

# Clare E. Rauch, MLS

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## Education

*Master of Public Health in Health Behavior and Health Education*

*Expected April 2019*

School of Public Health, University of Michigan

Ann Arbor, MI

Relevant Coursework: Designing "Sticky" Communications for Health Advocacy, Education, and Mass Media; Risk

Communication: Theory, Techniques, and Applications in Health; Program Development in Health Education; Digital Rhetorics

*Master of Library and Information Studies*

*May 2009*

University at Buffalo, State University of New York

Buffalo, NY

• GPA 3.82 /4.00

Relevant Coursework: Marketing of Information Services, Introduction to Research Methods, Resources in Literacy in Education

*Bachelor of Fine Arts, major in Graphic Design, minors in English and Art History*

*May 2005*

Marywood University

Scranton, PA

• GPA 3.92 /4.00

Relevant Coursework: Advanced Problems in Visual Communication, Creative Writing, The World & Food, Advertising and Illustrative Photography, and Dynamics of Speech Communication

## Academic Appointments

*Part-time Faculty Appointment Reference Librarian*

*September 2016—May 2017*

Clayton State University

Morrow, GA

*Tenure Track Faculty Appointment Senior Assistant Librarian*

*June 2011—June 2016*

Upstate Medical University

Syracuse, NY

## Specialized Skills

- Expert: Adobe Creative Suite/ Cloud (Illustrator, Photoshop, InDesign, Dreamweaver, Bridge, and Flash); developing search strategies for searching relevant literature; searching specialized medical databases (PubMed, Medline(OVID), Cochrane Library, Lexi-Comp, CINAHL, Nursing Reference Center, Health Library -a consumer health database, MedlinePlus.gov, CDC.gov, NCI.gov, clinicaltrials.gov, nccih.nih.gov, toxnet.gov, and other government health resources)
- Skilled in: QuarkXpress, Microsoft office (Word, Access, Excel, PowerPoint, and Access), SPSS Statistics, and web related languages HTML, CSS, XML, and SQL

## Communications Experience

*Senior Assistant Librarian*

*June 2011—June 2016*

Upstate Medical University Health Sciences Library

Syracuse, NY

- Collaborated with the Upstate Medical University Marketing Department to create verbal communications and visual displays that aligned with Upstate Medical University institutional branding and marketing
- Designed and executed training on online health information for patients, support groups, and community members at local public libraries, or other locations
- Created health communications messaging and graphic design content for library marketing and outreach efforts
- Identified and profiled target audiences, gearing digital and print communication pieces accordingly
- Supported clinical departments and hospital administration through medical literature searches and hospital committees participation
- Directed programming focused on play, distraction, education, and engagement for ages 3-21

*Marketing and Communications Coordinator*

*September 2009—October 2010*

The Northside Collaboratory, AmeriCorps\*Volunteer in Service to America (VISTA)

Syracuse, NY

- Used qualitative techniques to inform neighborhood residents and refugee community members and culturally appropriate messaging in websites, social media, and in print
- Created original designs and content for communications materials: flyers, posters, postcards, bi-weekly newsletter and web graphics
- Illustrated map of the Northside of Syracuse highlighting assets the area provides to visitors, residents, and businesses
- Cultivated media connections through local outlets

*Freelance Designer* April 2003—September 2012  
The McMahon/Ryan Child Advocacy Site Syracuse, NY

- Implemented targeted outdoor marketing campaign for child abuse awareness and the need to speak up
- Produced design and layout for semiannual newsletter and monthly e-newsletter
- Refined series of poster designs for informational campaign on speaking up about signs of child abuse
- Created communication materials (brochures, posters, and web graphics)

*Library Marketing Practicum* January 2009—May 2009  
Health Sciences Libraries, University at Buffalo Libraries Buffalo, NY

- Collaborated with librarians on promoting library services through print, website and social media
- Designed banner display for traveling History of Medicine exhibit

*Freelance Designer* Fall 2004—Spring 2005  
Package Design, Essential Eating Baking Company Scranton, PA

- Originated cohesive and flexible package design for series of baking mixes
- Constructed logo designs for baking company and products

