

# Colleen McFarland

McIntyre Library  
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University of Wisconsin –Eau Claire  
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## Education

University of Wisconsin - Milwaukee  
**M.L.I.S.** Milwaukee, WI  
2000

Cornell University  
**M.A. in History** Ithaca, NY  
1996

College of Wooster  
**B.A. in German and History** Wooster, OH  
1992

## Experience

University of Wisconsin – Eau Claire  
**Head of Special Collections & University Archivist, Asst. Professor** Eau Claire, WI  
2006 to present

- Manage all aspects of the University of Wisconsin – Eau Claire Special Collections, including manuscript appraisal and selection, local history monograph and rare book collection development, records management, arrangement, description, and cataloging of archival materials, preservation and conservation, reference and outreach, and assessment.
- Collaborate with faculty and reference librarians to integrate archival materials and rare books into departmental information literacy initiatives
- Develop and manage the Special Collections & Archives Web site.
- Develop and promote digitization projects through MINDS@UW and the University of Wisconsin Digital Collections.
- Solicit and administer grants for preservation and conservation, collection management, and public programming.
- Supervise two FTE paraprofessionals and four student employees.
- Direct undergraduate and graduate internships in public history and library science.
- Participate in the library's general reference and instruction program.

Whitman College  
**Archivist** Walla Walla, WA  
2004 to 2006

- Managed all aspects of the Whitman College and Northwest Archives, including collection development, arrangement and description, cataloging, preservation and conservation, reference and outreach, and assessment.
- Consulted with campus staff and administrators to identify and meet their needs for records management and access to historic institutional information.
- Collaborated with faculty and reference librarians to integrate archival materials and rare books into departmental information literacy initiatives.
- Supervised one .6 FTE paraprofessional, three student workers, and two volunteers.

Carleton College  
**Reference & Instruction Librarian** Northfield, MN  
2001 to 2003

- Integrated reference and instruction into the academic culture of a liberal arts college by providing personalized service to faculty and staff and individual consultations to students.

- Collaborated with faculty members to integrate information literacy into individual assignments and, in the History and Geology Departments, the entire curriculum.
- Organized and facilitated a two-day retreat for ten liberal arts college librarians to initiate the development of a shared online information literacy assessment tool.
- Drafted a marketing plan and wrote, designed, and produced publicity materials to promote reference and instruction services campus-wide.

Lake Forest College

Lake Forest, IL

**Reference Librarian**

2001

- Provided general reference services and serviced as liaison to social science departments.
- Developed and implemented an information literacy assessment tool for graduating seniors.

**Peer Reviewed Publications**

McFarland, Colleen. "Documenting Teaching and Learning: Practices, Attitudes, and Opportunities in College and University Archives." *Archival Issues* 29, no. 1 (2005): 19-43 (Issued in January 2007).

**Other Publications**

McFarland, Colleen. "Acupuncturists and Archivists: A Tale of Two Professions." *Acupuncture Today* 8 (June 2007): pp. 1, 28, 36.

**Book Reviews**

McFarland, Colleen. "Review of Judith Vale Newton and Carol Ann Weiss, *Skirting the Issue: Stories of Indiana's Historical Women Artists*," H-Indiana, H-Net Reviews, September 2007. URL: <http://www.h-net.org/reviews/showrev.cgi?path=321561196629735>.

**Conference Presentations**

McFarland, Colleen. "Minimal Processing as Management Strategy." Paper presented at the Society of American Archivists Annual Meeting, August 26-30, 2008.

McFarland, Colleen. "Put the "Chi" in Your Archives: Qigong for Wellness at Work." Paper presented at the Midwest Archives Conference Annual Meeting, April 17-19, 2008.

McFarland, Colleen and Kati Tvaruzka. "Beyond *American Memory*: Engaging Students in Historical Inquiry." Paper presented at the Wisconsin Educational Media & Technology Association 2008 Spring Meeting. Milwaukee, WI, April 7, 2008.

McFarland, Colleen and Kati Tvaruzka. "History Resources @ UW-Eau Claire." Paper presented at 117<sup>th</sup> Annual Northwestern Wisconsin Education Association Teachers' Convention, Eau Claire, WI, October 12, 2007.

