

JASON A. CLARK

Associate Professor, Head of Special Collections and Archival Informatics

406.579.6360 **CALL**

jasclark@gmail.com **WRITE**

www.jasonclark.info **VISIT**

SUMMARY

As the Head of Special Collections & Archival Informatics at Montana State University Library, I build and direct the physical and digital branches of the archives. In my current position, I am a supervisor to 4 faculty, 3 staff, a CLIR Postdoc for Digital Scholarship, and multiple students working in special collections and emerging areas of digital archives including data services, digital scholarship, computational analysis of archives, web archiving, digitization, digital preservation, and digital library software development. Within my research, I have focused on interface design, software development, metadata and Semantic Web principles, web services and APIs, and search engine optimization. In my project work, I have looked to integrate simple, intuitive information design, structured data principles, and emerging internet platforms to adapt and extend library services. Examples of this integration include: the Montana State University Historical Walking Tour mobile app which allows prospective students to walk around campus and view archival photos of our buildings and people; and the BookMeUp web app which uses situational, contextual cues to recommend books to read.

EXPERIENCE

- Head, Special Collections & Archival Informatics, Montana State University (July 2017 - present)
- Head, Library Informatics & Computing, Montana State University (April 2014 - June 2017)
- Head, Digital Access & Web Services, Montana State University (January 2008 - April 2014)
- Digital Initiatives Librarian, Montana State University (July 2005 - Present)
- Web Services/Reference Librarian, Williams College Libraries (October 2003 - July 2005)

EDUCATION

- BA English and Philosophy, Marquette University, 1996
- MA English, University of Vermont, 2002
- MLS, University of Wisconsin, School of Library & Information Studies, 2003

ARTICLES AND PAPERS (SELECTED)

Sterman, L.B., & Clark, J.A. (2017). "Citations as Data: Harvesting the Scholarly Record of Your University to Enrich Institutional Knowledge and Support Research." *College & Research Libraries*, 78.7. <https://doi.org/10.5860/crl.78.7.952>

Clark, J.A., & Rossmann, D. (2017). "The Open SESMO (Search Engine & Social Media Optimization) Project: Linked and Structured Data for Library Subscription Databases to Enable Web-scale Discovery in Search Engines." *Journal of Web Librarianship*, 11, 172-193.
<https://doi.org/10.1080/19322909.2017.1378148>

Clark, J.A. and Young, Scott W.H. (2017). "Linked Data is People: Building a Knowledge Graph to Reshape the Library Staff Directory." *Code4lib Journal*, 36. <http://journal.code4lib.org/articles/12320>

Clark, J.A. (2016). "Anticipatory Design: Improving Search UX using Query Analysis and Machine Cues." *Weave: Journal of Library User Experience*, 1, no.4. <https://doi.org/10.3998/weave.12535642.0001.402>

Clark, J.A. and Young, Scott W.H. (2015). "Building a Better Book in the Browser (Using Semantic Web technologies and HTML5)." *Code4lib Journal*, 29. <http://journal.code4lib.org/articles/10668>

Arlitsch, K., O'Brien, P., Clark, J.A., Young, S.W.H., and Rossmann, D. (2015). "Demonstrating Library Value at Network Scale: Leveraging the Semantic Web with New Knowledge Work." *Journal of Library Administration* 54, no. 5: 413-425. <https://doi.org/10.1080/01930826.2014.946778>

Clark, J.A. (2013). "Developing a Digital Video Library with the YouTube Data API." *Code4lib Journal*, 20. <http://journal.code4lib.org/articles/7847>

Clark, J.A. & Hutchens, C. (2008). "Feed Me! Rethinking Traditional Modes of Library Access and Content Delivery." *Journal of Electronic Resources Librarianship* 20(1), 36-50.
<http://dx.doi.org/10.1080/08963570802157370>

Clark, J.A. (2008). "Making Patron Data Work Harder: User Search Terms as Access Points." *Code4Lib Journal*, 3(1). <http://journal.code4lib.org/articles/78>

Clark, J.A. (2004). "A Usability Study of the Belgian-American Research Collection: Measuring the Functionality of a Digital Library." *OCLC Systems & Services* 20(3), 115-127.
<https://doi.org/10.1108/10650750410551451>

BOOKS AND BOOK CHAPTERS (SELECTED)

Clark, J. A. (2015) *Responsive Web Design in Practice*. Rowman & Littlefield. **[book]**

Arlitsch, K., OBrien, P., Mixer, J.K., Clark, J.A., Sterman, L.B. (2015). "Ensuring Discoverability of IR Content." *Making Institutional Repositories Work*. Edited by Callicott, B.B., Scherer, D., & Wesolek, A.

