

# Pennsylvania Libraries: *Research & Practice*

Research

## What Pennsylvania Public Libraries Want

*An Analysis of PAMAILALL Job Advertisements*

James Tilio Maccaferri & Marilyn K. Harhai

James Tilio Maccaferri is an Associate Professor of Library Science at Clarion University, [jmaccaferri@clarion.edu](mailto:jmaccaferri@clarion.edu)

Marilyn K. Harhai is a Professor of Library Science at Clarion University, [mharhai@clarion.edu](mailto:mharhai@clarion.edu)

Job advertisements appearing on the Internet discussion list PAMAILALL from October 2017 to September 2018 were analyzed to determine the nature of and requirements for professional and non-professional positions in Pennsylvania public libraries. The analysis concludes that professional positions tend to be permanent and full-time, require a master's degree in library science, and be in the areas of administration, reference, and children's and youth services. Non-professional positions tend to be permanent but part-time, have lower and more diverse educational requirements, and be in access services and children's and youth services. Required years of experience vary widely for both professional and non-professional positions, with many advertisements not stating any. The results can inform job seekers on needed skills. MLS students interested in public librarianship should acquire skills in library public services and administration and that MLS curricula should provide a strong core in traditional library knowledge, skills, and abilities as well as elective courses in public services and administration. For those interested in non-professional positions, development of transferable skills, such as interpersonal and communication skills, should be documented.

### Introduction

What do I need to do to get a job in a public library? As library and information science (LIS) faculty, the author has heard students ask this question countless times. Some students also question the value of the Master of Library Science (MLS)—given its cost—in the public library sector. LIS faculty, on the other hand, are challenged to modify curricula to meet the needs of an increasingly diverse field. To address these issues, this study analyzed job advertisements for Pennsylvania public libraries as found on an Internet discussion list targeted at this constituency. Specifically, it considered such questions as the distribution of positions among job categories (such as professional and non-professional positions) and functional areas (such as public services) and the minimum and preferred educational requirements and experience.

## Literature Review

Job advertisement analysis has been used as a research tool to ascertain attributes that employers are seeking and has long been a popular research method in library science (Starr, 2004). Job advertisements contain a set of knowledge, skills, and abilities (KSA) that potential employers look to identify in potential employees (Kennan, Cole, Willard, Wilson, & Marion, 2006). The intent of job advertisements is to attract applicants with the necessary KSA to do the job. Job advertisements should be a significant indicator of the importance of KSA to a particular profession. These types of research analyses are generally used for three purposes:

1. To identify changes in the job market and to determine current job characteristics (Detmering & Sproles, 2012)
2. For advice and directions for graduates seeking employment (Torabi, 2011)
3. For library science programs conducting curriculum reviews (Wise, Henninger, & Kennan, 2011).

These types of studies have examined advertisements for specific jobs, types of libraries, and particular skills sets.

Job advertisement studies were examined by Harper (2012) in an analysis of 70 job advertisement research papers published prior to 2011. Harper's study did not examine the findings of those studies though it does provide a roundup of methodologies and published reports. Applegate (2010) also considered the validity of the job advertisement research methodology, specifically the use of aggregators for finding advertisements compared to searching the employer institutions. Harper (2012) and Applegate (2010) comprehensively examined library science job advertisement research prior to 2010.

Most studies on job advertisements since 2010 have focused on academic positions (see Appendix). Public library job advertisements are less commonly studied than those in academic libraries (Adkins, 2004). Two studies focused on public libraries or jobs in Pennsylvania. Particular to the geographic focus of the current research, part-time position job advertisements from Pennsylvania and New Jersey were examined (Wilkinson, 2016). Research published in 2014 examined management and leadership skills for directors in public libraries (Henricks & Henricks-Lepp).

Job analyses of librarian position announcements have a long history. Such analyses include examining needed KSA, entry-level job advertisements, and ads by geographic focus. Research findings can be used by job seekers for development or comparison of skills, examination of trends in library employment, and curricular development by library science programs.

## Research Questions

The purpose of this study was to determine the characteristics of position openings in Pennsylvania public libraries. While the results would be useful to job seekers, they should also inform library and information science educators with respect to curricular development in the area of public librarianship as well as say something about the state of public librarianship in the commonwealth. Specific research questions were:

1. What is the distribution of job advertisements among the following employment categories: professional, non-professional, contract, contract-to-hire, internship, and volunteer positions?
2. What is the distribution of job advertisements between full- and part-time employment in general and for different categories of positions?
3. What is the distribution of job advertisements between permanent and temporary employment in general and for different categories of positions?
4. What are the minimum and preferred educational requirements stated in job advertisements in general and for different categories of positions?