McFarland, Colleen. "When in Doubt, Throw It Out: Archival Appraisal for Museum Professionals." Presentation to the Wisconsin Museum Federation / Wisconsin Historical Society Collection Management Workshop. Eau Claire, WI, April 21, 2007.

McFarland, Colleen. "It Changed My Life: Lessons Learned from Minimal Processing." Paper presented at the Midwest Archives Conference Symposium, October 6, 2006.

Lauer-Glebov, Jacquelyn, and Colleen McFarland. "Ends, Means, and Uses: Archives, Assessment, and the Scholarship of Teaching and Learning." Paper presented at the CASTL Colloquium on the Scholarship of Teaching and Learning, March 16-17, 2005.

Savina, Mary, Cameron Davidson, Charles Priore, and Colleen McFarland. "Beyond Google: Strategies for Developing Information-Literate Geoscience Students." Poster presented with at the Geological Society of America Annual Meeting, November 3-5, 2003.

McFarland, Colleen, and Cory Stevens. "Information Literacy Assessment Dos and Don'ts: A Guide for Small College Libraries." Poster presented at the ACRL XI National Convention, April 10-13, 2003.

## Other

### Presentations

McFarland, Colleen. "Territory Folks Should Stick Together: Cultivating Relationships between Archivists and Genealogists." Presented to the Quad County Genealogical Society (Barron, Dunn, Chippewa, Eau Claire Counties, WI), Eau Claire, WI, September 8, 2007.

McFarland, Colleen. "Family Records Management: Preserving Your Personal History." Let's Do Lunch Presentation (UW - Eau Claire Alumni Association), Eau Claire, WI, March 29, 2007.

McFarland, Colleen "Adventures at Sagamore College Archives: A Tale in Which an Innocent, Unsuspecting Archivist Learns to Expect the Least Expected and Cope." Presentation to Tim Ericson's SOIS 681 (Introduction to Archives Management), UW-Milwaukee, December 14, 2004.

McFarland, Colleen. "Strategic Marketing for Academic Libraries." Workshop for Minnesota Oberlin Group (MNOBE) Librarians at Carleton College, July 16 and 30, 2003.

## Grants & Awards

Midwest Archives Conference New Authors Award, for "Documenting Teaching and Learning: Practices, Attitudes, and Opportunities in College and University Archives," 2009.

American Library Association / National Endowment for the Humanities, Traveling Exhibit Grant: *Pride and Passion: The African American Baseball Experience* (\$5000), with Kati Tvaruzka, 2009-2012.

University of Wisconsin--Eau Claire Professional Development Grant (\$115) to attend a workshop on collection management software for archivists, 2009.

University of Wisconsin-- Eau Claire Differential Tuition Award (\$4734) to establish an undergraduate diversity mentoring program in McIntyre Library, 2008.

University of Wisconsin--Eau Claire Small Research Project Grant (\$150) to support the study of undergraduate students' perceptions of and satisfaction with digital and paper archival collections, 2008.

University of Wisconsin--Eau Claire Professional Development Grant (\$200) to bring Jasmine Alinder to campus to present a lecture entitled *Concentrated Smiles: Confronting the Photographic Archive of Japanese American Incarceration*, 2008.

National Endowment for the Humanities Preservation Assistance Grant (\$4837) for conducting a preservation assessment, 2008-2009.

University of Wisconsin System Institute on Race and Ethnicity Reading Seminar Grant (\$130) to convene a reading group of faculty, students, staff, and community members to discuss *Who Owns Native Culture?* by Michael F. Brown, 2007-2008.

University of Wisconsin--Eau Claire Professional Development Grant (\$150) to bring Tim Ericson to campus to present a lecture entitled *Discovering Forgotten Stories: Northwestern Wisconsin's First African American Community*, 2007.

National Endowment for the Humanities Consortium Grant: Northwest Digital Archives, Phase II (\$7,000) for EAD encoding of new and legacy finding aids, 2005-2007.

NHPRC Consortium Grant: Northwest Archives Processing Initiative, Phase II (\$15,000) for processing of 170 linear feet of archival collections, 2005-2007.

