

JESSICA L SERRAO

Archivist • Librarian • Public Historian • Genealogist

Education

Contact

Master of Science in Library Science, May 2018
Concentration in Archives and Records Management
Certificate in Digital Curation
University of North Carolina at Chapel Hill

(864) 656-3358
jserrao@clemsun.edu

Master of Arts in Public History, May 2016
Minor in History
North Carolina State University

Bachelor of Arts in Anthropology, May 2008
Magna cum laude
Binghamton University, State University of New York

Certificates

Arrangement and Description Certificate, Society of American Archivists, In Progress

Strategic Inclusive Excellence Certificate, *Clemson University*, 2021

Certificate in Genealogical Research, *Boston University*, August 2013

Archival and Library Experience

Metadata Librarian for Digital Collections, August 2018 – Present
Clemson University Libraries – Clemson, South Carolina

Create, enrich, and maintain descriptive metadata for digital archival materials. Develop and implement metadata policies and workflows that adhere to local, national, and international standards.

Library Associate, August 2016 – July 2018
NCSU Libraries Special Collections – Raleigh, North Carolina

Process physical and born-digital archival collections and perform basic preservation tasks. Develop and implement arrangement schemes. Write accurate descriptions following DACS and produce EAD finding aids via ArchivesSpace. Generate MARC records for archival collections. Conduct social media outreach via Special Collections blog and Twitter posts

Graduate Assistant, August 2017 – May 2018
North Carolina Digital Heritage Center – Chapel Hill, North Carolina

Digitize, quality control, generate metadata for, and publish newspaper images on digitalnc.org and for the National Digital Newspaper Program.

John Foster and Janet Avery Dulles Archival Fellow, June 2016 – August 2016

Princeton University Library Rare Books & Special Collections – Princeton, New Jersey

Research and write web archiving quality assurance policies and procedures. Prepare survey of audiovisual materials to determine digitization priorities. Provide reference services to patrons using Aeon and LibAnswers. Research and design exhibit entitled “A Lotta Kicks: 125 Years of the Triangle Club”

King Intern for Digital Collections, February 2015 – May 2016

Duke University Libraries Digital Production Center – Durham, North Carolina

Manage University Archives digitization projects of audiovisual and print materials. Capture still images of archival material and conduct quality control. Produce and manipulate descriptive and technical metadata and ingest into CONTENTdm. Coordinate workload with digitization vendors. Train work-study students to digitize newspapers using Zeutschel upright scanner. Research and write digital exhibit content.

Graduate Student Assistant, May 2015 – August 2015

NCSU Libraries Special Collections Digital Program – Raleigh, North Carolina

Write and edit Social Media Archives Toolkit content via Drupal. Organize digital image files for preservation and online publication.

Special Collections Desk Assistant, October 2014 – May 2016

NCSU Libraries Special Collections Research Center – Raleigh, North Carolina

Provide reference to Special Collections reading room patrons. Check materials out to patrons and instruct on proper handling and use. Monitor usage of archival materials via public services database and Suma reference tracker. Conduct preliminary archival processing and generate EAD finding aids in ArchivesSpace.

AmeriCorps Volunteer, September 2009 – September 2011

AmeriCorps State-Appalachian Forest Heritage Area – Elkins, West Virginia

Draft and implement museum policies and collections management program. Manage PastPerfect Software to process collections. Inventory contents of Governor H. G. Kump’s and Senator C. H. Scott’s historic homes. Assemble public resource library and initiate LC cataloging system. Operate museum facility, visitor center and gift shop, and conduct docent tours. Collaborate with exhibit team and support construction of museum exhibits.

Intern, February 2008 – May 2008

Broome County Historical Society and Public Library – Binghamton, New York

Manage collections backlog and prepare manuscript collections for preservation. Develop finding aids and reference lists for library patrons. Assist patrons with research and fulfill remote research requests.

Intern, December 2007 – January 2008

Roberson Museum and Science Center – Binghamton, New York

Catalog collections for entry into database. Organize and manage collections backlog. Classify, describe, clean, and pack artifacts for preservation and storage.