5. What are the minimum and preferred number of years of experience stated in job advertisements in general and for different categories of positions?
6. What is the distribution of job advertisements among functional areas, such as adult services, cataloging, etc., in general and for different categories of positions?
7. What is the distribution of job advertisements through the year in terms of the number of new announcements per month?

Consideration was given to assessing salary levels, but an initial review of collected data showed that most job advertisements did not include this information.

## Methodology

While there are many sources of library job advertisements, none are comprehensive. Since this study is focused on Pennsylvania, it used the announcements published on the [PAMAILALL Internet discussion list](#), a service of Pennsylvania's Office of Commonwealth Libraries ([www.powerlibrary.org/librarians/e-mail-list/#All%20Library%20Types](http://www.powerlibrary.org/librarians/e-mail-list/#All%20Library%20Types)). While this list is open to discussion of issues related to all types of libraries, it is used primarily by Pennsylvania public libraries and largely for job advertisements. PAMAILALL was monitored for 12 months, starting in October 2017 and ending in September 2018. A spreadsheet was created to collect the following data for each job advertisement: library name, type of library (academic, public, school, special), category of employment (research question 1), employment status, full- or part-time (research question 2), employment status, permanent or temporary (research question 3), required education (research question 4), preferred education (research question 4), minimum years' experience (research question 5), preferred years' experience (research question 5), notes relating to required/preferred experience (research question 5), primary job function (research question 6), secondary job function (research question 6), tertiary job function (research question 6), position title (research question 6), date posted (research question 7). There being no generally agreed upon classification of library job categories or library functional areas, this study used the classifications used by [ALA JobLIST](#) ([joblist.ala.org](http://joblist.ala.org)), an Internet site maintained by the American Library Association. This was done in part to permit future research comparing PAMAILALL and ALA JobLIST as sources for Pennsylvania library jobs. Determination of whether a position was professional or non-professional was done on the basis of whether the minimum or preferred educational requirements included an ALA-accredited master's degree. There are no ethical issues associated with this research, since only publicly available data was used.

## Treatment of Data

Data was entered into a Microsoft Excel spreadsheet, with each row representing a separate job advertisement and columns denoting the data elements described above. During the period under study, 161 job advertisements were recorded. Results were sorted by library name and date to identify any reposting of the same position. Announcements for the same library with the same particulars posted within one month of each other were regarded as reposting. Four announcements met these criteria and were deleted. Two additional announcements were deleted because links from the e-mail messages to the job requirements went "dead" before the data could be harvested. This resulted in a net of 155 announcements, of which 124 (80%) were for public libraries, 25 (16.13%) for academic libraries, two (1.29%) for school libraries, and four (2.58%) for special libraries. Subsequent analysis focused on the 124 public library announcements. These announcements came from 83 of the 702 public libraries and branches listed in the Directory of Pennsylvania Public Libraries (Pennsylvania Department of Education, Office of Commonwealth Libraries, 2016). Sorts, using different criteria and counts using the Excel COUNTIF and COUNTIFS functions, were used to further analyze the data, with descriptive statistics being computed as needed.

## Limitations of Study

The source of the advertisements is a limitation to the generalizability of the study. PAMAILALL is an Internet discussion forum specific to Pennsylvania, and as such, the results of the study may not be generalized to the United States as a whole. Even within the context of Pennsylvania, there is no guarantee that the results are representative, since it cannot be assumed that the libraries that chose to list job advertisements on PAMAILALL are representative of commonwealth public libraries in terms of staffing needs or any other criteria. Additionally, it cannot be known what percentage of the total job advertisements for Pennsylvania public libraries are represented as other advertising venues (e.g., newspapers and other media) were not included.

## Findings

### Distribution of Job Advertisements by Category of Employment

Table 1

*Positions by Category of Employment*

Category	Total
Professional	65
Non-Professional	59
Contract	0
Contract-to-Hire	0
Internship	0
Volunteer	0
<b>TOTAL</b>	124

While ALA JobLIST recognizes six categories of employment, only two were represented in the data collected for this study. Announcements were almost evenly divided between professional (52.42%) and non-professional positions (47.58%).

