

**What do they want? a content analysis of Medical Library Association reference job
announcements, 2000–2005**

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Table 3
Requirements listed in job advertisements*

Variables	Number	Percentage
Instruction-related requirements		
User instruction	134	54
Informatics, information literacy, and information management training or teaching	31	13
Development of course content or curriculum	26	11
Development of online tutorials or instructional guides or materials	26	11
Course-integrated instruction	22	9
Coordination of educational resources and service programs	20	8
Orientation and bibliographic instruction	19	8
Staff training	15	6
Evaluation of instructional programs	9	4
Planning, implementation, and coordination of continuing medical education activities	8	3
Training or teaching of local health care professionals	7	3
Reference assistance-related requirements		
Research assistance or consultation	110	45
Online database searching	87	35
Reference desk services	33	13
Web page content development	24	10
Exploration of innovative and creative services	19	8
Virtual reference services	17	7
Interlibrary loan or document delivery	17	7
Technology-related requirements		
Basic writing, editing, and presentation-related technology	67	27
Experience with network, the Internet, and intranets	58	23
Website or web page development or maintenance	42	17
Knowledge or experience with automated or electronic information systems	21	9
Technology support for electronic systems	4	2

Leadership and management-related requirements

Managing the daily operation of the library or information services	34	14
Supervising staff	33	13
Marketing	26	11
Planning, developing, and implementing innovative services	16	6
Preparing library budget	12	5
Developing plans, policies, and procedures	13	5
Providing leadership on special projects or information services	11	4
Being aware of issues and trends in information technology and public services	5	2

* Percentages do not total 100%, as the content of the each job description could apply to multiple variables.
