



Amanda Etches

McLaughlin Library | University of Guelph | [REDACTED]

Education

M.I.St., Library & Information Science, University of Toronto, 2002

M.A., English, University of Toronto, 1998

B.A. Honours (with distinction), English Language & Literature, University of Western Ontario, 1997

Experience

Interim University Librarian, May 2022-present

Acting University Librarian, October 2021-May 2022

University of Guelph

Reporting to the Provost and Vice-President Academic, I provide strategic and operational leadership for the University of Guelph Library. I am accountable for all aspects of the library, including budget management, human resources, services, collections, technology, and spaces. Additionally, I foster and manage collaborations and partnerships across campus, effectively representing the library in all campus-related matters.

Associate University Librarian, Research, 2017-2021

Interim Associate Chief Librarian, Research, 2015-2016

Interim Associate Chief Librarian, 2014-2015

University of Guelph

Reporting to the University Librarian, I worked collaboratively with Library Executive and the Library Management Team to provide strategic leadership for the delivery of user-focused resources, services, and technologies in support of research, teaching and learning. As ACL, I was accountable for all strategic teams and collaboratively led strategic planning, staff and budget planning, and oversight of all services, collections, and technology. As AUL, Research, I was responsible for research support services, archives, library technology, and campus collaborations to support the research enterprise.

Head, Discovery & Access, 2010-2014

University of Guelph

Reporting to the Associate Chief Librarian, I provided leadership in designing and delivering dynamic user services with a focus on enhancing the user experience. I led a team of twenty-nine staff (librarians, professionals, and para-professionals), eight direct reports, in the areas of User Experience, Web, e-Learning, Reserves, e-Resource Management, Research Help, Access Services, and Library Accessibility Services.

User Experience Librarian, 2007-2010*Mills Memorial Library, McMaster University*

Reporting to the Associate University Librarian, Information Technology, I led a team of developers (2 direct reports) to employ best practices in web usability, user experience design, interaction design, and interface design to continually improve the library website, intranet, and other web, search, and digital applications. Additionally, I provided leadership for the deployment of emerging technologies to better serve library users and improve internal workflows.

Reference Librarian, 2002-2006*Mills Memorial Library, McMaster University*

Reporting to the Manager, Reference Services, I undertook reference and instruction for undergraduate and graduate students and faculty and was responsible for collection development in the Humanities. Additionally, I led projects to adopt new web technologies for library services and outreach.

Co-Principal and User Experience Researcher/Consultant, 2009-2017*Influx*

I launched and co-ran this Library UX consultancy (with Aaron Schmidt) that provided full-service consulting to public and academic libraries and library associations. We carried out and supported internal teams with user experience design, user research, participatory design activities, heuristic evaluations, usability testing, website design and implementation, and staff training on UX design tools and practices.

Sessional Instructor, 2006-2010*Faculty of Information & Media Studies, University of Western Ontario*

I proposed, developed, and taught a graduate course on social media (LIS 9763). I also contributed to periodic curriculum and course reviews.

Service to the Library/University (Selected)

Strategic Leadership

- Strategic Planning Project Group (chair), Guelph, 2024-present
- Digital and Technology Advisory Council (member), Guelph, 2024-present
- Open and Affordable Course Content Task Force Review (chair), Guelph, 2023
- Data Governance Steering Committee (member), Guelph, 2021-2023
- Library Master Space Plan Refresh Committee (member), Guelph, 2019
- Data Advisory Committee (member), Guelph, 2018-2021
- Organizational Review Committee (co-chair), Guelph, 2014-16
- Library Master Space Plan Committee (member), Guelph, 2014-2015
- LibQUAL+ Steering Committee (member), McMaster, 2007-2008

- Emerging Technologies Group (chair), McMaster, 2006-2010
- Information Technology Committee (chair), McMaster, 2006-2009