### Distribution of Job Advertisements by Category and Nature of Employment, Full-versus Part-Time

Table 2

*Positions by Category and Nature of Employment (Full- vs. Part-Time)*

Category	Full-Time	% FT	Part-Time	% PT	Total	% Total
Professional	52	80.00%	13	20.00%	65	100.00%
Non-Professional	8	13.56%	51	86.44%	59	100.00%
<b>TOTAL</b>	60	n/a	64	n/a	124	n/a

As can be seen from Table 2, professional positions were predominantly full-time (80%) while non-professional positions were predominantly part-time (86.44%).

### Distribution of Job Advertisements by Category and Nature of Employment, Permanent versus Temporary

Table 3

*Positions by Category and Nature of Employment, Permanent (Perm.) vs. Temporary (Temp.)*

Category	Permanent	% Perm.	Temporary	% Temp.	Total	% Total
Professional	62	95.38%	3	4.62%	65	100.00%
Non-Professional	55	93.22%	4	6.78%	59	100.00%
Contract	0	0.00%	0	0.00%	0	0.00%
Contract-to-Hire	0	0.00%	0	0.00%	0	0.00%
Internship	0	0.00%	0	0.00%	0	0.00%
Volunteer	0	0.00%	0	0.00%	0	0.00%
<b>TOTAL</b>	117	n/a	7	n/a	124	n/a

Table 3 shows the vast majority of positions advertised were permanent positions (94.35%), with only a slight difference between professional (95.38%) and non-professional (93.22%) positions.

### Distribution of Job Advertisements by Category and Required and Preferred Education

A glance at Tables 4a and 4b shows a wide variety of educational requirements for the 124 job advertisements covered in this study. These requirements can be divided into 4 general categories: college education, high school education or equivalent, other formal training, and experience in lieu of formal education. It should also be noted that 29 announcements (23.38%) did not specify any required education. Table 4a summarized education requirements for professional positions, while Table 4b does the same for non-professional ones. Finally, it should be noted that some job advertisements gave multiple ways in which educational requirements could be met. Consequently, the number of positions that can be met by the different education requirements exceeds the number of job advertisements.

Table 4a

*Required and Preferred Education for Professional Positions (n=65)*

Education	Required: Positions	Required: % Total	Preferred: Positions	Preferred: % Total	Total	% Total
MBA	1	1.54%	1	1.54%	2	3.08%
MLS	43	66.15%	10	15.38%	53	81.54%
MLS Student	5	7.69%	0	0.00%	5	7.69%
MPA	1	1.54%	0	0.00%	1	1.54%

<b>Master's, field related to library science</b>	3	4.62%	0	0.00%	3	4.62%
<b>Bachelor's, major not specified</b>	7	10.77%	0	0.00%	7	10.77%
<b>Bachelor's, major not specified, 4 credits LS<sup>1</sup></b>	5	7.69%	1	1.54%	6	9.23%
<b>Bachelor's, child care</b>	0	0.00%	0	0.00%	0	0.00%
<b>Bachelor's, computer science</b>	0	0.00%	0	0.00%	0	0.00%
<b>Bachelor's, computer science student</b>	0	0.00%	0	0.00%	0	0.00%
<b>Bachelor's, early childhood education</b>	0	0.00%	0	0.00%	0	0.00%
<b>Bachelor's, education</b>	2	3.08%	0	0.00%	2	3.08%
<b>Bachelor's, library science</b>	2	3.08%	1	1.54%	3	4.62%
<b>Bachelor's, field related to library science</b>	2	3.08%	0	0.00%	2	3.08%
<b>Associate's, major not specified</b>	1	1.54%	0	0.00%	1	1.54%
<b>Associate's, accounting</b>	0	0.00%	0	0.00%	0	0.00%
<b>Associate's, human resources</b>	0	0.00%	0	0.00%	0	0.00%
<b>Associate's, library science</b>	0	0.00%	1	1.54%	1	1.54%
<b>Associate's, library science student</b>	0	0.00%	0	0.00%	0	0.00%
<b>2 years of college</b>	2	3.08%	0	0.00%	2	3.08%
<b>Some college</b>	0	0.00%	0	0.00%	0	0.00%
<b>Formal Training, accounting or bookkeeping</b>	0	0.00%	0	0.00%	0	0.00%
<b>High School</b>	0	0.00%	0	0.00%	0	0.00%
<b>GED</b>	0	0.00%	0	0.00%	0	0.00%
<b>Technical School</b>	0	0.00%	0	0.00%	0	0.00%
<b>Experience</b>	1	1.54%	1	1.54%	2	3.08%
<b>Not Stated</b>	7	10.77%	50	76.92%	n/a	n/a

