

# MATTHEW R. BALLARD

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## LIBRARY ADMINISTRATION

- Innovative thinking combined with contextual insight to guide assessment and continual improvement
- Excels at adapting and navigating change in an ever-evolving environment
- Experienced in strategic thinking, team development, and assessment
- A passionate leader committed to team cohesion, professional development, and purpose
- Committed to promoting diversity and inclusion in higher education

## EXPERIENCE

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### **Assistant Director of Collections Strategies, 2020 – Present**

E. H. Little Library, Davidson College, Davidson, NC

### **Director of Library Services, Assistant Faculty, 2017 – 2020**

B. Thomas Golisano Library, Roberts Wesleyan College and Northeastern Seminary, Rochester, NY

- Provide strategic leadership for the College and Seminary Library.
- Advocate for Library needs and services.
- Lead efforts to conduct comprehensive and ongoing assessment of library services, collections, operations, and policies/procedures through surveys and data analysis based on the ACRL Standards for Libraries in Higher Education.
- Coordinate with the Research & Instruction Librarian in developing a campus-wide information literacy instruction plan focusing on ACRL's Framework for Information Literacy in Higher Education.
- Oversee the development and administration of the library's capital and operating budgets in cooperation with the Chief Academic Officer and Chief Financial Officer.
- Supervise the improvement and expansion of the library's five school liaison program, responding to the needs of faculty, staff, and students across campus.
- Provide leadership to library faculty and staff in relation to professional development activities, on campus service, and community engagement.
- Advocated for and secured a pathway for the promotion of library faculty (2019).
- Collaborated with the Office of Advancement in the establishment of the library's first endowed fund, the Golisano Library Endowed Fund for Innovation and Strategic Initiatives.
- Implemented an ongoing assessment plan, in conjunction with campus-wide efforts, to evaluate and improve services, develop collections, and increase campus engagement with the library.
- Directed the analysis and restructuring of the library's organizational chart, streamlining workflows, and cross-training staff across departments.
- Facilitated the redesign of the library website with a focus on accessibility for online and adult students.
- Oversaw the implementation and customization of the library's new service platform and discovery service, Alma/Primo, and leading the development and evolution of workflows and efficiencies.

### **Interim Director of Library Services, Assistant Faculty, 2016 – 2017**

B. Thomas Golisano Library, Roberts Wesleyan College and Northeastern Seminary, Rochester, NY

### **Technical Services Librarian, Assistant Faculty, 2015 – 2020**

B. Thomas Golisano Library, Roberts Wesleyan College and Northeastern Seminary, Rochester, NY

- Supervise the cataloging of all library materials as well as the withdrawal and disposition of weeded materials.
- Lead efforts to assess current collection development procedures and practices to meet the needs of a growing online and adult population.
- Serve as liaison to the School of Arts and Humanities, providing information literacy instruction, research assistance services, and instructional support to faculty and staff.
- Supervise the continual evaluation of the library's electronic resources in an effort to reallocate funds, avoid duplication, and provide access to robust and essential resources in support of institutional goals.
- Oversaw the integration of Ex Libris Alma with various print and electronic resource vendors to streamline acquisition and cataloging workflows.
- Assisted in the evaluation and selection of the library's new library service platform while leading contract negotiations with Ex Libris and OCLC.

### **County Historian, 2015 – 2020**

Department of History, Orleans County, Albion, NY

- Oversee the collection and preservation of photographs, documents, records, and other materials relating to the history of Orleans County, New York.
- Network with stakeholders within the community to advocate for heritage tourism and historic preservation throughout the ten townships and four villages located within the county.
- Author a weekly column dedicated to the dissemination of stories relating to local history within the Orleans Hub and Batavia Daily News.
- Assist area schools with service-learning projects, including the Albion Central School District's annual "Ghost Walk" and the installation of historical interpretive panels at Mt. Albion Cemetery.
- Oversee local municipal historians within the ten townships and four villages in Orleans County to provide guidance and assistance in performing their daily duties and to ensure adherence to state laws and requirements.
- Engage the community through speaking programs and tours, lecturing for both civic and student groups.
- Collaborate with the Orleans County Historical Association in reestablishing a cooperative program focused on annually erecting one historic marker on sites throughout the county.
- Lead efforts in establishing EXPO, and "Explore Orleans" website focused on self-guided tours throughout Orleans County.
- Develop interactive online exhibitions that interpret local historical topics in the context of state and national history.