Operational Management

- Return to Campus Steering Committee (member), Guelph, 2021-2022
- Library Forum Planning Team (member), Guelph, 2015-2016
- Library Service Harmonization Project (chair), Guelph, 2013-2014
- Off-Campus Access Task Force (chair), Guelph, 2013-2014
- Search Committee, Learning & Curriculum Support Associate (member), Guelph, 2012
- Library Discovery Layer Working Group (chair), Guelph, 2011-2012
- UGFA Continuing Appointment Committee (member), Guelph, 2011-2013
- User Services Review Committee (chair), Guelph, 2010-2013
- Web & Information Architecture Cross-Functional Team (chair), Guelph, 2010-2013
- Search Committee, Information Resources Librarian (member), Guelph, 2010
- Thode Library Service & Staffing Model Review Group (member), McMaster, 2008
- Endeca Development Team (member), McMaster, 2007-2010

Teaching & Research Support

- Experiential Learning Advisory Committee (member), Guelph, 2021-2022
- Library Institutional Research Committee (chair), Guelph, 2017-2019
- Research Advisory Board (member), Guelph, 2015-2021
- Research Help Working Group (member), Guelph, 2014
- Branch Data Resource Centre Advisory Committee (member), Guelph, 2014-2021

Community Engagement

- Digital Scholarship Working Group (chair), Guelph, 2015-2017
- eResearch Services Steering Committee (chair), Guelph, 2014-16
- Library Learning Commons Group (member), McMaster, 2009-2010
- Lyons New Media Centre Team (co-lead), McMaster, 2009-2010
- Library iTunes U Implementation Committee (co-chair), McMaster, 2008-2010
- Scholars Portal Services Group (chair), McMaster, 2006-2008
- McMaster University Research Computing Committee (member), 2007-2009
- Learning Commons Public Relations Committee (member), McMaster, 2005-2007
- McMaster University Faculty Association Council (Library representative), McMaster, 2004-2009

Equity, Diversity, Inclusion, Accessibility

- Accessibility Steering Committee (member), Guelph, 2023-present
- Library Equity, Diversity, and Inclusion Committee (sponsor), Guelph, 2021-present
- Library AODA Working Group (chair), Guelph, 2014-2015
- Human Library Planning Team (member), Guelph, 2011-2012

Service to the Profession and Community (Selected)**Collaborations & Community Engagement**

- Teaching & Learning Committee (member), Canadian Association of Research Libraries, 2023-present
- Association of Research Libraries Leadership Fellows Program Selection Committee (member), 2023
- Impact Committee (member), Canadian Association of Research Libraries, 2022-present
- Scholars Portal Operations & Development Committee (member), 2022-present
- Canadian Associate University Librarians Annual Meeting Program Committee (co-chair), 2017
- Scholars Portal Collaborative Futures Market Research Working Group (chair), 2014-2015
- Scholars Portal Collaborative Futures Strategic Vision Task Force (member), 2014-2015
- OCUL SP Committee member & Communication sub-committee (member), 2014-2015
- OCUL Collaborative Approaches Task Force (member of two working groups), 2013
- Scholars Portal Public Service Advisory Group (member for TUG), 2011-2013
- CRC Press Library Advisory Board (member), 2009-2011
- Co-organized drupal4lib camp, an "unconference" on Drupal in libraries (with John Blyberg and Karen Coombs). Darien CT, 2009
- WILU 2009 Organizing Committee member, McMaster University, 2009
- Co-organized ETIG camp, an "unconference" on emerging technology in libraries (with Amy Buckland). CLA Annual Conference, Montreal QC, 2009
- Knowledge Ontario Strategic Investments Group (member), 2008-2011
- Access 2008 Steering Committee member; Program Committee chair, 2008
- Professional Learning Centre Advisory Board (member), Faculty of Information, University of Toronto, 2007-2010
- Co-organized ETIG Pre-conference on emerging technology in libraries (with Gillian Byrne). CLA Annual Conference, St Johns NB, 2007
- Emerging Technologies Interest Group (co-convenor), Canadian Library Association, 2006-2011
- askON Steering Committee (chair), Knowledge Ontario, 2006-2011

