

Holly Mercer
611 John C. Hodges Library
1015 Volunteer Boulevard
Knoxville, TN 37996-1000
(865) 974-6899
hollymercer@utk.edu

EDUCATION

1997, M.L.I.S., University of South Carolina
1991, A.B., Classical Studies, Duke University

EXPERIENCE

January 2012-present Associate Dean for Scholarly Communication and
Research Services, Associate Professor, UT Libraries,
University of Tennessee, Knoxville
July 2009-January 2012 Head of Digital Services & Scholarly Communication,
Assistant Professor, Texas A&M University Libraries
July 2008-June 2009 Head of Scholar Services, Associate Professor, KU Libraries,
University of Kansas
July 2007-June 2008 Interim Coordinator for Scholar Services, Associate Professor,
KU Libraries, University of Kansas
January 2004-June 2007 Coordinator of Digital Content Development, Associate
Professor, KU Libraries, University of Kansas
March 2003-December 2003 Metadata Coordinator, Associate Professor, KU
Libraries, University of Kansas
November 2001-February 2003 Metadata Architect
Stanford University, Graduate School of Business
April 2001-October 2001 Contractor
Advanced Information Management (working at Stanford GSB)
July 1999-December 2000 University Archivist and Library Systems Administrator,
Assistant Professor, Pfeiffer University
January 1999-December 1999 Adjunct Instructor, Computer and Office
Information Systems, Central Piedmont Community College,
September 1997-June 1999 Archivist, GA Pfeiffer Library, Pfeiffer University
May 1997-September 1997 Special Projects Librarian, Coleman Karesh Law Library,
School of Law, University of South Carolina
May 1997-August 1997 Conservation Technician (part-time, temporary)
South Carolina Department of Archives and History,
Conservation Lab

MEMBERSHIPS

American Library Association 2002-present
Gay Lesbian Bisexual Transgender Round Table 2003-present
External Relations Committee 2003-2007 (chair, 2005-2007)

Steering Committee, 2005-2007
Office of Information Technology Policy Advisory Committee 2010-2012
Association for Library Collections and Technical Services 2004-present
Networked Resources and Metadata Interest Group
Publications Chair 2004-2006
Program Co-chair 2006-2007
Association of College and Research Libraries 2004-present
Library Information Technology Association 2002-2008
Intern 2003-2004
Program Planning Committee 2004-2008
Society for Scholarly Publishing 2011-present
Society of North Carolina Archivists 1998-2000
Program Planning Committee 2000
Education and Development Committee 2000

PUBLICATIONS

Articles Published in Refereed Journals

Bedenbaugh, Robin and Holly Mercer. "The Embedded Repository: Introducing an Institutional Repository to a New Audience Via Location-Aware Social Networking." *Practical Academic Librarianship: The International Journal of the SLA Academic Division* 2:1 (2012). 26-40.

Mercer, Holly. "Almost Halfway There: an Analysis of the Open Access Behaviors of Academic Librarians." *College & Research Libraries* 72:5 (September 2011). 443-453.

Mercer, Holly, Jay Koenig, Robert B. McGeachin, and Sandra L. Tucker. "Structure, Features, and Faculty Content in ARL Member Repositories." *Journal of Academic Librarianship* 37:4 (July 2011). 333-342. doi:10.1016/j.acalib.2011.04.008.

Mercer, Holly, Brian Rosenblum, and Ada Emmett. "A Multifaceted Approach to Promote a University Repository: the University of Kansas' Experience." *OCLC Systems & Services: International digital library perspectives* 23:2 (Spring 2007). 190-203. doi:10.1108/10650750710748496 and <http://hdl.handle.net/1808/1625>.

Contributions to Edited Volumes

Babinec, Michael S. and Holly Mercer. "Introduction: Metadata and Open Access Repositories." *Cataloging & Classification Quarterly* 47:3/4. 209-212. April 2009.

Papers Published in Refereed Conference Proceedings

Liles, Benjamin, James Creel, Alexey Maslov, Steven Nuernberg, Anton duPlessis,

Holly Mercer, Mark McFarland, and John Leggett. "Cobre: A Comparative Book Reader for Los Primeros Libros" 2012 45th Hawaii International Conference on System Sciences (2012): 1701-1716.