Research and Scholarship

Chapters

Serrao, J. L. (in press). Challenges of an early career EDI researcher in the U.S. In K. K. Matusiak, K. M. Bright, & D. Schachter (Eds.), *Bridging research and library practice: Global perspectives on education and training*. Berlin: De Gruyter Saur.
<https://www.degruyter.com/document/isbn/9783110772593/html?lang=en>

Dutkiewicz, S. & **Serrao, J. L.** (2020). A road taken: A cataloging team becomes a metadata team. In S. Marien (Ed.), *Library technical services: Adapting to a changing environment*. West Lafayette, IN: Purdue University Press. https://tigerprints.clemson.edu/lib_pubs/158/

Articles

Mason-Smith, M., **Serrao, J. L.**, Klar, L., McEntire, D., Grant, A. M., & Isreal, G. (2020). Best practices for the collection of feedback from campus constituents utilizing campus and community partners. *Collaborative Librarianship*, 11(4), 228–239.
<https://digitalcommons.du.edu/collaborativelibrarianship/vol11/iss4/3/>

Conference Proceedings

Vidas, C. D., Albro, M., McElfresh, J., Palmer, M., **Serrao, J. L.**, Sheffield, K. M. (2022). Launching to the dark side of the moon: Librarian exploration of peer-reviewed library journals and “predatory” characteristics. *Charleston Conference Proceedings, 2020*, Sullivan’s Island, SC: Against the Grain Media. <https://doi.org/10.3998/mpub.12470905>

Serrao, J. L., Dutkiewicz, S. M., Grubbs, C., Oldham, K., Bodenheimer, L., Scott, J. S., Shultz, A. (2021). “All the world’s a stage” and each has a role to play: A collaborative cross-unit metadata project in five acts, *South Carolina Libraries*, 5(1).
https://scholarcommons.sc.edu/scl_journal/vol5/iss1/4/

Dutkiewicz, S. M., **Serrao, J. L.**, & Grubbs, C. (2020, June 5). Got metadata in your future? Lessons learned from describing a unique image collection. *South Carolina Libraries*, 4(2).
https://scholarcommons.sc.edu/scl_journal/vol4/iss2/9

Presentations

Serrao, J. L. (2022, May 10). *Libraries and climate change: A circular relationship* [invited panel presentation]. Clemson Research Symposium, Watt Family Innovation Center, Clemson, SC, United States.

Morgenstern, J., Oldham, K., Sheaffer, K., **Serrao, J. L.** (2021, April 13). *Making the invisible visible: A closer look at twenty-first century academic librarianship*. Association of College & Research Libraries 2021 Virtual Conference, Virtual.

Dutkiewicz, S. M., Grubbs, C., **Serrao, J. L.** (2021, March 19). *Metadata-from-home: A digital collections project during COVID-19* [Webinar]. Florida Academic Library Services Cooperative, Virtual.

Sheffield, K. M., **Serrao, J. L.**, Palmer, M., McElfresh, J., Albro, M., Vidas, C. D. (2021, March 9). *Into the deep: Peer-reviewed library journals and “predatory” characteristics*. Electronic Resources and Libraries Conference, Virtual.

Vidas, C., Albro, M., McElfresh, J., Palmer, M., Sheffield, M., **Serrao, J. L.** (2020, November). *Launching to the dark side of the moon: Librarian exploration of peer-reviewed library journals and 'predatory' characteristics* [Accepted panel presentation]. Charleston Conference, Virtual.

Serrao, J. L., Dutkiewicz, S. M., Grubbs, C., Oldham, K., Bodenheimer, L., Scott, J. S. & Shultz, A. (2020, October). *"All the world's a stage" and each has a role to play: A collaborative cross-unit metadata project in five acts*. South Carolina Library Association Annual Meeting, Virtual. https://tigerprints.clemson.edu/lib_pres/212/

Serrao, J. L. (2020, August 5). *Research design challenges of an early career EDI researcher*. 2020 Research Forum, Society of American Archivists Annual Meeting, Virtual. https://tigerprints.clemson.edu/lib_pres/209/

Serrao, J. L., Dutkiewicz, S. M., & Grubbs, C. (2020, June 9). *Metadata-from-home: A digital collections project during COVID-19*. Cataloging and Metadata Management Section, Cataloging Norms Interest Group, ALCTS Virtual Interest Group Week, Virtual. https://tigerprints.clemson.edu/lib_pres/190/

Dutkiewicz, S. M., **Serrao, J. L.**, & Grubbs, C. (2020, June 5). *Got metadata in your future? Lessons learned from describing a unique image collection*. C U at the Conference, College and University Section, South Carolina Library Association, Virtual. https://tigerprints.clemson.edu/lib_pres/191/

