

***“Library/information management” and “knowledge management” – Are these professionals’ competencies alike? and Do titles matter?*** (Information professional positioning in the enterprise) **Cindy Sullivan, Principal, [CSullivan Strategic Information Management, LLC](#) with [Juliane Schneider, Harvard Medical School](#) (moderating)**

- Both library/information and KM professionals share language issues. The language of our professions can't be used with our clients; we must adapt our language to the language they use. We need to do a better job of communicating what we know and what we do.
- Library schools are morphing from library information management to more of a translator and coordinator among others in the enterprise. This is a knowledge sharing facilitation role and can be a very powerful one in an organization
- KM seems to be neglected in graduate programs - needs a core curriculum. Archival practices need to recognize that information is not just documents (it is often embedded in applications). Graduate library school programs should consider a “KM” curriculum track
- Professionally the case needs to be made for librarians to be not just “nice to have” to “need to have.” Librarians also have expectations that their roles, with the adoption of new technologies and social tools, will be more KM-based.
- Partnerships and relationships are very important in both LS and KM. Close working relationships with other departments, particularly IT are critical and the outreach needs to begin with people in a KM-centric position.
- Metrics and analysis must be used to establish priorities and illustrate contributions.
- Boundaries among IT, information management and informatics are becoming fuzzier. Partnerships and points of influence are very important.
- Different models of information management must be considered. Key components are strategies, organizing models, finding activities and managing information and technology resources.