- New Writers' Support Ad Hoc Committee (chair). New Members' Round Table, American Library Association, 2003-2005
- Member Advisory Committee (member), Canadian Library Association, 2002-2006

Peer Review, Publishing, Writing, Teaching

- Peer Reviewer, *Canadian Journal of Academic Librarianship*, 2020
- Columnist, *Open Shelf* (online magazine for the Ontario Library Association), 2014-2017
- Editorial Board member, *Weave: Journal of Library User Experience*, 2013-2017
- Contributor, PIM Labs podcast (with Doug Horne and M. J. D'Elia), 2011-2012
- Workshop for the McMaster Alumni Women's Caucus: Your Life Online: Strategies for Managing your Online Identity, Hamilton ON, 2010
- Columnist, *Access* (quarterly magazine for the Ontario Library Association), 2008-2013
- Co-organized and co-taught Five Weeks to a Social Library, a 5-week, free, online, professional development course for librarians (with Meredith Farkas, Dorothea Salo, Ellyssa Kroski, Michelle Boule, and Karen Coombs), 2007
- Presentation to the children's summer reading program at Vaughan Public Library on the literature and culture of the Middle Ages, Vaughan ON, 2004

Mentoring

- Research & Scholarly Communication Librarian at Western University, 2020-2021
- U of G New Librarian Mentoring Program (lead), 2019 and 2015-2017
- Two MLIS students at Western University, 2015-2016
- Ask-a-Librarian Intern, OCUL, 2013-2014
- Two Blended Services Staff, McMaster University Library, 2008-2010
- Immersive Learning Librarian, McMaster University Library, 2007-2008
- McMaster University Co-op Librarian, 2005-2006

Scholarship**Books**

- Etches, A., & Schmidt, A. (2014). *Useful, Usable, Desirable: Applying User Experience Design to your Library*. Chicago, IL: ALA Editions. (Translated into French in 2016)
- Etches, A., & Schmidt, A. (2012). *User Experience (UX) Design for Libraries*. New York, NY: Neal-Schumann Publishers.

Book Chapters

- Etches-Johnson, A. & Schmidt, A. (2012). 10 Ways WordPress Can Improve Library UX. In K. Jones & P. A. Farrington (Eds.), *Learning from Libraries That Use Wordpress: Content-Management System Best Practices and Case Studies*. Chicago, IL: ALA Editions. (also published as an article Library Technology Reports, included in Articles below)
- Etches, A., & Baird, C. (2012). Corraling 2.0: Building an Intranet that enables individuals. In N. McHale (Ed.), *Designing and Developing Library Intranets*. New York, NY: Routledge. (also published as a special issue of Journal of Web Librarianship, included in Articles below)
- Etches-Johnson, A. (2005). The library blog: Serving users and staying relevant. In L. McGillis & S. Cleyle (Eds.), *Last one out turn off the lights: Is this the future of American and Canadian libraries?* (pp. 31-44). Lanham, MA: Scarecrow.

Articles

- Etches, A. (2013). Know Thy Users: User Research Techniques to Build Empathy and Improve Decision-Making. *Reference & User Services Quarterly* 53(1), 13-17. (refereed)
- Etches-Johnson, A. & Schmidt, A. (2011). 10 Ways WordPress Can Improve Library UX. In K. Jones & P. A. Farrington (Eds.), *Using Wordpress as a Library Content Management System. Library Technology Reports*. (also published as a chapter in a monograph, included in Book Chapters above) (refereed)
- Etches-Johnson, A., & Baird, C. (2010). Corraling 2.0: Building an Intranet that enables individuals. *Journal of Web Librarianship* 4(3), 265-276. (also published as a chapter in a monograph, included in Book Chapters above) (refereed)
- Etches-Johnson, A., Houghton-Jan, S. and Schmidt, A. (2009). The Read/Write Web and the future of library research. *Journal of Library Administration* 49(4), 365-382. (refereed)
- Etches-Johnson, A. (2006). The brave new world of social bookmarking: Everything you always wanted to know but were too afraid to ask. *Feliciter* 52(2), 56-58. (invited)
- Etches-Johnson, A. (2004). Take up thy pens and keyboards: Why it's never too early to start thinking about publishing. *Knowledge Quest: Journal of the American Association of School Librarians* 33(1), 42-44. (invited)