Clark, J.A. (2014). "BookMeUp: Creating a Book Suggestion App. An Experiment with HTML5, Web Services, and Location-Based Browsing." *More Library Mashups*. Edited by Nicole Engard.

Clark, J.A. (2013). "Building the Montana State University Library Mobile Web App with the jQuery Mobile Framework." *Mobile Library Services: Best Practices*. 123-136.

Clark, J.A. (2012). *Building Mobile Library Applications*, The Tech Set# 12. American Library Association.
[book]

Clark, J.A. (2010). "Web Services." *More Technology for the Rest of Us*. Edited by Nancy Courtney. Santa Barbara, CA: ABC--CLIO LLC.

Clark, J.A. (2009). "Blip.tv and Digital Video Collections in the Library." *Library Mashups: Exploring New Ways to Deliver Library Data*. Edited by Nicole Engard. Medford, NJ: Information Today.

Clark, J.A. (2007). "YouTube University: Using XML, web services and online video services to serve university and library video content." *Library 2.0 Initiatives in Academic Libraries*. Edited by Laura B. Cohen. Chicago: ALA Publications.

GRANT ACTIVITY (SELECTED)

Institute of Museum & Library Services (IMLS) Laura Bush 21st Century Librarian Program \$100,000
05/01/2018 - 04/30/2019, Scott W. H. Young (PI) "A National Privacy Forum for Web Analytics"
Role: co-Principal Investigator, Lead Developer, Project Manager

Institute of Museum & Library Services (IMLS) Laura Bush 21st Century Librarian Program \$50,000
11/01/2017 - 10/30/2018, Jason A. Clark (PI) "re:Search: Unpacking the Algorithms That Shape Our UX"
Role: Principal Investigator, Lead Developer, Project Manager

Institute of Museum & Library Services (IMLS) Sparks! Innovation Grant \$25,000 10/01/2014 -
09/30/2015, Jason A. Clark (PI) "Building a Better Book (in the Browser)"
Role: Principal Investigator, Lead Developer, Project Manager

U.S. National Endowment for the Humanities (NEH) Preservation and Access Grant \$300,000
01/01/2014 - 01/04/2015, Helen Veit (PI) "What America Ate: U.S. Foodways of the Great Depression"
Role: Lead Developer, Project Manager

Institute of Museum & Library Services (IMLS) Research Grant \$500,000 11/01/2011 - 10/31/2014,
Kenning Arlitsch (PI) "Measuring Up: Assessing Accuracy of Reported Use and Impact of Digital
Repositories"
Role: Web Analytics Team Member, Advisory Council Member

Institute of Museum & Library Services (IMLS) Research Grant \$878,820 11/01/2011 - 10/31/2014,
Kenning Arlitsch (PI) "Getting Found: Search Engine Optimization for Digital Repositories"
Role: Lead Developer, Project Manager

U.S. Department of Education College Access Challenge Grant (CFDA #: 84.378A), \$250,000 sub-award,
Terry Beaubois (PI), 01/01/10 - 01/01/12. Partners: Creative Research Lab at MSU, College of Arts and
Architecture at MSU
Role: co-Principal Investigator, Digital Archivist, Lead Software Developer

PRESENTATIONS & WORKSHOPS (SELECTED)

"Open the digital library doors, HAL.": Voice User Interface (VUI) & Conversational Onboarding Patterns for Digital Collections

Digital Library Forum 2017, Pittsburgh, PA, USA, 24 October 2017.

Building a Library Knowledge Graph: Using Linked and Structured Data for Web-Scale Discovery of Library People, Resources, and Services

Dartmouth Libraries, Hanover, NH, USA, 30 March 2017.

Hip Hop Narrators, Embeddable Metadata, and Nanopublications: New Ways of Thinking about Metadata and Annotated Publications for Web Discovery, Indexing, and Archiving

Digital Library Forum 2016, Milwaukee, WI, USA, 09 November 2016.

