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Reading Reactions

Reading: **Librarian as CM Leader**

While the librarian has the proverbial ‘balls to juggle’, one more is being added – CM leader. Content management (CM) is “a strategy driven by knowledge of business processes, metadata and taxonomy classification, and technical skills, all leading to the effective capture, retrieval, and repurposing of content.” This will help companies be more competitive and librarians are the ones who companies are looking at to be the CM leader.

Content managers need to have several skills, “including good communication skills, categorization/taxonomy building, and the ability to analyze information needs as well as map the information flow/life cycle.” “You come to understand hot issues...you also get an idea of information around the company and how it can be better shared, stored, used, searched, etc.” (Blumenstein, 2005).

If the librarian of the CLIC becomes a CM, it puts the CLIC at the center, the heartbeat of the organization. There is a possibility that the librarian could be moved or ‘absorbed’ into the IT. Either way, it involves learning ‘new skills on the job’.

Blumenstein, Lynn. (2005). Librarian as CM leader [Electronic version]. *Library Journal*. Retrieved June 28, 2006 from <http://www.libraryjournal.com/article/CA6256260.html>.