

APRIL HOBBS

EDUCATION

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| MS | University of South Carolina, Library and Information Science
Advisor: Darin Freeburg | May 2019 |
| BA | Young Harris College, Communication Studies
Concentration: Media Communication
Minored in Business and Public Policy | May 2015 |

PROFESSIONAL EXPERIENCE

Network of the National Library of Medicine, Region 2 July 2024 - Present
Research and Data Strategist, MUSC Libraries, Charleston, SC

Responsibilities:

- Lead data and evaluation strategy (identify, track, and report performance measures, activity reporting, CiviCRM membership data, Research Performance Progress Report (RPPR) metrics).
- Drive internal process evaluation and continuous quality improvement for RML (environmental scan, needs assessment member survey, CQI projects for internal RML processes).
- Collaborate with the National Center for Data Services (NCDS) to train NNLM users on research data services topics.
- Develop a regional education and outreach strategy for research data services (RDS).
- Continually monitor and review evaluations and feedback for program and process improvement.

University of Memphis, Memphis, TN Sept 2022 - July 2024
Research and Instruction Librarian/Graduate Student Outreach Librarian

Responsibilities:

- Participates in developing, implementing, and assessing the University Libraries' User Instruction Program, including formal classes, tours, and online tutorials.
- Participates in providing direct user assistance at the Research and Information Services (RIS) desk and online via LibChat
- My priority focus is being an active liaison with the Graduate School regarding research support, graduate instruction, and relevant programming, including the Dissertation Writer's Retreat and its variations.
- Serves as collection developer and library liaison for assigned subject departments
- Serves on committees and task forces in the libraries, on campus, throughout the state, and the region, as well as on the national level.

Charleston County Public Library, Charleston, SC Feb 2020 – August 2022
Adult Services Librarian/Creative Studio Coordinator

Responsibilities:

- Assist patrons with locating resources and computer usage
- Create, plan, and coordinate community programs for adult age groups that increase library awareness
- Assist with Community Hub Services such as the rental assistance program, vaccine clinics, voting process, and other programs and services that CCPL provides.
- Responsible for assisting the public in the use of technology, including software, online tools, and mobile devices
- Assisting patrons of various ages with using the library's creative and digital art resources and equipment; for example: 3D printer, Cricut, sewing machines, video cameras, sound recording devices, digital still cameras, and media editing software.
- Planning and conducting creative and digital arts programming for various ages, independently and in partnership with other library departments

University of South Carolina, Columbia, SC

Nov 2018 – May 2019

Business Data Analyst Intern – Office of Institutional Research, Analytics, and Assessment

Responsibilities:

- Created definitions for metadata elements and integrated them into the Data Cookbook (data dictionary)
- Managed data standards for the department and campus within the Data Cookbook
- Created specifications for report management on institutional data, including IPEDS Enrollment

University of South Carolina, Columbia, SC

August 2017 – May 2019

Graduate Assistant – Director's Office, School of Information Science

Responsibilities:

- Project management for departmental events – design of event programs, etc.
- Data entry and upkeep of information processes – updating alumni information when needed in the database, records of staff and faculty, etc.
- Managed files and mailings for faculty

HONORS AND AWARDS

William M. Trafton Award for Outstanding Student Leadership

2019

Given annually to an outstanding student leader who promotes a sense of community at SLIS through schoolwork, professional participation, and involvement with student organizations.

RESEARCH EXPERIENCE

University of South Carolina, Columbia, SC

2017 - Present

Research Associate, Team Lead: Dr. Feili Tu-Keefner

- Project: *Librarians as first responders: Preparing future librarians and current information professionals to lead libraries in times of crisis*. This project was started in 2017 and continues today. We will next analyze the effect of wildfires on public libraries in California.

- Project: *Is the COVID-19 health information that you provided understood by your general public users? A content analytical study*. This project was started in 2021 and continues today. We analyzed the COVID-19 content provided by public libraries on their main websites and focused on the sources from the CDC and WHO.

Young Harris College, Young Harris, GA

2014 - 2015

Research Associate, Team Lead: Dr. Chris Richardson

- Project: *May the Odds Be (N)ever In Their Favor: Intersectionality and Appalachian Stereotypes In The Hunger Games*. This project was my senior capstone project and presented at the Cultural Studies Association conference in Riverside, CA in 2015.
- Project: *Hicks, Hillbillies, Rednecks, and Yokels: Reconstructing Popular Memories of the South through Google's Automated Searches*. This project was started in 2014 and was presented at the Southern American Studies Association Conference in Atlanta, GA in 2015.