Addressing the "Uncanny Valley" of Search UX - Anticipatory Design, Privacy, and Tolerance for Systems that Speculate About You [video]

Access Conference 2016, Fredericton, NB, Canada, Session with Krista Godfrey, 06 September 2016.

Open SESMO (Search Engine & Social Media Optimization): Innovations in Surfacing Paid Content to Today's Learners

Coalition for Networked Information (CNI) Spring Meeting, San Antonio, TX, Session with Doralyn Rossmann, 05 April 2016.

Exploring Ethics in Data and Technology Research

Montana State University (MSU) - Computer Science Seminar Series, Session with Sara Mannheimer, Scott W. H. Young, and Justin Shanks, 22 February 2016.

Building Smarter Books in Browsers with RDFa, Schema.org, & Linked Data: Leveraging Standards & Tools in the Creation of Semantically-Enhanced Reading Systems

NISO/NFAIS Virtual Conference: Semantic Web: What's New & Cool?, Online Session, 02 December 2015.

Finding the Machine [processes]: Applying the Open Data Project to Research Services

Charleston Conference 2015, Charleston, SC, My section of a panel with Kamran Naim and Robin Champieux, 06 November 2015.

Is there a Ghost in the [Search] Machine? Improving Search UX using Query Analysis and Machine Cues

Digital Library Annual Forum 2015, Vancouver, BC, Canada, Research Snapshot, 26 October 2015.

RDFa Markup, Schema.org Vocabularies, and DBpedia Topics for Library Collections

Florida Library Webinars (Novare), Online Session, 22 August 2015.

Implementing Linked Data & Discovery: Liberating Library Data & Empowering Users

American Library Association (ALA) Annual Meeting, San Francisco, California, 27 June 2015.

Book as Platform: Linking Data to Build a Better Book

ARCS: Advancing Research Communication & Scholarship, Philadelphia, Pennsylvania, Session with Scott W. H. Young, 27 April 2015.

Your Chocolate is in My Peanut Butter! Mixing up Content and Presentation Layers to Build Smarter Books in Browsers with RDFa, Schema.org, and Linked Data Topics [video]

Code4lib, Portland, Oregon, Session with Scott W. H. Young, 10 February 2015.

RDFa Markup, Schema.org Vocabularies, and DBpedia Topics for Digital Collections

Digital Library Federation (DLF) Annual Forum, Atlanta, Georgia, 28 October 2014.

Linked Data is People: Using Linked Data to Reshape the Library Staff Directory

ACCESS Conference 2014, Calgary, AB, Canada, Session with Scott W. H. Young, 28 September 2014.

Beyond Description: Using Schema.org to describe networks and actions in book, people, and discovery settings | Schema.org Session Linkroll

American Library Association (ALA) Annual Meeting, Las Vegas, NV, Session with Jenn Riley and Dan Scott, 29 June 2014.

Libraries in Search Engines: Search Engine Optimization (SEO) for Libraries

(Workshop with Patrick O'Brien)

Florida Library Webinars (Novare), Online Workshop, 02 April 2014.

Innovations in E-book and E-journal Publishing Forms

Coalition for Networked Information (CNI) Spring Meeting, San Antonio, TX, Session with Scott W. H. Young, 23 November 2014.

Metadata First: Using Structured Data Markup and the Google Custom Search API to Outsource Your Digital Collection Search

(Session with Scott W. H. Young)

Digital Library Federation (DLF) Annual Forum, Austin, Texas, 04 November 2013.

Building a Better Book (in the browser): Using HTML5 to Transform and Unlock Book Content [video]

(Session with Scott W. H. Young)

Access [technology conference], St. John's, NL, Canada, 25 September 2013.

Web as Platform: Using Web Services + APIs to Add Value to Library Apps & Services | Handout

Florida Library Webinars (Novare), Online Workshop, 11 September 2013.

HTML5 & CSS3: New Markup Styles for the Emerging Web | Handout

Florida Library Webinars (Novare), Online Workshop, 12 June 2013.

Responsive Web Design (RWD) | Responsive Web Design Linkroll

Florida Library Webinars (Novare), Online Workshop, 24 April 2013.

Welcome to the Machine: Making digital library collections findable by people and bots using SEO,

[schema.org](#), and HTML5 microdata

(Session with Scott W. H. Young)

HTML5 and CSS3: Ready for Prime Time?, Amigos Online, 08 February 2013.