Mercer, Holly and Ada Emmett. "RoMEO Green at the University of Kansas: An Experiment to Encourage Interest and Participation among Faculty and Jumpstart Populating the KU ScholarWorks Repository." ASIST 2005: Proceedings of the 68th ASIS&T Annual Meeting, Charlotte, NC. 1433-1441.
doi:10.1002/meet.14504201227 and <http://hdl.handle.net/1808/874> (peer reviewed)

Papers or Extended Abstracts Published in Conference Proceedings (refereed on basis of abstract)

Mercer, Holly (presenter) and Sharon Dyas-Correia (recorder). "Metadata Value Chain for Open Access E-journals." *The Serials Librarian*, 60:1, 234-240. April 2011.

Rosenblum, Brian and Holly Mercer. "Supporting Campus Publications at the University of Kansas Libraries." In: *Brick & Click Libraries: Proceedings of an Academic Library Symposium*. Eds. Connie Jo Ury, Frank Baudino, and Sarah G. Park. Maryville, MO: Northwest Missouri State University, 2008. 95-99.
<http://hdl.handle.net/1808/1783>

Mercer, Holly. "Open Access and Responsible Research: Preparing Future Faculty at the University of Kansas." In: *Online Proceedings of ETD 2007: 10th International Symposium on Electronic Theses and Dissertations*. Uppsala, Sweden: Networked Digital Library of Theses and Dissertations. June 13-16, 2007.
<http://epc.uu.se/etd2007/files/papers/paper-13.pdf> and
<http://hdl.handle.net/2340/688>.

Emde, Judith, Jill Glaser, and Holly Mercer. "Jupiter: A Tool for Cataloging Web Resources." In: *Brick & Click Libraries: Proceedings of an Academic Library Symposium*, Eds. Frank Baudino and Connie Jo Ury, Maryville, MO: Northwest Missouri State University, 2006. 71-77. <http://hdl.handle.net/1808/1047>

Mercer, Holly. "Striking a Balance: Metadata Creation in Digital Library Projects." *Brick and Click Libraries: The Shape of Tomorrow*, Proceedings of a Regional Library Symposium. Eds. Connie Jo Ury and Frank Baudino. Maryville, MO: Northwest Missouri State University, 2003. 94-99. <http://hdl.handle.net/1808/140>

Articles Published in Non-Refereed Journals

Smith, Steven Escar and Holly Mercer. "It's the Content, Stupid." *American Libraries* 41:1/2. 48-51. January/February 2010.

Capps, Kate, Connie Doeden, and Holly Mercer. "A Leadership Institute for You! -- Or, What in the World Is Ghost Ranch?" Kansas Library Association NewsOnline. 5(2). March 2005.

http://skyways.lib.ks.us/KLA/newsonline/archives_18/ghostranch.html

Book Reviews

Mercer, Holly (2006). REVIEW OF: Leander Kahney. (2006). The Cult of iPod. San Francisco: No Starch Press. (ISBN: 1-59327-066-6). 160 pp. \$24.95. Technology Electronic Reviews 13:3 December 2006.

<http://www.lita.org/ala/lita/litapublications/ter/Volume13no3.htm#kahney>. [649 words]

Mercer, Holly (2007). REVIEW OF: Bradley, Tony (2006). Essential Computer Security: Everyone's Guide to E-mail, Internet, and Wireless Security. Rockland, MD: Syngress Publishing, Inc. (ISBN: 1-59749-114-4). 279 pp. \$29.95 Technology Electronic Reviews 14:1 June 2007.

http://www.lita.org/ala/lita/litapublications/ter/terv14n1_bradley.cfm. [1446 words]

Manuscripts Submitted for Publication

OTHER RESEARCH or CREATIVE ACCOMPLISHMENTS

PRESENTATIONS

Refereed

Holly Mercer. "Grey/Gray Matter: The Role of Institutional Repositories." Texas Library Association Annual Conference, Austin, TX, April 15, 2011.

<http://hdl.handle.net/1969.1/94185>. Duration: 50 minutes.

Holly Mercer. "Metadata for Open Access E-Journals." Texas Library Association Annual Conference, Austin, TX, April 14, 2011. <http://hdl.handle.net/1969.1/94184>. Duration: 50 minutes.