TEACHING EXPERIENCE

Network of the National Library of Medicine

November 2024 - Present

Co-Instructor, NNLM National Classes

- Classes taught:
 - Making Sense of Numbers, November 2024
 - A Librarian's Guide to Consumer Health, April 2025
 - How PubMed Works: Introduction, June 2025

Medical University of South Carolina, Charleston, SC

July 2024 - Present

Instructor, Interprofessional Studies

- Classes taught:
 - IP 768: Public Health, February - April 2025

Young Harris College, Young Harris, GA

August 2014 – December 2014

Teaching Assistant, First Year Foundations Program

- Peer mentor and teaching assistant for up to 20 students as part of the Peer Mentor/First Year Foundations Program at Young Harris College.
- Duties included facilitating lectures and class discussions with the instructor and advising students on how to transition to college life and effective studying skills.

PUBLICATIONS

Journal Publications

Tu-Keefner, F., Hobbs, A., & Lyons, D. (2024). Libraries on the front lines: The imperative for disaster-ready information professionals. *Journal of Library Administration*, 65(1), 79–99. <https://doi.org/10.1080/01930826.2024.2432230>

Tu-Keefner, F., Hobbs, A., & Bricker, A. (2022). Is the authoritative online COVID-19 consumer health information intelligible to adults of the general public? A

COVID-19 information analysis. *Journal of Consumer Health Information on the Internet*, 26(4), 373-395. <https://doi.org/10.1080/15398285.2022.2124493>

Tu-Keefner, F., Liu, J., Lyons, D., Hobbs, A., Smith, J. C. & Corbo, M. (2020). Health Information Access and Public Libraries' Situation-Specific Information Services: What Public Librarians and Library Users Said. *Journal of Consumer Health on the Internet*, 24(3), 201-227. <https://doi.org/10.1080/15398285.2020.1791666>

Conference Papers

Tu-Keefner, F., Hobbs, A., & Bricker, A. (2022, March). Is your COVID-19 health information understood by adults in the general public? A content analysis of online resources published by the CDC and the WHO. *In Proceedings of the International Congress of Medical Librarianship (ICML) and the Association for Health Information and Libraries in Africa (AHILA) Joint Conference*.

Tu-Keefner, F., Liu, J., Lyons, D. R., & Hobbs, A., Hull, C. (2019, August). Preparing future librarians and current information professionals to lead libraries in times of crisis. *In Proceedings of the 85th World Library and Information Congress of IFLA*. Athens, Greece. Retrieved from <http://library.ifla.org/2532/1/234-tu-keefner-en.pdf>

PRESENTATIONS AND INVITED LECTURES

Mardis, M. A., Tu-Keefner, F., Lyons, D. R., **Hobbs, A.**, & Gomez, D. (2025, June 27-30). **Is your library ready? Strengthening community resiliency with inclusive public library disaster planning**. To be presented at the ALA Annual Conference & Exhibition 2025, Philadelphia, PA.

Tu-Keefner, F., Mardis, M. A., Lyons, D. R., **Hobbs, A.**, Gomez, D., & Jones, F. (2025, February, 19-21). **Utilizing stories for resilience: Shaping public library services in the wake of natural disasters**. Presented at the Kentucky Public Library Association Annual Conference 2025, Lexington, KY.

Tu-Keefner, F., Mardis, M. A., Lyons, D. R., **Hobbs, A.**, & Gomez, D. (2024, September 16-18). **Public librarians' roles in natural disasters: Stories of leadership and resilience**. Presented at the Library Research Seminar VIII 2024, Lexington, KY.

Tu-Keefner, F., Lyons, D. R., & **Hobbs, A.** (2024, April 5). **Library resilience from coast to coast: Lessons from disaster research**. Presented at the Public Library Association Annual Conference, Columbus, OH.

Tu-Keefner, F., Lyons, D. R., & **Hobbs, A.** (2024, March 21). **Community resilience from coast to coast: Lessons from disaster research to engage your community and empower your staff**. Presented at the Kentucky Public Library Association Annual Conference, Owensboro, KY.

Tu-Keefner, F., Lyons, D. R., & **Hobbs, A.** (2024, January 21). **Libraries catalyze communities in times of crisis: A participatory workshop.** Presented at the American Library Association LibLearnX Conference, Baltimore, MD.

Tu-Keefner, F., Lyons, D. R., & **Hobbs, A.** (2023, October 21). **Library resilience from coast to coast: Lessons from disaster research to engage your community and empower your staff.** Presented at the American Library Association CORE Forum, New Orleans, LA.