Presentations (selected)

- Collaborating Across Campus to Support Research and Learning (with Barbara McDonald), Canadian Associate University Librarians Day, McGill University, Montreal QC, 2017 (invited)
- Three Things Every Library Administrator Should Know About UX. ADBU Annual Conference (French national academic library association), Nice, France, 2016 (invited)

-
- Library UX (with Aaron Schmidt). Webinar for the Library and Information Association of South Africa, 2015 (invited)
 - How Art Made Me a Better Librarian. Opening keynote for the State University of New York Library Association Annual Conference, Purchase NY, 2015 (invited)
 - UX Design for Libraries (with Aaron Schmidt). Webinar for the Northeast Florida Library Information Network, 2014 (invited)
 - Holistic UX: Applying Lessons from the Web Everywhere (with Aaron Schmidt). Computers in Libraries, Washington DC, 2013 (invited)
 - UX Bootcamp (with Robin Bergart, Doug Horne, Jenna Hartel, Megan Garza, Fred Witmarsh). OLA Super Conference, Toronto ON, 2013
 - UX Research (with Robin Bergart, Athol Gow, Doug Horne). Mohawk College Library, Hamilton ON, 2012 (invited)
 - User Research in Support of User Research (with Robin Bergart). Internet Librarian, Monterey CA, 2012 (invited)
 - Designing for Usage Patterns. Computers in Libraries, Washington DC, 2012 (invited)
 - The Fundamentals of User Experience Design. Toronto Public Library Staff Conference, Toronto, ON, 2012 (invited)
 - User Research panel (with Aaron Schmidt). Library Journal Academic Libraries Symposium, Philadelphia, PA, 2011 (invited)
 - User Experience and the Mobile Web. Closing Keynote presentation, ABQLA, Montreal QC, 2011 (invited)
 - From Usability to User Experience. University of Utah, Salt Lake City UT, 2011 (invited)
 - Black-Ops Ninja-Style Tech Project Implementation (with John Blyberg and Sarah Houghton-Jan). Computers in Libraries, Arlington VA, 2010 (invited)
 - Top Tech Trends panel. American Library Association Midwinter Meeting, Boston MA, 2010 (invited)
 - Tech Trends. Keynote, Waterloo Public Library Staff Day. Waterloo ON, 2010 (invited)
 - The Usable Library Website, poster presentation (with Aaron Schmidt). Information Architecture Summit, Memphis TN, 2009 (refereed)
 - Learning to Emerge: 10 Things I am Learning about Library Leadership. ACRL/NY Annual Symposium. New York, 2009 (invited)
 - Website Usability, Pre-Conference Workshop. Internet Librarian, Monterey CA, 2009 (invited)
 - Dead & Emerging Technologies Plenary (with Stephen Abram, Marshall Breeding, Darlene Fichter & Aaron Schmidt). Computers in Libraries, Arlington VA, 2009 (invited)
 - Building User-Centred Websites with Drupal (with Catherine Baird and Greg Sennema). OLA Super Conference, Toronto ON, 2009