Holly Mercer. "Collaboration, Customer Service, and 2300 ETDs: a Texas A&M Success Story." Poster. SPARC Digital Repositories 2010 Meeting, Baltimore, MD, November 8-9, 2010.

Holly Mercer. "Metadata Value Chain for Open Access E-Journals." North American Serials Interest Group 25th Annual Conference, Palm Springs, CA, June 6, 2010. Duration: 45 minutes.

Holly Mercer. "An Evolving Model for Supporting Scholarly Communication at Texas

A&M University." Poster. Texas Conference on Digital Libraries 2010, Austin, TX, 17 May 2010.

Ada Emmett, Holly Mercer, John Stratton. "Open Access on the Range: Opportunities for Collaboration." College and University Libraries Section (CULS), Kansas Library Association Fall Conference 2008. Lawrence, KS, October 23-24, 2008. Duration: 60 minutes.

Michele Kimpton, Holly Mercer, William Simpson, Jeffrey Trimble, Abby Clobridge. "Building and Managing a Digital Repository in DSpace." Panel discussion. Mid-Atlantic Digital Library Conference, Lewisburg, PA, July 9, 2008. Duration: 60 minutes.

Tami Albin and Holly Mercer. "Under the Rainbow: Oral Histories of GLBTIQ People in Kansas." GLBT ALMS 2008: An international conference for professionals from GLBT archives, libraries, museums and special collections, New York, NY, May 8-10, 2008. Duration: 20 minutes.

Marilu Goodyear, Holly Mercer, and Beth Forrest Warner. "Institutional Repositories: Hot Topics Discussion." EDUCAUSE 2007 Annual Conference, Seattle, WA, October 24, 2007. Duration: 50 minutes

Holly Mercer. "Out of Storage and into the Classroom: Revealing the Spencer Museum of Art Collections through the KU Libraries Information Gateway." Poster. American Library Association Annual Meeting, Washington, DC, June 21-27, 2007. <http://hdl.handle.net/1808/1657>

Holly Mercer. "Open Access and Responsible Research: Preparing Future Faculty at the University of Kansas." ETD 2007: 10th International Symposium on Electronic Theses and Dissertations, Uppsala, Sweden, June 13-16, 2007. Duration: 20 minutes.

Deborah Ludwig and Holly Mercer. "What Is an Institutional Repository and Why Do We Need One?" Summer Institute on Distance Learning (SIDLIT) Overland Park, KS, August 5, 2006. <http://web.jccc.edu/edtech/notes/newget.asp?skin=sidlit&channel=8&DocumentID=173>. Duration: 60 minutes.

Martin Courtois and Holly Mercer. "Implementing and Promoting an Institutional Repository." CHECK 2006, Conference on Higher Education Computing in Kansas, Manhattan, KS. May 24, 2006. Duration: 50 minutes.

Holly Mercer and Ada Emmett. "RoMEO Green at the University of Kansas: An Experiment to encourage interest and participation among faculty and jumpstart populating the KU ScholarWorks repository." Poster. ASIS&T Annual Meeting, Charlotte, NC October 31, 2005. <http://hdl.handle.net/1808/873>

Holly Mercer and Deborah Ludwig. "The Scholarly Digital Initiatives Program at the University of Kansas: A Campus-wide Collaboration." 2005 EndUser – Endeavor Users Group Meeting, Chicago, IL April 30, 2005. <http://hdl.handle.net/1808/418>. Duration: 45 minutes.

Ada Emmett and Holly Mercer. "Populating the KU ScholarWorks Repository: the RoMEO Green Project." Poster. Association of College and Research Libraries (ACRL) 12th National Conference, Minneapolis, MN, April 9, 2005. <http://hdl.handle.net/1808/273>

Kate Capps, Connie Doeden, and Holly Mercer. "A Leadership Institute for You." Panel. Kansas Tri-Conference 2005, Overland Park, KS. April 1, 2005. Duration: 45 minutes.

Holly Mercer and Ada Emmett. "RoMEO Green Project at the University of Kansas: An experiment to encourage interest, participation and momentum among faculty, and jumpstart populating the KU ScholarWorks Repository." Poster. SPARC Institutional Repositories: the Next Stage. Washington, DC, 18 November 2004. <http://hdl.handle.net/1808/134>

Holly Mercer and Richard Fyffe. "KU ScholarWorks: Toward a Hybrid Organization for Repository Items." DSpace User Group Meeting 2004. Cambridge, MA, 10 March 2004. <http://hdl.handle.net/1808/780>. Duration: 20 minutes.