The data summarized in Table 4a show that the Master of Library Science, or progress toward such a degree, is the required or preferred education for 92.31% of job advertisements, that no announcements accepted less than some college, and that in only one instance could experience be substituted for education. In 20 cases (30.77% of

<sup>1</sup> These are the requirements for Pennsylvania Provisional Public Library Certification. Includes positions that specifically required or preferred this certification.

announcements), a bachelor’s degree met the required or preferred educational requirements, with 6 explicitly or implicitly calling for a degree which qualified the recipient for Pennsylvania Provisional Public Library Certification. This certification calls for a bachelor’s degree with at least 12 credits of library science. According to the Pennsylvania Code, public libraries serving populations of 10,000 to 19,900 require that the library director have this certification at a minimum if the library is to receive state aid. The director of public libraries serving populations of 20,000 or more must have the MLS, while that of libraries serving populations under 10,000 need only be certified as a library assistant. This requires completion of at least two years of college, including nine credits of library science courses. Only seven announcements (10.77%) did not state a minimum required education, and five of these specified a preferred education.

Table 4b  
*Required and Preferred Education for Non-Professional Positions (n=59)*

Education	Required: Positions	Required: % Total	Preferred: Positions	Preferred: % Total	Total	% Total
<b>MBA</b>	0	0.00%	0	0.00%	0	0.00%
<b>MLS</b>	0	0.00%	0	0.00%	0	0.00%
<b>MLS Student</b>	0	0.00%	0	0.00%	0	0.00%
<b>MPA</b>	0	0.00%	0	0.00%	0	0.00%
<b>Master’s, field related to library science</b>	0	0.00%	0	0.00%	0	0.00%
<b>Bachelor’s, major not specified</b>	6	10.17%	1	1.69%	7	11.86%
<b>Bachelor’s, child care</b>	0	0.00%	1	1.69%	1	1.69%
<b>Bachelor’s, computer science</b>	1	1.69%	0	0.00%	1	1.69%
<b>Bachelor’s, computer science student</b>	1	1.69%	0	0.00%	1	1.69%
<b>Bachelor’s, early childhood education</b>	2	3.39%	0	0.00%	2	3.39%
<b>Bachelor’s, education</b>	6	10.17%	2	3.39%	8	13.56%
<b>Bachelor’s, library science</b>	4	6.78%	2	3.39%	6	10.17%
<b>Associate’s, major not specified</b>	2	3.39%	2	0.00%	4	6.78%
<b>Associate’s, accounting</b>	1	1.69%	0	0.00%	1	1.69%
<b>Associate’s, library science</b>	0	0.00%	1	1.69%	1	1.69%
<b>Associate’s, library science student</b>	0	0.00%	1	1.69%	1	1.69%
<b>2 years of college</b>	0	0.00%	0	0.00%	0	0.00%
<b>Some college</b>	1	1.69%	1	1.69%	2	3.39%
<b>Formal Training, accounting or bookkeeping</b>	1	1.69%	0	0.00%	1	1.69%
<b>High School</b>	22	37.29%	0	0.00%	22	37.29%

<b>GED</b>	3	5.08%	0	0.00%	3	5.08%
<b>Technical School</b>	1	1.69%	0	0.00%	1	1.69%
<b>Experience</b>	3	5.08%	0	0.00%	3	5.08%
<b>Not Stated</b>	22	37.29%	49	83.05%	n/a	n/a

The educational requirements in the 59 job advertisements for non-professional staff are more varied than those for professional staff. For one thing, 22 announcements (37.29%) did not specify a minimum education requirement, and of these, only five indicated a preferred education. Of those that did have a minimum required education, 42.37% called for a high school diploma or equivalent. A further 64.41% required or preferred at least some college. Bachelor's or associate's degrees in library science were required or preferred in only 11.86% of announcements. None required a master's degree. Experience could be substituted for education in three cases (5.08%).