### **Executive Director & Curator, 2014 – 2015**

The Cobblestone Society & Museum, Albion, NY

- Led the redesign and implementation of the museum's current website and oversaw the maintenance of the museum's website, computer hardware/software, and network.
- Spearheaded efforts to compile detailed annual statistical data relating to visitors in order to pinpoint weaknesses and focus future efforts.
- Designed print newsletters, brochures, posters, electronic newsletters, and advertisements, reducing the museum's advertising and publication budget line.
- Networked with stakeholders within the community to develop programming, fundraising events, collaborative efforts, expand the museum's membership base, and promote the growth of the society's endowment fund.
- Researched and developed interpretive exhibitions using artifacts within the museum's collections, reaching out to historical agencies and community members to supplement items within the collection.

- Instilled and promoted interest in the mission of the museum through lectures, website/newspaper articles, educational programs, and guided tours.
- Authored grants, requesting over \$11,000 for artifact preservation and cultural activities while overseeing over \$10,000 in grant funding for capital improvement projects.
- Led the training of volunteers and student interns for specialized roles within the museum.
- Oversaw the evaluation, processing, and organization of over 10,000 artifacts and the museum's archival collection within the Robert W. Frasch Resource Center.

### **Night and Weekend Library Supervisor, 2010 – 2015**

Francis J. & Marie McGrath Library, Hilbert College, Hamburg, NY

- Provided assistance for undergraduate and graduate level integrated library instruction including classroom lessons, grading of assignments, and assisting students with capstone projects.
- Aided students and faculty in the use of library technology as well as assisted students and faculty with personal technology.
- Managed the library's physical reserve materials.
- Developed and updated student-focused writing and research guides as well as authored and compiled the library's newsletter in both print and electronic formats.
- Provided prompt and precise reference services to a diverse student body through face-to-face reference interviews as well as through telephone and internet inquiries.
- Assisted with interlibrary loan requests using ILLiad.
- Selected print and multimedia resources to expand the library's collection to support the college curricula.

### **EDUCATION**

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College Library Director Mentoring Program (ACRL) – 2018-19 Cohort

Snezek Library Leadership Institute – 2018 & 2019

**M.A. American History:** The College at Brockport, SUNY – Anticipated 2021

**M.L.S.** University at Buffalo, SUNY – 2012

**B.S. History:** The College at Brockport, SUNY – 2010

### **VOLUNTEER EXPERIENCE**

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**President, Board of Trustees, 2019 – 2020**

Orleans County Historical Association, Albion, NY

**President, Board of Trustees, 2016**

The Cobblestone Society & Museum, Albion, NY

**Treasurer, Board of Trustees, 2009-2018**

Orleans County Genealogical Society, Albion, NY

**Chairman, Historic Preservation Commission (Certified Local Government), 2009 – 2011**

Village of Albion, Albion, NY

### **CONFERENCES ATTENDED**

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Researching New York Conference – November 2019

New York Archives Conference (NYAC) – June 2019

Snezek Library Leadership Institute – 2018, 2019

### **PRESENTATIONS, PROCEEDINGS, AND PAPERS**

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Ballard, M. (2019). "The Business of Equality: Racial Liberalism and the Legacy of Rufus Brown Bullock." Paper presented at the Researching New York Conference, Albany, NY.