Parkman, C., **Hobbs, A.**, & Marsicano, D. (2023, October 18). **The sandbox - incorporating makerspaces into academic spaces.** Presented at the Tenn-Share Showcase 2023 Conference, Virtual, TN.

Tu-Keefner, F., Lyons, D. R., & **Hobbs, A.** (2023, June 25). **Library resilience from coast to coast: Lessons from disaster research to engage your community and empower your staff.** Presented at the American Library Association Annual Conference, Chicago, IL.

Tu-Keefner, F., Lyons, D. R., & **Hobbs, A.** (2023, June 2). **Community resilience from coast to coast: Lessons from disaster research to engage your community and empower your staff.** Presented at the California Library Association Annual Conference, Sacramento, CA.

Hobbs, A., & Hess, C. (2023, May 15). **Keeping the lights on: Maintaining a dissertation retreat through staffing changes and continuing COVID.** Presented at the West Tennessee Academic Library Consortium Bi-Annual Meeting, Memphis, TN.

Tu-Keefner, F., Lyons, D. R., & **Hobbs, A.** (2022, October 13-15). **Building a culture of preparedness: Librarians lead in times of crisis.** Presented at the American Library Association Core Forum, Salt Lake City, UT.

Tu-Keefner, F., **Hobbs, A.**, & Bricker, A. (2022, July 26-29). **Fighting an infodemic through accurate, intelligible COVID-19 Information: An analysis of the readability level of authoritative online consumer health information.** Presented at the 87th IFLA World Library and Information Congress, Dublin, Ireland.

Tu-Keefner, F., **Hobbs, A.**, & Bricker, A. (2022, May 2-7). **Do your general public users understand the COVID-19 health information you have provided? A content analytical study.** Presented at Medical Library Association Annual Meeting & Exhibition, New Orleans, LA.

Tu-Keefner, F., **Hobbs, A.**, & Bricker, A. (2022, March 15-19). **Is the COVID-19 health information that you provided understood by your general public users? A content analytical study.** Presented at the International Congress of Medical Librarianship (ICML) and the Association for Health Information and Libraries in Africa (AHILA) Joint Conference, Pretoria, South Africa.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2022, March 23-25). **Librarians lead in times of crisis: Stop, drop & roll.** Presented at the Public Library Association Conference, Portland OR.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2021, October 26-28). **Librarians lead in times of crisis: Stop, drop & roll.** Presented at the Internet Librarian 2021, Monterey CA.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2021, September 17). **Supporting library staff in Emergencies and natural disasters.** In K. William & C. Chu (Chairs), Minitalks: Libraries, literature, literacies [Minitalk Series]. University of Illinois. <https://publish.illinois.edu/minitalks/events/>

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2021, September 9-10). **Supporting library staff in Emergencies and natural disasters.** Emergency Preparedness & Disaster Planning Summit, Columbia, SC, United States.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2021, August 17-19). **Supporting library staff in Emergencies and natural disasters** [Poster presentation]. 2021 IFLA World Library and Information Congress. <https://www.ifla-wlic2021.com/>.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2021, June 23 – 29). **Librarians' roles during emergencies and natural disasters.** Paper presented at the American Library Association Annual Conference & Exhibition virtual event, June 23 – 29, 2021.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2021, June). **Supporting staff in emergencies and natural disasters: Making the case for serving our communities equitably through partnerships.** Paper presented at the New Jersey Library Association virtual conference.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2020, September). **Supporting staff in emergencies and natural disasters.** Paper presented at Computers in Libraries & Internet Connect virtual event.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2020, January). **Supporting librarians' roles in emergencies and natural disasters.** Paper presented at the ALA Midwinter 2020, Philadelphia, Pennsylvania.

Tu-Keefner, F., Lyons, D. R., Liu, J., **Hobbs, A.**, & Smith, J. C. (2019, October). **Librarians as first responders: Preparing future librarians and current information professionals to lead libraries in times of crisis.** Paper presented at the Library Research Seminar VIII, 2019. Columbia, SC.

Tu-Keefner, F., Liu, J., Freeburg, D., Hartnett, E. J., Lyons, D. R., Corbo, M., & **Hobbs, A.** (2018, August). **Lessons learned after a disaster: investigations of public librarians'**

health information services to the community and community members' information needs following a catastrophic flood. In Proceedings of the Evidence for Global and Disaster Health Special Interest Group Meeting, An IFLA 2018 Annual Congress Satellite Meeting. Kuala Lumpur, Malaysia.

Hobbs, A., & Scarpinato, A. (2015, May). May the Odds Be (N)ever In Their Favor: Intersectionality and Appalachian Stereotypes In The Hunger Games. Thirteenth Annual Meeting of the Cultural Studies Association (CSA), Riverside, CA.