## Distribution of Job Advertisements by Minimum and Preferred Number of Years of Experience

Table 5a

*Required and Preferred Experience for Professional Positions (n=65)*

<b>Experience</b>	<b>Required: Positions</b>	<b>Required: % Total</b>	<b>Preferred: Positions</b>	<b>Preferred: % Total</b>	<b>Total</b>	<b>% Total</b>
<b>None</b>	2	3.08%	0	0.00%	2	3.08%
<b>1 year</b>	4	6.15%	0	0.00%	4	6.15%
<b>2 years</b>	8	12.31%	1	1.54%	9	13.85%
<b>3 years</b>	16	24.62%	2	3.08%	18	27.69%
<b>4 years</b>	0	0.00%	0	0.00%	0	0.00%
<b>5 years</b>	4	6.15%	0	0.00%	4	6.15%
<b>6 years</b>	0	0.00%	0	0.00%	0	0.00%
<b>7 years</b>	1	1.54%	0	0.00%	1	1.54%
<b>Library Experience</b>	4	6.15%	2	3.08%	6	9.23%
<b>Public Library Experience</b>	4	6.15%	2	3.08%	6	9.23%
<b>Not for Profit Experience</b>	2	3.08%	0	0.00%	2	3.08%
<b>Experience in a Functional Area</b>	23	35.38%	8	12.31%	31	47.69%
<b>Not Stated</b>	24	36.92%	53	81.54%	77	n/a

It was found that for both professional and non-professional positions, experience, where required, was given in terms of years and/or type of experience. With regard to professional positions, 58.46% required or preferred a specific number of years of experience, the range being from zero (explicit entry-level positions) to seven. As the results from question 6 suggest, this may be due to the high percentage of library director positions included in the



announcements. In the 35 instances in which years of experience were required, the average number of years was 2.71, with a standard deviation of 1.45, a mode of three, and a median of three. In addition to or in lieu of years of experience, 21.54% explicitly required or preferred library or other institutional experience. In all but two cases, this meant library experience of some kind. Similarly, 47.69% required or preferred experience in specific functional areas. Of the 24 announcements that did not state any required experience, nine stated preferred experience and 15—which is to say 23.08% of the 65 announcements for professional positions—did not.

Table 5b

*Required and Preferred Experience for Non-Professional Positions (n=59)*

<b>Experience</b>	<b>Required: Positions</b>	<b>Required: % Total</b>	<b>Preferred: Positions</b>	<b>Preferred: % Total</b>	<b>Total</b>	<b>% Total</b>
<b>None</b>	0	0.00%	0	0.00%	0	0.00%
<b>1 year</b>	1	1.69%	1	1.69%	2	3.39%
<b>2 years</b>	4	6.78%	0	0.00%	4	6.78%
<b>3 years</b>	2	3.39%	0	0.00%	2	3.39%
<b>4 years</b>	0	0.00%	0	0.00%	0	0.00%
<b>5 years</b>	0	0.00%	0	0.00%	0	0.00%
<b>6 years</b>	0	0.00%	0	0.00%	0	0.00%
<b>7 years</b>	0	0.00%	0	0.00%	0	0.00%
<b>Library Experience</b>	2	3.39%	11	18.64%	13	22.03%
<b>Public Library Experience</b>	3	5.08%	3	5.08%	6	10.17%
<b>Not for Profit Experience</b>	1	1.69%	0	0.00%	1	1.69%
<b>Experience in a Functional Area</b>	12	20.34%	5	8.47%	17	28.81%
<b>Not Stated</b>	44	74.58%	42	n/a	n/a	n/a

With regard to non-professional positions (Table 5b), it is notable that almost 74.58% of announcements had no required experience of any kind and that only 13.56% required or preferred any years of experience. In the seven instances in which years of experience were required, the average number of years was 2.14, with a standard deviation of .69, a mode of two, and a median of two. Instead, almost 34% percent of positions required or preferred library or other institutional experience, while 28.81% required or preferred experience in a specific functional area related to the job function.