-
- Academic Library 2.0, Pre-Conference Workshop (with Jason Griffey, Iris Jastram, Jenica Rogers, Steve Lawson). Internet Librarian Monterey, CA, 2008
 - Libraries and Technology, Closing Plenary Panel (with David Rothman, Melissa Rethlefsen & Bart Ragon). Medical Library Association Annual Meeting, Chicago IL, 2008 (invited)
 - Tagging, Social Bookmarking, and Folksonomies. Online workshop for OCLC Western Service Center, 2008 (invited)
 - Social Software: the Hows, Whys and What fors. Atlantic Provinces Library Association Annual Conference, Charlottetown PEI, 2008 (invited)
 - Five Weeks to a Social Library: Training under-served professional populations with social software, poster presentation (with Michelle Boule, Karen Coombs, Meredith Farkas, Ellyssa Kroski, and Dorothea Salo). ASIS&T Annual Meeting, Milwaukee, WI, 2007 (refereed)
 - Staff Development 2.0: Learning, Creating, Playing! E-Info Global Symposium, Huntsville AL, 2007 (invited)
 - Forget the Lipstick, this Pig Needs a Complete Makeover. Access, Victoria BC, 2007
 - Simple Solutions for Dynamic Web Services Using RSS. Pre-Conference Workshop. Computers in Libraries, Arlington VA, 2007
 - Top Tech Trends, OLITA Panel. OLA Super Conference, Toronto ON, 2007 (invited)
 - Tips & Strategies for Launching an IM Reference Service, Pre-Conference Workshop. Internet Librarian, Monterey CA, 2006
 - Emerging & Dead Technologies Panel. Computers in Libraries Conference, Washington DC, 2006 (invited)
 - Towards Academic Library 2.0, ACRL Western New York/Ontario Chapter Fall Conference, Grimsby ON, 2006 (invited)
 - Blog Design & Marketing. Blog University, Arlington VA, 2005 (invited)
 - Web 2.0 @ your Library. Health Science Information Consortium of Toronto, Toronto ON, 2005 (invited)
 - Edublogging: Weblogs in the Classroom. Learning Technology Symposium, McMaster University, 2004

Grants

- Co-Investigator, SSHRC Research Development Initiative, McMaster University – 2008
Exploring the integration of social networking principles in online text analysis. Principle Investigators: Stefan Sinclair, Geoffrey Rockwell. Grant awarded \$39,500.

Leadership Development

- Senior University Administrators Course, The Centre for Higher Education Research and Development (CHERD), University of Manitoba, 2025
Four-month hybrid course for senior academic leaders covering topics such as trends and challenges in Canadian higher education, self-awareness and personal values, EDIA and indigenization of the academic, strategic thinking and change leadership, free speech and civil discourse, and budgeting and finance in higher education.
- ELASTIC Leadership: Leaders Who Stretch Without Snapping Back, Rebecca Sutherns, 2022
Seven-week online workshop taught by Rebecca Sutherns (Certified Professional Facilitator and Leadership Coach) on the importance of adaptability and resilience in leadership.
- Building Leadership Effectiveness, University of Guelph, 2019
Three-day workshop that encourages leaders to develop practices that transform values into action, vision into realities, obstacles into innovations, and risks into rewards.
- ARL Leadership Fellow, Association of Research Libraries, 2013-2015
Executive leadership program designed and sponsored by ARL member libraries that provides an opportunity for development of future senior-level leaders in large research libraries and archives.
- Library Management Skills Institute I (LMSI I): The Manager. York University, 2012
Three-day workshop focusing on the individual manager's role in providing leadership within a complex and changing library organization.
- Coaching and Communicating for Performance. University of Guelph, 2011
Four-day interactive workshop to build skills to enable sharing expectations and setting objectives for employees, providing constructive feedback, more effectively engaging in learning conversations, and coaching opportunities.
- Emotional Intelligence at Work. McMaster University, 2010
One-day workshop exploring how to better understand, manage and leverage emotions in order to manage conflict, deal with stress, and to relate to others more effectively and productively.
- EDUCAUSE Institute Learning Technology Leadership Program. Burlington, VT, 2009
Five-day technology leadership program designed to broaden perspectives and develop leadership abilities, with the goal of enabling participants to assume leadership roles in applying learning technology to improve teaching and learning within their institutions.
- Northern Exposure to Leadership Institute. Emerald Lake, BC, 2005
Five-day experiential learning institute designed to develop and strengthen individual leadership abilities.