Ballard, M. (2019). "What are Academic Libraries Doing These Days?" Presentation at the Snezek Library Leadership Institute, Dallas Baptist University, Dallas, TX.

- Ballard, M. (2019). "The Development of Cobblestone Masonry in New York State." Presentation for the Oakfield Historical Society, Oakfield, NY.
- Ballard, M. (2019). "The Life and Legacy of Rufus Brown Bullock: Racial Liberalism and Reconstruction." Presentation for the Hoag Library Civil War Lecture Series, Albion, NY.
- Ballard, M. (2019). "What's New in Orleans County: Collections in the Department of History." Presentation for the Parma-Hilton Historical Society, Parma, NY.
- Ballard, M. (2018). "Fear of the Unknown: Creating the Illegal Immigrant in 19<sup>th</sup> Century America." Presentation for the Genesee Community College "Historical Horizons" Lecture Series, Batavia, NY.
- Ballard, M. (2018). "Stories that Kill: Infamous Criminals in Orleans County." Presentation for the Oakfield Historical Society, Oakfield, NY.
- Ballard, M. (2018). "Stories that Kill: Infamous Criminals in Orleans County." Presentation for the Clarendon Historical Society, Clarendon, NY.
- Ballard, M. (2017). "History of the Erie Canal: The Development of Orleans County." Presentation for the Oakfield Historical Society, Oakfield, NY.
- Ballard, M. (2017). "What's New in Orleans County: A Primer on Genealogical Resources." Presentation for the Western New York Genealogical Society, Buffalo, NY.
- Ballard, M. (2017). "Spencer's Illustrious Cobblestone Inn." Presentation for the Medina Historical Society, Medina, NY.
- Ballard, M. (2016). "A Day in the Life – 1917." Presentation for the Cornell Cooperative Extension, Centennial Anniversary Dinner, Albion, NY.
- Ballard, M. (2016). "Lights Out Lecture: Infamous Criminals of Orleans County." Presentation for the Cobblestone Society & Museum, Albion, NY.
- Ballard, M. (2016). "The Lost Generation: Orleans County and World War I." Presentation for the Cobblestone Society & Museum "Summer Speaker Series," Albion, NY.
- Ballard, M. (2016). "Veteran Vignettes: Stories of Five Orleans County Veterans," Presentation for the Western New York Library Resource Council 50<sup>th</sup> Anniversary, Albion, NY.
- Ballard, M. (2016). "The Sloopers: Birth of Modern Norwegian Immigration." Presentation for the Holley-Murray Historical Society, Holley, NY.
- Ballard, M. (2016). "Liquor & Lies: The Story of the Spencer Family of Oak Orchard." Presentation for the Orleans County Genealogical Society, Albion, NY.
- Ballard, M. (2017). "What's New in Orleans County: A Primer on Genealogical Resources." Presentation for the Rochester Genealogical Society, Rochester, NY.
- Ballard, M. (2015). "The Sloopers: Birth of Modern Norwegian Immigration." Presentation for the Orleans County Historical Association, Albion, NY.
- Ballard, M. (2015). "The Development of Cobblestone Masonry in New York State." Presentation for Hurd Orchards, Holley, NY.
- Ballard, M. (2015). "Brothers in Blood, Brothers in Arms: The McOmber Family of Orleans County." Presentation for the Genesee Community College Civil War Initiative, Medina, NY.

## **MEDIA PRESENTATIONS**

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- Ballard, M. (2017). Historian, Orleans County. "Erie Canal Bicentennial," *Genesee Life*, WBTA Radio, Batavia, NY.
- Ballard, M. (2017). Historian, Orleans County. "Drawn to Evil," *The Dead Files*, Travel Channel.
- Ballard, M. (2016). "Unknown Stories of Western New York – Pullman Strike & Labor Day." WGRZ, Buffalo, NY.
- Ballard, M. (2015). "Unknown Stories of Western New York – Cobblestone Masonry." WGRZ, Buffalo, NY.