[Designing Mobile Experiences | Handout](#)

Offline MT, Butte, MT, 02 February 2013.

Building Web Applications with HTML5, CSS3, & Javascript: An Intro to HTML5

ALA Midwinter Meeting, Seattle, WA, 25 January 2013.

- [HTML5: An Evolution in Markup](#)
- [CSS3: Rethinking Web Displays & Styles](#)
- [Javascript APIs: Software Programming for the Web](#)
- [Future of HTML5](#)
- [HTML5 & CSS3 \[handout\]](#)

[Building Mobile Web Sites & Apps](#)

Metropolitan Library Service Agency (MELSA), Tech Training Workshop, Minneapolis, MN, 15 October 2012.

[I Can Do It All by Myself: Exploring new roles for libraries and mediating technologies in addressing the DIY mindset of library patrons](#)

(Session with Patrick T. Colegrove and Bohyun Kim)

American Library Association Annual, Anaheim, CA. June 24, 2012.

[HTML5 & CSS3: New Markup Styles for the Emerging Web | Handout](#)

Education Institute (Canada), Online Workshop, 01 May 2012.

[Promoting and Building Range Science Digital Collections](#)

Society of Range Management, Billings, MT, February 7, 2011.

Creating Library Web Services

ALA Midwinter Meeting, San Diego, CA, 7 January 2011.

- [Web Services Introduction](#)
 - [Web Services Introduction \[handout\]](#)
- [Web Services: Geographic & News APIs](#)
 - [Web Services: Geographic & News APIs \[handout\]](#)
- [Web Services: Media APIs](#)
 - [Web Services: Media APIs \[handout\]](#)

[Digitization Bootcamp | Metadata Sample | Best Practices - Data](#)

Montana Library Association, Bozeman, MT, 08 April 2010.

SERVICE (SELECTED)

Editor, Journal of Open Source Software (JOSS) (August 2017 - Present)

Mozilla Open Leadership Mentor (August 2017 - Present)

IMLS Grant Reviewer, National Leadership Grants for Libraries (February 2017 - May 2017)

Lead Faculty Member for CLIR DLF eResearch Network (March 2016 - Present)

<https://www.diglib.org/groups/e-research-network/>

Reporter and writer on developing library technology for ALA TechSource Blog (May 2012 - February 2013) <http://www.alatechsource.org/blogger/35>

Elected member of Montana State University Promotion and Tenure Committee (January 2013 - February 2016)

Appointed member of Montana State University Dean of Library Search Committee (March 2013 - September 2013)

Member of Montana Memory Project Executive Committee (January 2008 - May 2013)

IMLS Grant Reviewer, Native American Library Services: Enhancement Grants (February 2007 - May 2011)

HONORS AND AWARDS

Mozilla Open Leadership Fellow 2017

Library Journal *Mover and Shaker* 2015

<http://lj.libraryjournal.com/2015/03/lj-in-print/jason-clark-movers-shakers-2015-digital-developers/>

Beta Phi Mu, International Honor Society for Library and Information Science since (inducted 2003)

Webby for Online Student Film and Video (2007) for TERRA: The Nature of Our World Project.

<http://www.lifeonterra.com/>

http://webbyawards.com/webbys/current.php?media_id=97&season=11#film_student

South by Southwest Web Awards Finalist (2007) for TERRA: The Nature of Our World Project.

<http://www.lifeonterra.com/>

<http://www.montana.edu/news/4601/popular-msu-nature-film-site-surpasses-two-million-downloads>

PROFESSIONAL MEMBERSHIPS

- American Library Association (ALA) 2003 - 2006, 2012 - 2014
- Library and Information Technology Association (LITA) 2003 - 2006

REFERENCES

Bohyun Kim

Chief Technology Officer and Associate Professor at University of Rhode Island Libraries

President of Library Information and Technology Association 2019

bohyunkim@uri.edu

401-874-4607

Sara Mannheimer

Data Librarian, Special Collections and Archival Informatics, Montana State University (MSU) Library

sara.mannheimer@montana.edu

406-994-3361

James Espeland

Lead Software Developer, Library Informatics & Computing, Montana State University (MSU) Library

james.espeland@montana.edu

406-994-6538