Midwest Instructional Technology Center Road Work Grant (\$5,000) for a retreat to address information literacy assessment instruments for the member institutions of the Great Lakes Colleges Association and the Affiliated Colleges of the Midwest, 2003.

## **Internships & Capstones Supervised**

### Public History Internships

- Tiffany Gerber (Oral History & Exhibit Design), Spring 2009
- Rachel Knudson (Archival Processing), Fall 2008
- John Byczynski (Archival Processing), Fall 2007
- Allen Ramsey (Archival Processing), Summer 2007
- Gregory Kocken (Archives Management), Spring 2007

### Library Science Fieldwork

- Mai Youa Lee (Archival Processing), Fall 2008
- Casie Leigh Lukes (Rare Book Librarianship), Fall 2007

### Service Learning Projects

- Mai Youa Lee (Records Survey, Hmong Mutual Assistance Association, Eau Claire, WI), Fall 2008
- James Tewes (Archival Collection Management), Summer 2008

### Women's Studies Capstone Project

- Rachael Johnson, Spring 2008

## **Proficiencies**

Experience with cataloging rules and standards (AACR2R, DACS, USMARC), integrated library systems (Voyager, III, Athena), XML editors (XMetaL), and CONTENTdm.

Experience with Microsoft Office applications, Dreamweaver, EndNote, Photoshop, digital scanners, and photo printers on Macintosh and PC platforms.

Advanced reading knowledge of German, basic reading knowledge of French.

## **Additional Education**

Archon and Archivists' Toolkit, MAC Workshop, 2009  
Fundamentals of Preservation, MAC Workshop, 2007  
Preservation Options of PDF, SAA Webinar, 2007  
The Language of Medicine, UW--Eau Claire, 2006  
Northwest Digital Archives EAD Training, 2006  
NWAPI-II Workshop on Minimal Processing, 2005  
Introduction to Special Collections Librarianship, Rare Book School, 2005  
Managing Literary Manuscripts, SAA Workshop, 2005  
Describing Archives: A Content Standard, SAA Workshop, 2005  
Encoded Archival Description, SAA Workshop, 2004  
Basic Electronic Records, SAA Workshop, 2004

## Affiliations

Wisconsin Historical Society, member, 2006-  
Society of American Archivists, Member, 2004-  
Midwest Archives Conference, Member, 2004-  
Beta Phi Mu, 2000  
Phi Beta Kappa, 1991

## Service

### Library and University Committees

- McIntyre Library Reference Librarian – Government Publications Search & Screen Committee, Chair, 2008-2009.
- McIntyre Library Assistant Director Search & Screen Committee, 2008.
- McIntyre Library Reference Librarian Search & Screen Committee, 2007-2008.
- McIntyre Library Director Search & Screen Committee, 2006-2007.
- McIntyre Library Public Service Heads Committee, Chair, 2006-2007.
- UW--Eau Claire Women's Studies Liaison Committee, 2008-
- UW--Eau Claire Electronic Communications and Publications Committee, 2006-
- UW System Archives Council, Member, 2006-
  - Vice Chair, 2007-2008, Chair, 2008-2010.

### Professional Service

- Midwest Archives Conference, Nominating Committee, 2009-2010.
- Midwest Archives Conference, Fall Symposium Program Co-coordinator, 2009-2010.
- Midwest Archives Conference, Annual Meeting Program Committee, 2008-2009.
- National Endowment for the Humanities, Division of Preservation and Access, Preservation Assistance Grant Application Review Panelist, 2008.
- Society of American Archivists Mentor, 2008-
- Society of American Archivists Lone Arrangers' Round Table Steering Committee, 2008-
- Society of American Archivists, Donald Peterson Scholarship Award Subcommittee, 2007- 2010.

### Community Service

- Wisconsin Archives Mentoring Service, Volunteer, 2006-
  - Consultant, Christ Church Cathedral, Eau Claire, WI, 2008-
  - Consultant, Lake Street United Methodist Church, Eau Claire, WI, 2007-
  - Consultant, First Presbyterian Church, Eau Claire, WI, 2006.
- L. E. Phillips Memorial Public Library, Volunteer, 2006-2008.
- National History Day in Wisconsin: Northwestern Region, Judge, 2006-
- Community Acupuncture Network, Volunteer, 2006-2007.