*Freelance Designer* Spring 2005  
Marywood University Arboretum Committee Earth Day Logo Contest Scranton, PA

- Originated winning design for use on promotional materials relating to Earth Day festivities

## **Mentoring and Teaching Experience**

*Senior Assistant Librarian* June 2011—June 2016  
Upstate Medical University Health Sciences Library Syracuse, NY

- Directed library website and database trainings geared toward clinical staff, and students

*Waterfront Director* June- August 2007—2009  
Camp Oh-Neh-Tah, GirlsQuest Inc. East Windham, NY

- Director of all waterfront activities for girls from New York City aged 8-13 years, including swimming and boating
- Directed and coordinated individualized swimming and boating lessons for entire camp with up to 48 campers, 10 adults and 8 lifeguard/swim instructors on the water during each activity period

*Assistant Instructor* June- August 2005, 2006  
Zoo Camp, Rosamond-Gifford Zoo at Burnett Park Syracuse, NY

- Assisted Instructor in designing, coordinating and implementing 33 sessions of themed based curriculum for children entering kindergarten through eighth grade

## **Presentations**

*Conquering the Search: Finding Quality Health Information Online* March 2015  
PBS-WCNY Community Program, Upstate Cancer Center Syracuse, NY

- Facilitated 3 half-hour sessions on finding and evaluating health information online
- Fashioned presentation and list of vetted resources

*Nursing Grand Rounds* November 2014  
Upstate Medical University and University Hospital Syracuse, NY

- Lectured on the establishment of health information resources and services for the new Upstate Cancer Center

*Resources for Cancer Survivors* October 2014  
HealthLink Oasis, Upstate Medical University Syracuse, NY

- Supported cancer survivors in evaluating health information and understanding the medical research literature
- Fashioned presentation and list of vetted resources

*Search Health* March, May, September 2013, March 2014, April 2015  
Public Libraries in the Onondaga County Library System, cancer support groups, and local co-op market Syracuse, NY

- Community-based training on searching and critically assessing health information online and in print

## Memberships

American Public Health Association (APHA) February 2016—current  
Member Sections: Public Health Education and Health Promotion, School Health Education and Services  
Medical Library Association (MLA) Spring 2011—Spring 2017  
Consumer and Patient Health Information Section MLA January 2015—Spring 2017  
Upstate New York/Ontario, Canada Chapter of the MLA Fall 2012—2016  
Library Marketing and Outreach Interest Group, Association of College & Research Libraries (ACRL) Fall 2014—current

## Leadership & Certificates

*I am... Safe Zone* LGBT Ally Training September 2015  
Jointly hosted by SUNY ESF, and SUNY Upstate Medical University Syracuse, NY

Toastmaster International, Empire Statesmen Club #1427 February 2012—September 2015  
Vice President Education 2014-2015 Syracuse, NY  
Vice President Public Relations and Marketing 2013-2014

Diversity Allies Training Fall 2012  
Upstate Medical University Syracuse, NY

Supporting Clinical Care: Institute in Evidence-Based Practice for Medical Librarians August 2012  
Dartmouth College Hanover, NH

## Publications

*Under review through the Consumer and Patient Health Information Section of the Medical Library Association*  
Rauch, C. (2016). The New Generation Breast Cancer Book [book review]. *Consumer Connections*, 32(1).

## Distinguished Honors

Marywood University May 2005  
• Graduated summa cum laude Scranton, PA  
• Dean's List, all semesters.  
• Delta Epsilon Sigma member, the National Catholic Universities Honor Society

## Volunteer Work

*Volunteer* January—March 2012, 2015  
*St. Baldrick's Foundation* Syracuse, NY  
• Conducted fundraising campaign, and shaved my head to raise money for childhood cancer research  
• Contributed over 110 hours

*Board Member* Fall 2006—Fall 2012  
McMahon/Ryan Child Advocacy Site Syracuse, NY  
• Former member of working board directly involved in all aspects of the non-profit organization from promotion and execution of all fundraising events to care and upkeep of the premises  
• Contributed over 600 hours