

# PD FOR EVERYONE

## How to stand out from the crowd

Recruitment experts talk about the importance of building your own brand to improve your employability, whether you're just starting out or well ahead in your career. An important way to invest in your personal brand is to engage in ongoing learning.

ALIA has always offered opportunities for professional development, but we have an exciting way forward for 2013 that will enable both library and information professionals and members from other disciplines to add polish to their CVs. It will also lead to a new level of professional membership, which will help associates and library technicians confirm their professional status within their own organisations.

There are three parts to the initiative. First, there is the opening of the MyPD recording tool to all our members. In the past, the MyPD recording tool has only been available to our PD Scheme members as a way to record their 30-plus hours of professional development each year. From 2013, everyone will be able to use the MyPD tool to record their own PD through the new ALIA website. So, when it is annual appraisal time, your performance review is due, or you are going for a new job, you will be able to use your ALIA PD record.

ALIA President Vanessa Little explains: "It's in all ALIA members' interest for people who work in library and information services to be taking part in ongoing learning, and as an association we want to do whatever we can to encourage everyone to participate in PD. It's a great opportunity, not only to record the conferences you've attended, the committees you've sat on, the articles you have read, but also to reflect on how these experiences have affected the way you work."

The second element is the introduction of a new level of professional membership based on formal recognition of ongoing learning and continuing professional development. The ALIA PD Scheme is central to this new initiative and provides the framework for managing your PD.

ALIA PD manager Judy Brooker explains, "Library and information professionals who are full members of our PD Scheme [which means that their record of ongoing learning is audited], will become Certified Professionals."

Supporting ALIA's increased commitment to professional development is the updating of the Association's library and information

sector core knowledge, skills, and attributes statement. Our education manager Lisa Strickland revised these criteria in 2012, with the help of Registered Training Organisations (RTOs) and higher educators.

This review supports the third element of the initiative: the introduction in July 2013 of specialisations. The core knowledge, skills, and attributes statement provides the generic base to which we can add the competencies required for different areas of specialisation.

PD related to specialisations will be piloted by the health library sector as a result of the ALIA Health Libraries Australia Group report *Health Librarianship Workforce and education: research to plan the future*. The findings in this report led to the development of the HLA pilot project which has been brought into reality, through the work of Judy and project officer Cecily Gilbert, and has been warmly welcomed by the sector.

Librarians and library technicians working in the health sector will be able to relate their CPD (continuing professional development) to an agreed list of health core competencies. They will be able to record PD activities related to their special interests using the MyPD recording tool and this will lead to the new categories of Certified Professional, for example, Associate Certified Professional (Health Librarian), Library Technician Certified Professional (Health), Certified Professional (School), Certified Professional (Knowledge Management), etc.

Vanessa Little again, "Over the years, the status of library and information professionals has been eroded. In government libraries, for example, the skills of our colleagues aren't always acknowledged. We know of situations where government department heads have thought that library and information professionals could be moved to other, completely unrelated jobs at the same grade – they were thought of as public servants operating at a certain level, rather than as library and information specialists with unique skills."

"The aim of this revised PD Scheme is to align library and information professionals with others such as accountants and nurses, whose registration depends on a proven record of ongoing learning."

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