Invited

Katie Rawson, Linda Phillips, Holly Mercer, Sarah Gardial. Roundtable Discussion, "Open-Source and Digital Academic Publishing." 2012 NEXUS Interdisciplinary Conference. Knoxville, TN, March 8-10, 2012.

Mike Roy, Holly Mercer, and Charles Watkinson. "Organization and Collaboration" panel. Library Publishing Services: Strategies for Success, Salt Lake City, UT, May 13, 2011. Duration: 90 minutes

DeeAnn Allison, Holly Mercer, Brian Westra, Daureen Nesdill, Terry Reese. "Digital Curation: What is happening at GWLA Libraries and what are next steps for GWLA?" GWLA webcast. July 1, 2010. Duration: 90 minutes.

Holly Mercer. "Digital Preservation Strategies: From Global to Local." ITHAKA Forum on Next Generation Digital Publishing, Preservation, and Scholarship. Houston, TX, October 27, 2009. Duration: 20 minutes.

Holly Mercer and Richard Schowen. "Theses and Dissertations." Copyright in Academia: Challenges and Opportunities Symposium. Lawrence, KS, March 7, 2008. <http://www.lib.ku.edu/CopyrightSymposium/>. Duration: 50 minutes.

Steve Gass, Deborah Helman, Holly Mercer, and Eric Lease Morgan. "Implementation of Institutional Repositories." Panel discussion. ARL/ACRL Institute on Scholarly Communication, Los Angeles, CA, July 14, 2006. Duration: 60 minutes

Robert Hickerson, Mark Olson, Holly Mercer, Dan Rolf, and Sarah Goodwin Thiel. "Creating & Managing KU's Digital Image Collections." Panel. Art Libraries Society (ARLIS), Central Plains Spring Meeting, Lawrence, KS, March 17, 2006.

Holly Mercer. "Digital Libraries: Nuts and Bolts." Emporia State University, Emporia, KS. April 13, 2005. Duration: 60 minutes.

Holly Mercer. "The KU ScholarWorks Digital Repository." Provost's Seminar on Scholarly Communication, University of Kansas, Lawrence, KS March 8, 2005. Duration: 30 minutes.

Holly Mercer. "Caring for Papers, Photographs, and Books: Simple Ways to Extend the Life of Valuable Materials." Pfeiffer Friends of the Library Workshop, Misenheimer, NC. September 1998. Duration: 2 hours.

GRANTS

KU Office of International Programs international travel grant to present paper at ETD 2007: 10th International Symposium on Electronic Theses and Dissertations, Uppsala, Sweden, June 13-16, 2007, \$800.

Mountain Plains Library Association Professional Development Grant – awarded December 2006 to attend the Open Repositories 2007 conference, \$600

"RoMEO Green Project," March 17, 2005, New Faculty Research Grant #2301846: \$1,170 "Maps of the Santa Fe Trail," 2004, Kansas Library Network Board, \$4,674. Scott McEathron, PI; with Rhonda Houser, Holly Mercer, and Sarah Goodwin Thiel as co-investigators.

SERVICE

Service to the Libraries

Tennessee

Humanities Services Librarian Search Committee (chair) 2012

Texas A&M

Search Advisory Committee, 2010-2012

Publication Quality Assessment Subcommittee, 2009

Kansas

Head of Spencer Research Library search committee, 2009

Digital Publishing Advisory Committee, 2008-2009

Libraries Strategic Communications Committee 2007-2009

Information Literacy Working Group, 2007-2009

Assistant/Associate Dean for Collections and Scholar Services search committee
2008

Information Services Assessment Council 2006-2008

Library Faculty Assembly

Code and Bylaws Committee, 2008-2010

Executive Committee

Chair 2007-2008 (elected)

Vice-chair/Chair-elect 2006-2007 (elected)

Secretary 2004-2005 (elected)

Nominating and Ballot Committee 2005-2007

Secretary 2005-2006

Committee on Research and Scholarly Activity 2003-2005

Secretary 2003-2004

Gretchen and Gene A. Budig Distinguished Librarian Award committee 2007

Head of Special Collections and Archives Processing search committee (chair) 2004-
2005