Professional Development

- Care about AI: Introducing Artificial Intelligence, CARE-AI, University of Guelph, Online, 2024
Key concepts in Artificial Intelligence and Machine Learning, intended to help participants navigate the ethical issues surrounding AI use and encourage further exploration of AI.
- Trauma-Informed Care: Connecting with Compassion, University of Guelph, 2024
Designed to help staff and faculty increase their knowledge and awareness about trauma and its impacts and provide strategies for implementing the Six Principles of Trauma-Informed Care.
- Principles of Belonging: Anti-Oppression & Anti-Racism, University of Guelph, Online, 2022
Introduces core principles that can be used to foster more inclusive spaces and create a culture of belonging for all campus community members.
- Indigenous Canada, University of Alberta, Online, 2021
Twenty-hour MOOC from the Faculty of Native Studies that explores the different histories and contemporary perspectives of Indigenous peoples living in Canada.
- Practical Facilitation: Making Your Good Stuff Better, Rebecca Sutherns, Online, 2020
Four-week online course taught by Rebecca Sutherns (Certified Professional Facilitator and Leadership Coach) on advanced facilitation skills for effective and engaging meetings/events.
- How to Talk to People About Things, Misha Glouberman, Toronto ON, 2019
Four-day intensive training taught by writer, Misha Glouberman, on communication, negotiations, and having difficult conversations.
- Reset: A Cosmic Tune-Up for your Workday, Jocelyn K. Gleib, Online 2019
Four-week course focused on ways to work that are mindful, intentional, energizing, and inspiring.
- E-Research Network, Digital Library Federation, Online, 2016
Six-month online community of practice focused on Research Data Management, data curation, and e-research support.
- Online Collaborative Scholarship, DH@Guelph, 2016
Week-long, hands-on course using the Canadian Writing Research Collaboratory to explore the potential of using digital tools to collaborate throughout the entire scholarly workflow.
- Planning a Digital Scholarship Centre, ARL/CNI Workshop, Arlington VA, 2016
Two-day workshop to assist institutions in the process of planning a digital scholarship centre.
- OCUL Digital Curation Summit, McMaster University, 2015
One-day session devoted to digital curation tools, best practices, and lessons learned.
- Digital Humanities for Department Chairs & Deans, DH Summer Institute, Victoria BC, 2015
One-week intensive seminar for university administrators to tackle pragmatic DH basics and administrative issues related to supporting DH.

- Digital Scholarship Colloquium: Pedagogy & Practices, Case Western Reserve University, Cleveland, OH, 2014
Two-day colloquium on instructional methodologies and strategies for using digital tools in humanities, science, and social science classrooms.
- Mapping Experiences & Orchestrating Touchpoints, Interaction13 conference, Toronto ON, 2013
One-day workshop on how to create an orchestrated, integrated, cross-product, multi-channel, service designed ecosystem.
- Customer Service Accessibility Training, McMaster University, 2010
Online training to build an inclusive and accessible environment at McMaster.
- Project Management Workshop, McMaster University, 2008
Two-day workshop based on the standards developed by the Project Management Institute (PMI), covering key tools, techniques, and processes to manage projects.
- Writing and Research Workshop for Librarians, McMaster University, 2008
Three-day hands-on workshop exploring the skills required to research and write for publication through peer collaboration and feedback.

Awards & Honours

- Selected as the Priscilla M. Mayden Lecturer by the University of Utah, Spencer S. Eccles Health Sciences Library, 2011
- Selected as a "Mover & Shaker" by *Library Journal*, 2007
- Awarded Open Masters Fellowship, MIST., University of Toronto, 2000-2002
- Awarded Open Masters Fellowship, M.A., University of Toronto, 1998
- Dean's Honour List, University of Western Ontario, 1995-1997