Serrao, J. L. (2020, March 14). *Exploring equity, diversity, and inclusion in digital collections metadata: An in-progress research project*. Voices of the Upstate Mini-Conference, University of South Carolina Upstate, Spartanburg, SC, United States. (Conference canceled)

Grubbs, C., Dutkiewicz, S., **Serrao, J. L.** & Prater, J. (2020, March 14). *Got metadata in your future? Lessons learned from describing a unique image collection*. Voices of the Upstate Mini-Conference, University of South Carolina Upstate, Spartanburg, SC, United States. (Conference canceled)

Grant, A. M., **Serrao, J. L.** & Mason Smith, M., (2019, November 21). *"Tell us what you think:" Results of an exploratory study of student feedback on an academic library*. 2019 Access Services Conference, Georgia Tech Hotel and Conference Center, Atlanta, GA, United States. https://tigerprints.clemson.edu/lib_pres/183/

Serrao, J. L. (2019, October 25). *Connecting collections with equitable, diverse, and inclusive metadata*. 2019 South Carolina Archival Association Annual Meeting, Newberry College, Newberry, SC, United States. https://tigerprints.clemson.edu/lib_pres/179/

Serrao, J. L., Grant, A. M., & Mason Smith, M., (2019, October 10). *"Tell us what you think:" Results of an exploratory study of student feedback on an academic library*. 2019 South Carolina Library Association Conference, Columbia Marriott, Columbia, SC, United States. https://tigerprints.clemson.edu/lib_pres/176/

Serrao, J. L. (2019, May 3). *Moving toward shareable local authorities* [Lightning round presentation]. South Carolina Digital Library Upstate Members Meeting, Hughes Main Library, Greenville County Library System, Greenville, SC, United States. https://tigerprints.clemson.edu/lib_pres/135/

Serrao, J. L. (2018, October 19). *Improving transparency with documentation: A team processing approach*. 2018 South Carolina Archival Association Annual Meeting, University of South Carolina Aiken Gregg-Graniteville Library, Aiken, SC, United States.
https://tigerprints.clemson.edu/lib_pres/138/

Serrao, J. L. & de Klerk, T. (2018, August 18). *Documentation for team processing: A strategy for internal and external transparency* [Conference session and session chair]. 2018 Society of American Archivists Annual Meeting, Marriott Wardman Park, Washington, DC, United States.
https://tigerprints.clemson.edu/lib_pres/141/

De Klerk, T. & **Serrao, J. L.** (2018, March 15). *A spotlight on ethics: Blogging for archival transparency*. 2018 Society of North Carolina Archivists Annual Meeting, Duke University, Durham, NC, United States.

Serrao, J. L. (2011). *Beverly Heritage Center collections care workshop*. Beverly Heritage Center, Beverly, WV, United States.

Serrao, J. L. (2011). *Beverly Heritage Center archives and resource library* [Lightning round presentation]. Appalachian Forest Heritage Area Annual Meeting, Marlinton, WV, United States.

Posters

Serrao, J. L. (2019, August 2). *Are academic archives championing EDI initiatives in digital collections metadata practices?* 2019 Research Forum, Society of American Archivists Annual Meeting, JW Marriott Austin, Austin, TX, United States.
https://tigerprints.clemson.edu/lib_pres/172/

Serrao, J. L. & Prater, J. (2019, June 22). *Describing historical images: Improving access to digital collections with local subjects*. 2019 American Library Association Conference, Walter E. Washington Convention Center, Washington, DC, United States.
https://tigerprints.clemson.edu/lib_pres/161/

Dutkiewicz, S., Grubbs, C., **Serrao, J. L.**, Prater, J. (2018, November 2). *Clemson's past digitized: The future of archival access*. 2018 South Carolina Library Association-Southeastern Library Association Joint Annual Meeting, Hilton Greenville, Greenville, SC, United States.
https://tigerprints.clemson.edu/lib_pres/139/

Serrao, J. L. (2018, March 15). *The archival image: How archives are portrayed by genealogy television*. 2018 Society of North Carolina Archivists Annual Meeting, Duke University, Durham, NC, United States.

Serrao, J. L. (2016, August 4). *Digitizing divinity: Duke chapel recordings digital collection* [Graduate poster session]. 2016 Society of American Archivists Annual Meeting, Hilton Atlanta, Atlanta, GA, United States.