Academic and Digital Projects Librarian / Systems Librarian search committee
2004-2005

Pfeiffer

Friends of the Library Board member (ex officio) 1998-2000

Service to the University

Texas A&M

Committee on Data Management Plans, Office of the Vice President for Research and

Graduate Studies, 2010

Hiring committee for Director of the Institute for Digital Humanities, Culture, and Media 2010-2011

Kansas

Digital Directions for Scholarship Taskforce co-chair, 2008-2009

University Organization and Administration Committee, 2008-2009

University Academic Computing & Telecommunications Committee 2005-2008

University Library Committee (ex officio), 2006-2008

Pfeiffer

Faculty Assembly 1999-2000

Accreditation Self Study Committee 2000

University Technology Task Force 1999-2000

Service to the Profession

Editing

Michael Babinec and Holly Mercer. Cataloging and Classification Quarterly 47(3/4): 209-408. April 2009. (guest co-editor, special issue on metadata issues and open access repositories)

International and National Committees

Open Repositories Steering Committee, 2011-present

Dublin Core Metadata Initiative, AskDCMI Expert, 2004-2007

Association of Research Libraries Library Options for Publishing Support Advisory Committee 2010

State and Regional Committees

Greater Western Library Alliance

Digital Collections Committee 2009-2011

Cooperative Access Task Force 2006-2012

Data Curation task force 2010

Kansas Board of Regents Council of Deans and Directors of Libraries statewide institutional repository task force, 2008

Formal Manuscript Reviewing (as a peer reviewer)

Journal of Librarianship and Scholarly Communication, 2012-present (1 manuscript reviewed)

Practical Academic Librarianship: The International Journal of the SLA Academic Division reviewer, 2011-present (2 manuscripts reviewed)

Journal of Digital Information reviewer, 2011-2012 (2 manuscripts reviewed)

Conference Service Activities

Session Chair, "Open Source: Software and Frameworks," Open Repositories 2012, Edinburgh, Scotland, July 11, 2012.

Open Repositories 2012 proposal reviewer. Edinburgh, Scotland, July 9-13, 2012.

Jennifer Roper and Holly Mercer, co-moderators. ALCTS E-forum, "Managing Electronic Theses and Dissertations," November 15-16, 2011.

DSpace User Group program chair, Open Repositories 2011, Austin, TX, June 7-11, 2011

EDUCAUSE Annual Conference 2011 (Digital Library Technologies track) proposal reviewer. Philadelphia, PA, October 18-21, 2011

Panel Moderator: Pattie Orr, David R. Maidment, Otto Fox. Texas Conference on Digital Libraries 2010, Austin, TX. May 17, 2010.

Session convener: Tara Lynn Fulton, "Professional Development for the New Digital Library Team," EDUCAUSE 2007, Seattle, WA, October 24, 2007.

Session convener: Kim Duckett and Tito Sierra, "Course Views: A Scalable Project to Connect Students to Library Resources," EDUCAUSE 2007, Seattle, WA, October 26, 2007.

ACRL/CNI/EDUCAUSE Joint Virtual Conference "Innovate and Motivate: Next Generation Libraries" program planning committee, conference held April 21-25, 2006

Service as an Outside Reviewer for Promotion, Tenure, or Continuing Appointment

University of Kansas, promotion to Librarian, 2011

Consulting

Consultant with Richard Fyffe for Indiana University, Institutional Repositories: Policy Development and the Roles of Collections Managers and Faculty. Indiana University, 9 August 2004.

CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT

ARL/DLF E-Science Institute, Texas A&M team lead, July 2011-2012

Disney Institute: Quality Service, College Station, TX, July 23-24, 2009.

KU project team, Project Bamboo, October 15-18, 2008, San Francisco, CA
(competitive selection process)

ARL Web Development with XML: Design and Applications, Austin, TX, May 21-24, 2007.

ARL/ACRL Institute on Scholarly Communication, Los Angeles, CA July 12-14, 2006
(competitive selection process)

Mountain Plains Library Association Leadership Institute, November 30 – December 5, 2004, Ghost Ranch, NM (competitive selection process)

ARL Management Skills I, October 2003, Ames, IA