## **CONTRIBUTIONS TO PUBLISHED WORKS**

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- Lattin, C. W. (2019). *Trivial Tales*. Medina, NY: C. W. Lattin

- Ricci-Canham, H. & Canham, A. (with Ballard, M. & Lattin, C. W.). (2016). *Mom & pop farming in Orleans County, NY*. Medina, NY: Hollis Ricci-Canham.
- Ricci-Canham, H. & Canham, A. (2011). *Legendary locals of Orleans County*. Charleston, SC: Arcadia Publishing.
- Ricci-Canham, H. & Townsend, A. A. (2006). *Images of America: Carlton and Point Breeze*. Charleston, SC: Arcadia Publishing.

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## **POPULAR PUBLICATIONS**

Ballard, M. (2015-2020). "Overlooked Orleans." Newspaper column, Orleans Hub & Batavia Daily News.

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## **PROFESSIONAL AFFILIATIONS**

American Library Association (ALA)  
Association for Library Collections & Technical Services (ALCTS)  
Association of Christian Librarians (ACL)  
Association of College and Research Libraries (ACRL)  
Christian Library Consortium (CLC)  
Government Appointed Historians of Western New York (GAHWNY)  
Library Leadership & Management Association (LLAMA)  
New York Archives Conference (NYAC)  
Phi Alpha Theta History Honor Society  
Rochester Early Career Information Professionals (RECIP)

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## **PROFESSIONAL ACTIVITIES**

Davidson College, Oberlin Group Universal Access Working Group (volunteer): 2020 – Present  
Roberts Wesleyan College, Academic Diversity Committee (volunteer): 2019 – Present  
Roberts Wesleyan College, Academic Experience Taskforce, COVID-19 Response (appointed): 2020  
Roberts Wesleyan College, Academic Implementation Team (by position): 2018 – Present  
Roberts Wesleyan College, Academic Reimagining Steering Committee (appointed): 2019 – Present  
Roberts Wesleyan College, Academic Support Leadership Council (appointed): 2016 – Present  
Roberts Wesleyan College, Adult/Graduate Education Curriculum Council (elected): 2018 - Present  
Roberts Wesleyan College, Bookstore Advisory Committee (appointed): 2018 - Present  
Roberts Wesleyan College, Budget Advisory Committee (by position): 2016 – Present  
Roberts Wesleyan College, Co-Curricular Reimagining Committee (appointed): 2019 – Present  
Roberts Wesleyan College, College Resource Group for Race & Ethnicity (volunteer): 2019 – Present  
Roberts Wesleyan College, Department of Diversity & Equity Steering Committee (volunteer): 2019  
Roberts Wesleyan College, Faculty Senate (elected): 2016 – Present  
Roberts Wesleyan College; Faculty Senate, Subcommittee on Compensation and Benefits (volunteer): 2018 – Present  
Roberts Wesleyan College, Vice Chair of Faculty Senate (elected): 2019 - Present  
Roberts Wesleyan College, Middle States Accreditation Team (by position): 2017  
Rochester Regional Library Council, Advisory Committee (by position): 2016 - Present  
Rochester Regional Library Council, Bylaws Subcommittee (volunteer): 2018  
Snezek Library Leadership Institute Planning Team (volunteer): 2018 – 2019  
Western New York Association of Historical Agencies, Board Member (by position): 2014 – 2015  
Western New York Regional Library Council Preservation Committee (elected): 2013 – 2015

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## **HONORS AND AWARDS**

George S. Queen Essay Award in History (Nominated 2020, Declined Award)  
New York Archives Conference Professional Development Grant (2019)

Friend of Education Award: Albion Central School District (2019)

Recent Alumnus Award: Brockport Alumni Association (2017)

Phi Alpha Theta: National History Honor Society (2017)

Orleans County Heritage Hero Award: Genesee Community College (2014)