Instruction

History 8500: Digital Methods for History I – 2022 October 5. Metadata. Seefeldt.

History 8500: Digital Methods for History I – 2021 November 23. Metadata. Seefeldt.

History 8500: Digital Methods for History I – 2020 September 24. Metadata. Seefeldt.

Clemson Libraries Summer Workshop Series – 2019 July 2. Nuts and bolts of library research. Instruction given to Clemson Libraries faculty and staff.

History 4180: Oral/Local History – 2019 September 11. Metadata. Catalano.

Service

Clemson University

Alternate, Academic Technology Council, August 2021 – Present

Member, Faculty and Staff Recruitment and Retention Action Group, Recruitment Sub-Group, July – November 2020

Member, Summer Reading Advisory Committee, 2019 – 2020

Clemson Libraries

Untenured Member, Reappointment Committee, March 2022 – March 2023

Member, Leading the Charge Grant: BIPOC Employee Recruitment & Retention Task Force, October 2021 – Present

Member, Organizational Development Committee, July 2020 – March 2023
Co-Chair, September 2021-May 2022

Member, Library Advisory Committee, March 2020 – March 2023
Secretary, January 2021 – April 2022

Member, Library Residents Committee, March 2019 – March 2022
Chair, March 2020 – March 2021

Member, Director of Digitization Search Committee, October 2021 – January 2022

Member, Associate Dean for Collections and Discovery Search Committee, August 2021 – March 2022

Co-Chair, Interim Associate Dean for Technical Services and Collection Management Search Committee, August – October 2021

Member, Ad-Hoc Library Faculty Assessment Review Committee, July – December 2020

Member, Associate Dean for Technical Services and Collection Management Search Committee, February – April 2020

Member, Board of Trustees Report Working Group, July – October 2019

Member, Data Services Librarian Search Committee, January – June 2019

Chair, Ad-Hoc Merit Compensation Process Review Committee, November 2018 – July 2019

Member, Campus Feedback Task Force, October 2018 – January 2019

Professional Service

Member, Metadata and Digital Object Section Steering Committee, Society of American Archivists, August 2019 – Present

Co-Chair, 2022 – Present

Web Liaison, 2019 – 2022

Reviewer/Referee, American Archivist, Chicago, IL, January 2020 – Present

Secretary, South Carolina Archival Association, October 2019 – October 2021

Member, Metadata Group, South Carolina Digital Library, January 2020

Volunteer, National Council on Public History Conference, 2016

Volunteer, NC State University History Grad Student Conference, 2016

Co-Vice President, The Free Project, NC State University Chapter, 2015 – 2016

Proposal Reviewer, NC State University History Grad Student Conference, 2015

Volunteer, West Virginia Association of Museums Conference, 2011

Volunteer, Preservation Alliance of West Virginia Conference, 2010

Community Service

Volunteer, iFixit Medinor Project, April – June 2020

Volunteer, Greenville Humane Society Adoption Center dog walker, 2018 – 2019

Memberships

National

Society of American Archivists, 2014 – Present

American Library Association, 2018 – 2019, 2020 – Present

National Council on Public History, 2015 – 2017

New England Historic Genealogical Society, 2014 – 2016

National Genealogical Society, 2013 – 2016

State

Palmetto Archives, Libraries & Museums Council on Preservation, 2022 – Present

South Carolina Archival Association, 2018 – Present

South Carolina Library Association, 2018 – Present

Society of North Carolina Archivists, 2016 – 2018

Libraries

Research Roundtable, Clemson Libraries, 2019 – 2020

Journal Club, Clemson Libraries, 2018 – 2020

Friends of the Library, North Carolina State University, 2014 – 2017

Honors and Awards

Scholar, Institute for Research Design in Librarianship, 2019

Phi Beta Mu, University of North Carolina at Chapel Hill Epsilon Chapter, 2018

Society of American Archivists Donald Peterson Student Travel Award, 2018
Society of North Carolina Archivists C. David Jackson Memorial Student Scholarship, 2017
Phi Alpha Theta, North Carolina State University Chapter, 2016
North Carolina State University History Department NEH Internship Grant, 2015
North Carolina Preservation Consortium Annual Conference Scholarship, 2014
Segal AmeriCorps Education Award, 2009 and 2010
Phi Beta Kappa, Binghamton University Psi Chapter of NY, 2008
Phi Eta Sigma, Binghamton University Chapter, 2006