## Distribution of Job Advertisements by Category and Functional Areas

Table 6a

*Distribution of Positions by Primary Job Function (n=124)*

<b>Job Function</b>	<b>Professional: Positions</b>	<b>Professional: % Total</b>	<b>Non-Professional: Positions</b>	<b>Non-Professional: % Total</b>	<b>Total</b>	<b>% Total</b>
<b>Access Services/ Circulation</b>	1	1.54%	30	50.85%	31	25.00%
<b>Administration/ Management</b>	30	46.15%	1	1.69%	31	25.00%
<b>Adult Services</b>	7	10.77%	1	1.69%	8	6.45%
<b>Cataloging/ Bibliographic Control</b>	1	1.54%	0	0.00%	1	0.81%
<b>Children's</b>	2	3.08%	9	15.25%	11	8.87%
<b>Collection Development/ Acquisitions</b>	1	1.54%	0	0.00%	1	0.81%
<b>Development/ Grant Writing</b>	2	3.08%	0	0.00%	2	1.61%
<b>Information Literacy/ Instruction</b>	1	1.54%	1	1.69%	2	1.61%
<b>Information Technology/ Systems</b>	0	0.00%	3	5.08%	3	2.42%
<b>Other<sup>2</sup></b>	2	3.08%	0	0.00%	2	1.61%
<b>Reference</b>	10	15.38%	3	5.08%	13	10.48%
<b>Support Staff/ Paraprofessional</b>	0	0.00%	3	5.08%	3	2.42%
<b>Technical Services</b>	0	0.00%	2	3.39%	2	1.61%
<b>Youth Services</b>	8	12.31%	6	10.17%	14	11.29%
<b>Total</b>	65	100.00%	59	100.00%	124	100.00%

To begin with, it should be noted that only 14 of ALA JobLIST's 32 job categories are represented in the data. It is immediately apparent that professional positions were concentrated in the area of administration/management (46.15%). Job titles included library director (24), branch manager (two), system administrator (three), and chief executive officer (one). Non-professional positions were mostly in the area of access services/circulation (50.85%). One finds further concentrations in the areas of public services (adult services, information literacy/instruction, and reference), with 27.69% of professional and 8.47% of non-professional positions in these areas. Similarly, 15.39% of

<sup>2</sup> Outreach services; intern without specified functions.

professional and 25.42% of non-professional positions were in children’s and youth services. To the extent that they are present, cataloging and collection development were professional responsibilities, while information technology was in the realm of non-professionals.

Table 6b

*Distribution of Positions by Secondary Job Function (n=124)*

<b>Job Function</b>	<b>Professional: Positions</b>	<b>Professional: % Total</b>	<b>Non-Professional: Positions</b>	<b>Non-Professional: % Total</b>	<b>Total</b>	<b>% Total</b>
<b>Access Services/ Circulation</b>	0	0.00%	0	0.00%	0	0.00%
<b>Administration/ Management</b>	9	75.00%	6	37.50%	15	53.57%
<b>Adult Services</b>	1	8.33%	2	12.50%	3	10.71%
<b>Cataloging/ Bibliographic Control</b>	0	0.00%	0	0.00%	0	0.00%
<b>Children's</b>	0	0.00%	1	6.25%	1	3.57%
<b>Collection Development/ Acquisitions</b>	0	0.00%	0	0.00%	0	0.00%
<b>Development/ Grant Writing</b>	0	0.00%	1	6.25%	1	3.57%
<b>Information Literacy/ Instruction</b>	0	0.00%	0	0.00%	0	0.00%
<b>Information Technology/Systems</b>	1	8.33%	0	0.00%	1	3.57%
<b>Other<sup>3</sup></b>	1	8.33%	0	0.00%	1	3.57%
<b>Reference</b>	0	0.00%	0	0.00%	0	0.00%
<b>Support Staff/ Paraprofessional</b>	0	0.00%	2	12.50%	2	7.14%
<b>Technical Services</b>	0	0.00%	1	6.25%	1	3.57%
<b>Youth Services</b>	0	0.00%	3	18.75%	3	10.71%
<b>Total</b>	12	100.00%	16	100.00%	28	100.00%

Only 28 of announcements (22.58%) specified a secondary job function and only two listed a third function (administration/management and youth services). The emphasis on administration and management noted above is also present here as well, with 12.90% of announcements noting this area as a secondary or tertiary area of responsibility. In sum, 60% of professional and 11.86% on non-professional positions specified some degree of managerial or administrative responsibility. Other major areas were public services and children’s and youth services.

<sup>3</sup> Outreach services.

