

**Career development webinar for Kenyan librarians: strategies for success by
Tatiana Usova, IFLA CPDWL Standing Committee Member**

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On October 3rd, 2024, Nyakundi James Nyambane, the Head Librarian at Knowledge Empowering Youth (KEY Libraries) in Nairobi and a former IFLA CDPWL member, held a professional development session for information science students and early career library professionals in Kenya. The focus of the session was on professional branding and career preparation strategies, and it was delivered by invited speakers: Tatiana Usova, the Director of the Library at Carnegie Mellon University in Qatar and a member of the IFLA CDPWL Standing Committee, and Dr. Joan Murumba, an Information Literacy Librarian and Faculty at Texas A&M International University. Both speakers provided invaluable insights into creating a unique professional identity, setting career goals, managing an online presence, and being ready for the evolving job market. Forty-four people from all provinces of Kenya joined the webinar.



The session began with an exploration of the concept of a personal brand, its importance, and its connection with the notion of a professional brand. It was highlighted that professional reputation is not only about skills and qualifications but also about how people present themselves to the world. The session provided actionable steps in developing and enhancing a professional brand including self-assessment, seeking feedback from colleagues, developing a concise and captivating professional statement, creating and maintaining a compelling LinkedIn profile, and expanding a professional network.

Attendees were encouraged to join professional associations like IFLA, ALA, KLA, and AfLIA, network with information professionals inside and outside of their organizations, engage in communities of practice, find mentors, and seek out guidance from more experienced peers and information industry leaders.

The session also addressed career planning. The invited speakers emphasized the importance of setting clear goals and pursuing continuous professional development. They highlighted the need to stay on top of professional trends like research data management, OER, open access, and develop AI competencies.

After concluding the session with practical career advice and some personal stories, the speakers stayed for extra time to answer participants' questions. The webinar proved to be of high relevance to attendees, especially those starting out in the professional field and in the early stages of their careers. Presenters received glowing feedback through the chat "Beautiful presentation!", "Very grateful for this session", "Amazing insights and eye-opening tips. Absolutely great presentations. Thank you!"



Categories: CPDWL SC Members, New Librarians, Professional Development Opportunity

Tags: career planning