Statement of Candidacy for the Appointment Committee for the Re-Appointment of the University Librarian

Lisa Abram, Communications Officer, UVic Libraries (PEA):

Communications is the strong foundation upon which individuals achieve their dreams, communities nurture their growth, and leaders plan for the future.

This opportunity aligns well with my skills, experience, and passion to make a positive impact at UVic and the larger community. I have proven success working with a range of stakeholders, and shifting between strategic thinking and tactical activity.

My extensive experience in branding, leadership in marketing, commitment to excellence, and collaboration with community partners, along with attention to detail and organizational skills, makes me suited for this committee.

Since I was first hired in 2016 as Communications Officer, my “outsider lens” and approach have readily adapted to the culture of the library, bringing a fresh perspective to the role with my private sector and not-for-profit experience. I arrived with a goal to instill passion, build collaboration, and inspire congeniality within the walls of the beating heart of the university—the library.

For three years I reported directly to the University Librarian where I had a front row seat to the inner workings of the library system. I am responsible for writing press releases, stories, marketing materials, website content, social media, and event planning.

I have presented communication strategies to colleagues and senior UVic leaders; amplified the library’s role in the community; partnered with faculties and units on events; and met regularly with senior library management to meet and exceed the needs of faculty, students and staff.

With this all-encompassing library perspective, and enhanced understanding of Indigenous culture and impact, I demonstrate a skilled approach to the importance of effectively communicating the vision of the University Librarian to all stakeholders.

It would be an honour to bring my experience contributing on library committees, and to play a pivotal role in nourishing the beating heart of the university.