

New Jersey Focus Group

Thursday, October 21st | 9:00 - 10:45am

- 9:00 - 9:20** Brief introduction from EBSCO plus a quick 'around the room' to hear current concerns & goals from attendees
- 9:20 - 9:35** Discussion of EBSCO's Areas of Priority, Scott Bernier - This session is intended to facilitate dialog by sharing a brief, high level look at EBSCO's areas of focus.
- 9:35 - 9:55** EBSCO's content curation and focus on diversity, Sara Earley - this session will look into how EBSCO curates content for databases as well as our current and forthcoming EDI initiatives.
- 9:55 - 10:15** Updates to the EBSCO User Experience, Bonnie Leavitt - this session will review upcoming updates to our EBSCOhost and Explora interfaces.
- 10:15 - 10:25** Using NovelList to support EDI in readers' advisory, Halle Eisenman - This session will give a brief overview of ways NoveList can assist customers in their EDI readers' advisory efforts.
- 10:25 - 10:30** Wrap Up

Scott Bernier - Senior Vice President, Marketing

Scott Bernier, who joined EBSCO in 1996, oversees community engagement, customer outreach, market research and marketing activity globally. Scott acts as a primary liaison between EBSCO and its many focus groups and advisory boards. He has lead discussions and participated on panels at various library events, and has worked on committees such as NISO's Open Discovery Initiative. Scott is an advocate for open philosophies, open systems, and open dialog to facilitate positive change.

Sara Earley, Senior Vice President, Research Databases

Sara Earley is the Senior Vice President for EBSCO's research databases product line. Sara and her team are responsible for developing new products and enhancements aligned to the needs of EBSCO's customers and end-users. Sara is an active proponent of collection diversity and greater equity of access for libraries globally to enable the availability and usage of the highest quality open access and traditional content. Sara joined EBSCO in 2011 and holds a degree in International Business from Northeastern University in Boston, Massachusetts.

Bonnie Leavitt, Vice President of Product Management

Bonnie Leavitt started at EBSCO in 2010 and is currently the Vice President of Product Management. Bonnie is responsible for managing the development and roll out of the new user interface (UI) for EBSCO Discovery Service and EBSCOhost. She has overseen the customer engagement and feedback that has helped plan the new UI roadmap. Bonnie has worked with third parties on software integrations via the interface and APIs and has focused on modern authentication options that make it easier for users to log-in for a seamless research experience. Bonnie holds a degree in Business from Endicott College and a Master's Degree in Business Administration from Fitchburg State University.

Halle Eisenman - Content Development Manager, NoveList

Halle Eisenman leads the Content Team, which oversees the creation of the lists, articles, NextReads newsletters, and read-alike recommendations. She also helps create and lead professional development courses to help library staff feel more confident in providing readers' advisory services to their communities. Prior to working at NoveList, she spent a dozen years working for a public library system in a variety of roles, but no matter what her job title, her favorite part of any day was suggesting books to patrons. She is currently serving as 2022 committee chair for the ALA Reading List Council.