Internet Reference Services Quarterly, 18, no. 3-4 (2013): 281-303. (With Leila Rod-Welch, Barbara Weeg, and Thomas Kessler.)

"Improving the Search Experience: Federated Search and the Library Gateway," Library Hi Tech 28, no. 3 (2010): 391-401. (With John Wynstra.)

"Developing the Right RFP for Selecting Your Federated Search Product: Lessons Learned and Tips from Recent Experience," Internet Reference Services Quarterly 12, no. 1/2 (2007): 49-71. (With John Wynstra.)

"Leveraging Resources in a Library Gateway," Library Hi Tech 24, no. 1 (2006): 142-152.

"A Conceptual Framework for Gateways," Information Technology and Libraries 23, no. 2 (June 2004): 73-81.

"Building an Integrated User Interface to Electronic Resources," Information Technology and Libraries 16, no. 2 (June 1997): 63-72.

"Importance and Use of Holdings Links Between Citation Databases and Online Catalogs," Journal of Academic Librarianship 21, no. 2 (March 1995): 92-96. (With Kathy Parsons, Fred Gulden, William Wiese, and Dennis Wendell.)

"Normalization: A Method for Structured File Design," Information Technology and Libraries 3, no. 3 (September 1984): 293-297.

"Comparing Computer Services: Authors' Reply," BioScience 28, no. 7 (July 1978): 424-425. (With Mary L. Cittadino and Ronald L. Giese.)

"Three Computer-Based Bibliographic Retrieval Systems for Scientific Literature," BioScience 27, no. 11 (November 1977): 739-742. (With Mary L. Cittadino and Ronald L. Giese.)

"The Use of the AGRICOLA Data Base in the Modern Land-Grant University Library," Associates NAL Today 2, no. 3/4 (October/December 1977): 27-29.

"A New Civilization Radically Higher Than the Old:' Adin Ballou's Search for Social Perfection," Journal of the Universalist Historical Society 7 (1967-68): 70-96.

COMPUTER SOFTWARE, WEB SITES

Developer of new titles lists and specialized bibliographies from exported bibliographic records in XML format using HTML5, CSS, and Javascript, 2020-2021.

Developer of digital signage for calendar of events from exported LibCal records in XML format using HTML5, CSS, and Javascript, 2019-2021.

Chief developer for a MetaLib frontend that enables users to find databases and to select and easily modify search categories. <http://www.lib.uni.edu/gateway/ml/>, 2007-2009.

Chief developer for a form generator that enables faculty to create federated search forms with customized sets of databases, 2006-2009.

"Integrating Library Search Options into Learning Management Systems," <http://www.lib.uni.edu/research-help/elearning-library-search-options>, 2006, revised 2009. A web page that shows instructors how to incorporate links to library resources into their WebCT and other web-based course management sites.

Redesigned WebOPAC screens for members of the Cedar Valley Library Consortium. <http://unistar.uni.edu/>, 2005-2010.

Chief developer for Library Gateway menus, guided search forms, and associated catalog search pages. http://waybackmachine.org/*/http://www.library.uni.edu/gateway/, 2003-2010.

"Major Film Directors and Their Representation in UNI Rod Library Collections," <http://www.uni.edu/caswell/film/>, created February 2002, revised May 2002. A collection evaluation and management tool that enables bibliographers to evaluate the strength of the UNI Rod Library video collection by comparing it to that of OhioLink.

Administrator of UNI public web site, <http://www.library.uni.edu/>, 2001-2002, 2005. Administered two major revisions to menu structure and a major technological overhaul, including the implementation of dropdown menus, roll-over graphics, Server-Side Includes, JavaScript programming, and migration to the Linux/Apache platform.

"Leveraging the Online Catalog: Exhibits and Demonstrations," <http://www.uni.edu/caswell/cat/>,

revised January and May, 1999, and Sept., 2002. A web site that shows how to extend the utility of the online catalog

Administrator of UNI Library intranet, <http://rodnet.library.uni.edu>, 1999-2009.

PRESENTATIONS

"Comparative Preferences for eBooks and Paper/Printed Books," Brick and Click Libraries: An Academic Library Symposium (12th, Maryville, Missouri, October 26, 2012), 121-129. (With Leila June Rod-Welch, Barbara E. Weeg, and Thomas L. Kessler.) <http://files.eric.ed.gov/fulltext/ED537605.pdf#page=130>

"Optimizing Metadata in Metalib for Quality OpenURLs," (with John Wynstra), a presentation at the ELUNA 2010 Conference, May 13, 2010.

"On-the-fly MetaLib Search Forms - Anywhere, Anytime!," (with John Wynstra), a presentation at the ELUNA 2007 Conference, June 7, 2007.

"Tap the Power of AVS," (with John Wynstra), a presentation at the 12th Innovative Users Group Conference, April 4, 2004. Presentation repeated at the Minnesota Innovative Users Group Spring Conference, May 26, 2004.

"The Migration from CD-ROM to WWW: Public Service Benefits and Challenges," (with Chris Neuhaus), <http://www.uni.edu/caswell/klg/klgcdint.html>, a presentation to the University of Klagenfurt Library staff, May 8, 2001.

