

# VICKI LYNN TOBIAS

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## SUMMARY

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Skilled information professional with more than 15 years experience directing complex information and technology projects and managing staff. Extensive background in digital librarianship, archives and information management. Concentration on advanced technology applications in libraries and archives, digital resources management and preservation, and library information policy. Exceptional web technology and interpersonal communication skills.

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## EXPERIENCE

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### **Tobias History Research, Madison, WI**

2016 – present

*Founder and Research Manager*

Responsible for new business and product development, marketing and outreach, and research tools evaluation. Research services include North American family and community history research, archives and public records research, archival assessment and planning, corporate history research and writing, digitization consultation, heir search/forensic genealogy, personal archives organization and preservation, prospect research.

- Provide detailed research reports to individual and corporate clients.
- Create content for and manage [www.tobiashistoryresearch.com](http://www.tobiashistoryresearch.com).
- Develop business models to grow market presence and company revenue.
- Represented company and local and national events.

### **University Archives, University of Wisconsin–Madison**

2011–2016

*Images and Media Archivist*

Managed, provided access to and coordinated collection development activities for photo, audio, film and born-digital collections. Coordinated outreach work to promote archives collections and services. Provided reference service and instruction using Archives collections. Supervised student and volunteer staff. Represented the Archives at campus and community events.

- Curated and managed the *UW-Madison Collection* in the UW Digital Collections.
- Developed projects to improve existing cataloging, processing and conservation work.
- Built and maintained all social media sites.
  - Tumblr: <http://uwmadarchives.tumblr.com>
  - Twitter: [twitter.com/UWMadArchives](https://twitter.com/UWMadArchives)
  - Historypin: <https://www.historypin.org/en/person/10411>
- Designed procedures for curating born-digital and web content.
- Acquired grant funding to support film collection processing and conservation efforts.
- Created content for and managed [www.library.wisc.edu/archives](http://www.library.wisc.edu/archives).
- Honored as UW-Madison's *Librarian of the Year* in 2013.

### **UW Digital Collection Center, University of Wisconsin–Madison**

2004–2011

*Digital Services Librarian, Project Manager*

Worked cooperatively with University of Wisconsin System leadership, administrators, faculty and librarians to create digital resources that support teaching and research. Led and managed project development work. Initiated and participated in all outreach activities.

- Administered IMLS, NHPRC and LSTA grant-funded digitization projects.

- Managed full-time and student reformatting and metadata staff and all digitization work.
- Coordinated and supervised marketing work through a variety of publications and events.
- Created content for and managed <https://uwdc.library.wisc.edu/>.
- Managed and coordinated content inclusion for library institutional repository, *MINDS@UW*.

**NameProtect Inc., Madison, WI**

2003–2004

*Trademark Research Manager*

Managed 30+ employees who created trademark research reports for Fortune 500 companies. Successfully maintained high-quality services during unprecedented growth and company-wide restructuring.

- Created and implemented policies for staff training and quality assurance.
- Coordinated testing and deployment for innovative information management systems.
- Hired, trained and supervised trademark research staff.

**UW–Madison School of Library and Information Studies, Madison, WI**

2002–2003

*F. Gerald Ham Fellowship in Archives Administration*

- Wrote and presented to Wisconsin Historical Society staff, a comprehensive manual with guidelines for collecting, managing and preserving digital assets.
- Researched and shared best practices related to digital preservation.

**Wisconsin Historical Society, Library–Archives Division, Madison, WI**

2000–2003

*Web and Digital Projects Coordinator*

Collaborated with staff to build innovative web content and digital collections featuring the Society's holdings, services and programs. Evaluated new technologies to improve online collections and reference services. Created and implemented project development models and digitization standards.

- Developed inaugural web-based photo and genealogy reference services to streamline workflow and generate revenue which funded staff positions in these areas.
- Coordinated department-wide project to revise and migrate internal and public web sites.
- Provided technology support and database training to library and archives staff.
- Supervised reformatting work for *American Journeys*, an IMLS-funded collaboration with National History Day to make available over 18,000 pages of North American exploration accounts.

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**ADDITIONAL EXPERIENCE & ACTIVITIES**

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**Professional Organizations**

Association of Professional Genealogists (APG)

National Genealogical Society (NGS)

International Society of Family History Writers and Editors (ISFHWE)

Society of American Archivists (SAA)

Midwest Archives Council (MAC)

Greater Madison Chamber of Commerce

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**University of Wisconsin–Madison Activities**

UW–Madison SLIS Curriculum Committee

2011–2014

UW–Madison Campus Library Marketing Committee

2007–present

UW–Madison Committee on Women in the University

2007–2010

UW–Madison Oral History Program volunteer interviewer

2007–2010

UW–Madison Social Media Group

2007–present

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UW-Madison Library Digital Steering Committee	2005–2010
UW-Madison Academic Staff Assembly District 476 representative	2005–2007
Guest lecturer for multiple UW-Madison SLIS courses	2004–present

**Community Activities**

Team Rubicon volunteer	2015–present
Forward Theater Company volunteer	2014–present
VanChaMasShe Neighborhood Association Board, PR Chair	2010–2014
Middleton High School Band and Orchestra Parents Association, PR Chair	2009–2012
Volunteer Canine Companion, Dane County Humane Society	2008–2014
UW-Madison Choral Union	2007–present

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**EDUCATION**

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University of Wisconsin–Madison, Master of Library and Information Studies (Archives)  
University of Washington–Seattle, Bachelor of Arts (Chinese Language and Literature)  
University of Nebraska–Lincoln, Bachelor of Arts (History, Slavic Studies)