Richardson, C., **Hobbs, A.,** Simmonds, A., & Underwood, C. (2015, March). **Scroogled: Examining Stereotypes in the World's Most Popular Search Engine.** Shining a Light on Communities: Exploring Issues of Diversity and Education Conference. Young Harris, GA.

Richardson, C., **Hobbs, A.,** Scarpinato, A., & Simmonds, A. (2015, February). **Hicks, Hillbillies, Rednecks, and Yokels: Reconstructing Popular Memories of the South through Google's Automated Searches.** Southern American Studies Association (SASA) Annual Conference, Atlanta, GA.

GRANTS

Creating a Framework with Service Guidelines and Professional Toolkits for Disaster Information Services for Libraries. Submitted with Dr. Feili Tu-Keefner and Ms. Denise Lyons to the 2024 Excel Program for Liberal Arts, Humanities, and Social Sciences sponsored by the Offices of the President, the Vice President for Research, and the Provost, University of South Carolina. \$17,947 research grant. 2024-2025. Awarded. \$17,700.

Creating a Sustainable and Shareable Disaster Information Services Repository Website. Submitted with Dr. Feili Tu-Keefner and Ms. Denise Lyons to the Y3 Emergency Response and Preparedness Award from the Region 2 Regional Medical Library at the Medical University of South Carolina. 2023-2024. Awarded. \$17,872

- This award is supported by the National Library of Medicine (NLM), National Institutes of Health (NIH) under cooperative agreement number UG4LM013736.

PROFESSIONAL ASSOCIATION MEMBERSHIP AND SERVICE

Southern Chapter of the Medical Library Association, 2024-

- Chair, Research Committee, 2025-

Medical Library Association, 2024-

American Library Association, 2021-

Beta Phi Mu, 2020-

Lambda Pi Eta, National Communications Honor Society, 2014-

Network of the National Library of Medicine, Region 2 (NNLM Region 2), 2023-

- Liaison, Ned McWherter Library, NNLM Region 2, 2023-2024
- Member, Emergency Response and Preparedness Advisory Committee, 2023-2024
- Co-Chair, Emergency Response and Preparedness Advisory Committee, 2024-

Tennessee Library Association (TNLA), 2022-

- Member, Intellectual Freedom Committee, 2023-2024

South Carolina Library Association (SCLA), 2020-2022

UNIVERSITY AND COMMUNITY SERVICE

Network of the National Library of Medicine, 2024-

- Member, Evaluation Working Group, 2024-
- Member, Data Science Working Group, 2024-
- Member, Data Curriculum Working Group, 2024-
- Member, Membership Working Group, 2024-
- Member, Rural Health Webinar Series Working Group, 2024
- Member, Disaster Planning & Preparedness Forum, 2024

Medical University of South Carolina, 2024-

- Search Committees, 2024-
 - MUSC Libraries/NNLM Region 2
 - Member, Community Engagement and Outreach Strategist, 2024

University of Memphis (UofM), 2022-2024

- University Libraries
 - Chair, Dissertation Writers Retreat Committee (DWR), 2022-2024
 - Member, NEDTalks Committee, 2022-2024
 - Member, Research Guides ReDesign Committee, 2022-2024
 - Member, Sandbox Committee (Makerspace), 2022-2024
- Search/Screening Committees, 2023
 - University Libraries
 - Member, Digital Initiatives Librarian, 2023

Memphis Area Library Council

[Secretary], [Memphis, TN], 2022-2024

- Secretary of the Memphis Area Library Council in Memphis, Tennessee serving the libraries in the Memphis Metro Area.
- Duties include taking notes and updating communications and member lists for the organization.

Library and Information Science Student Association

[Vice President], [Columbia, SC], 2018 – 2019

- Served as vice president of the local chapter of LISSA at the University of South Carolina's School of Information Science

- Organized meetings and planned trips to museums and libraries

PROFESSIONAL TRAINING

SC Regional Emergency Preparedness

Northeast Document Conservation Center, Virtual, March 2021 – June 2021

- Regional workshops dedicated to teaching libraries and cultural institutions how to effectively prepare their buildings and collections in the event of an emergency or natural disaster.
- These workshops included biweekly courses/seminars, a collection salvage workshop, and a disaster stress test workshop.

Consumer Health Information Specialization Certification (Level 1)

Medical Library Association, July 2020

- Specialization in providing health information services to consumers while staying current with developments in consumer health information services, technologies, and resources.

LANGUAGES

English: Native Language

French: Intermediate Listener, Novice Speaker, Novice Reading and Writing