"Web-based Databases as Tools for Students, Faculty, and Library Staff," (with Chris Neuhaus), <http://www.uni.edu/caswell/klg/klgwebdb.html>, a presentation to the University of Klagenfurt Library staff, May 7, 2001.

"Supporting Information Technology," (with Chris Neuhaus), <http://www.uni.edu/caswell/klg/klgsys.html>, a presentation to the University of Klagenfurt Library staff, May 3, 2001.

"Issues of Electronic Journals," (with Chris Neuhaus), <http://www.uni.edu/caswell/klg/klgejrnl.html>, a two part presentation to the University of Klagenfurt Library staff, May 3 and 7, 2001.

"Leveraging the Online Catalog in the Age of the Web," a presentation at the ILA/ACRL Spring Conference, May 7, 1999.

IN-HOUSE PUBLICATIONS

"Austrian Journal: The Travels and Tales of Librarians Jerry Caswell and Chris Neuhaus; A Record of The Ongoing Library Exchange Program between Klagenfurt University and the University of Northern Iowa," (with Chris Neuhaus), <http://www.uni.edu/caswell/klg/klgjrn.html>, June 4, 2001.

"Report on the Spring 2001 Professional Exchange with the University of Klagenfurt Library," (with Chris Neuhaus), <http://www.uni.edu/caswell/klg/klgrept.html>, May 18, 2001.

PROFESSIONAL SERVICE

Cedar Valley Library Consortium (CVLC) New Generation Library System Task Force, chair,

2014-2015.

External reviewer in promotion/tenure case at the Auraria Library, University of Colorado-Denver, September, 2013.

Cedar Valley Library Consortium (CVLC) RDA Task Force, chair, 2011-2012.

External reviewer in promotion/tenure case at the Missouri State University Library, Springfield, MO, September, 2010.

CVLC Committee to Improve the Catalog, chair, 2000-2001.

Iowa Regents' Interinstitutional Task Force on Library Information Technologies, 2000- .

Statewide Database Advisory Committee, 2000. Committee that advised the State Library of Iowa on databases needed.

CVLC Council, 1999-2015 Ex Officio member.

American Society for Information Science. Member 1994-1998, 1999-2004.

Interinstitutional Working Group on Electronic Databases, 1992-1993. Chairperson of the group that developed proposals for shared purchase and use of electronic databases by the three state university libraries.

Iowa Library Information Network (ILIN) Review Group, 1992-1993. Member of group responsible for planning a prototype Z39.50 network for Iowa libraries.

Iowa Research and Education Network (IREN). 1992-1998. Member of Board of Directors and ISU Voting Representative. Chairperson of Library Committee (1992-1993); member of Organizing Committee for 1993 Internet Conferences and Workshops; chairperson of Meetings and Special Events Committee (1994-1996); organized Internet Conferences and Workshops, Ames, June 7, 1995 and June 12, 1996.

ILA/ACRL Working Group on Networking and Communications. Member, 1990-1992, chair 1991-1992.

American Library Association. Member 1979-1993, 1998-1999.

Library and Information Technology Association. Member 1979-1993, 1998-1999.

LIBRARY AND UNIVERSITY SERVICE

UNI Library Digitization Strategy Task Force, 2013-2014.

UNI Center for Excellence in Teaching & Learning Advisory Board, 2013-2015.

UNI Information Technology Council, 2013-2015.

UNI Library Discovery System Evaluation Subcommittee, 2012.

UNI Library Learning Commons Task Force, 2012-2013.

UNI Graduate Council, 2011-2015.

UNI Library Electronic Resources Committee VuFind Subcommittee, chair, 2011-2012.

UNI Educational Technology Advisory Council, 2008-2015.

UNI Student Information System Evaluation Team, 2008-2009.

UNI Liberal Arts Core Committee, 2006-2009

UNI eLearning Administrators, 2004-2008.

UNI Library Electronic Resources Committee, chair, 2001-2015.

UNI Library Web Committee, chair, 2001-2002.

UNI Library Ad Hoc Student Computer Fee Committee, chair, 2000-2011, 2013-2014.

UNI Library Ad Hoc Task Force on Web Oversight, chair, 2000.

UNI Library Strategic Planning Committee, 2000-2002, 2003-2005.

UNI Policy and Planning Committee for Information Technology, 2000-2006.

UNI MyUNiverse Oversight Committee, 2000-2006, 2009-2015..

UNI WebCT Users' Group, 2000-2002.

UNI Ad hoc Library Committee to Investigate Wireless Computing, chair, 1999-2000.

UNI Library Administrators' Council, 1999-2015.

UNI Library Document Delivery Committee, 1999-2000.

UNI Library representative to Internet2 Committee, 1999-2000.

UNI Library representative to Campus ID Card Committee, 1999-2007.

UNI Library Departmental Computing Liaisons, 1999-2003 . Ex officio member.

UNI ITS Technical Forum, 1999-2015.

UNI Web Developers' Forum, 1999-2015.

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