## Distribution of Job Advertisements over Time

Table 7

*Job Advertisements per Month, October 2017 to September 2018*

<b>Category</b>	<b>Total</b>
<b>Oct. 2017</b>	12
<b>Nov. 2017</b>	6
<b>Dec. 2017</b>	9
<b>Jan. 2018</b>	20
<b>Feb. 2018</b>	12
<b>Mar. 2018</b>	9
<b>Apr. 2018</b>	10
<b>May. 2018</b>	17
<b>Jun. 2018</b>	6
<b>Jul. 2018</b>	8
<b>Aug. 2018</b>	8
<b>Sep. 2018</b>	7
<b>Total</b>	124
<b>Average</b>	10.33
<b>Standard deviation</b>	4.33
<b>Mode</b>	12
<b>Median</b>	9

As noted above, this study evaluated job advertisements from PAMAILALL for the twelve-month period of October 2017–September 2018. While the number of job advertisements averaged about 10 per month, there were significant spikes in January (20) and May (17) and, to a lesser extent, February and October (12 each). This is shown graphically in Figure 1.

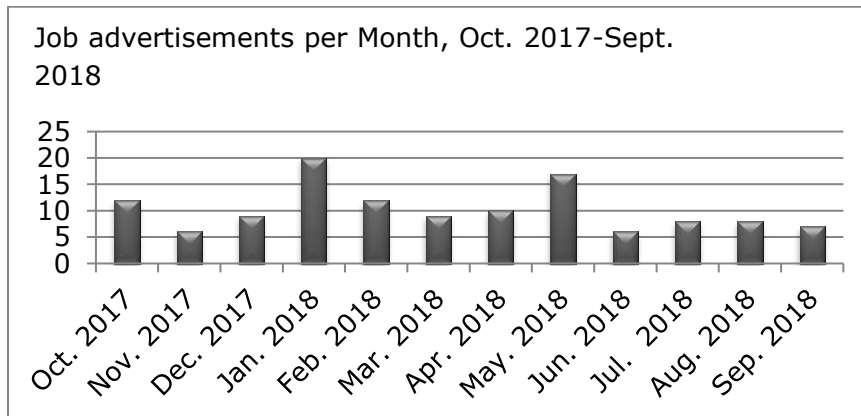


Figure 1

*Job Advertisements per Month, October 2017 to September 2018*

## Conclusions: What Do Pennsylvania Public Libraries Want?

As noted in the literature review, job advertisement analyses are generally undertaken to determine employment trends and sought after KSA in the job market. The findings can be used as a career development tool for job seekers and to craft education curricula. The current study adds to the literature by examining a specific state professional discussion board’s public library job postings. In this respect, it differs from previous studies, which examined almost exclusively academic job advertisements (Wang, Tang, & Knight, 2010). The current study is also unique in reporting on non-professional job advertisements as none of the post 2010 analyses reported on non-professional advertisements. The data delineate what jobs and KSA are being sought.

Full-time, permanent positions are most advertised being split between professional and non-professional positions. In keeping with previous research, the MLS is strongly preferred as the educational requirement for professional positions (Torabi, 2011). No consensus emerged for an educational requirement for non-professional positions. Needed experience varied widely, though it is of note that many job advertisements did not list specific experience requirements. National studies found more experience requirements (Tewell, 2012). For professional positions, the majority of the positions were in administration, reference, and children’s and youth services. For non-professional positions, access services and children’s and youth services predominated. All the job advertisements sought traditional library-related KSA.

The practical implications of the research for students in MLS programs and job seekers, and likewise MLS curriculum development for public librarians, is to focus on traditional library skills in the service areas. For MLS programs, a strong core in traditional KSA and electives in service areas fit preparation needs for the job advertisements. Additionally, those seeking professional positions should take advantage of opportunities to develop skills needed in administration, such as planning and communication. For non-professional positions, the development of soft skills needed in any functional area would be useful, such as those in customer service and communication, since these are implicit in the access service positions that dominate the job advertisements for non-professionals.

Finally, there are a number of avenues that should be explored to give a fuller picture of the public library job market both in Pennsylvania and elsewhere. Perhaps most important is the question of the extent to which MLS curricula prepare students to work in public libraries. Examination of this question would entail both a review of curricula and a survey of employers. The way public libraries advertise vacancies also deserves consideration, especially in terms of any variations based on library size. One might also explore the extent to which public libraries advertise positions using social media, local newspapers, national job sites, and other means.

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## Appendix – Research on Academic Library Job Advertisements Since 2010

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