



Profiles

Profile of Eugenia Beh

Christian Burris, Profiles Editor

Eugenia Beh is the Electronic Resources Librarian at Massachusetts Institute of Technology. Following the 2017 NASIG Conference in Indianapolis, she became the NASIG Publicist, taking on new responsibilities in that role. I completed my interview with Ms. Beh by e-mail on November 22, 2017.

When did you decide to become a librarian?

I was one of those kids who liked to “play library” as a youngster, so I guess you can say, from the start. I worked at my campus library throughout college, first as a Reserve Room Assistant and then as a Computer Consultant, and then as a Serials Assistant at the University of Texas at Austin Libraries, en route to grad school. Although I didn’t realize it at the time, I was paving the way for me to become an Electronic Resources Librarian all along!

When did you get involved in NASIG?

I became involved in NASIG in 2008, when then-NASIG president Jill Emery encouraged me to apply for a Student Travel Grant. As a Student Travel Grant award winner, I attended my first NASIG in Phoenix. It was the first library conference that I attended where I actually heard the words “serials” and “technical services” uttered, and where the sessions and discussions were about things that I dealt with in my everyday responsibilities then as a Serials Assistant. I met so many good people that I count among some of my dearest friends today (including the interviewer) and have not missed a conference since then!



Photo Courtesy of Eugenia Beh

How did you arrive at MIT?

I arrived at MIT in the fall of 2013, following a friend’s suggestion to apply for a newly created E-Resources Librarian position. It was during a very difficult time, both personally and for the campus. The Boston Marathon bombing had occurred five months earlier, and a beloved MIT police officer was shot by the bombers during the aftermath, so the campus was still mourning his loss. A month later, former MIT Libraries director Ann Wolpert unexpectedly passed away. I also lost a dear friend and mentor a day before I started, so I was grieving at the same time that I was beginning a

new job. So it was a very sad time all around, but my new colleagues made me feel very welcome, despite being in the midst of so much tragedy.

What is the role of the NASIG Publicist?

My official title is now the Marketing and Social Media Coordinator, a change that the Board made at the June 7, 2017 meeting in Indianapolis. The Marketing and Social Media Coordinator (MSMC) helps implement NASIG's marketing plan, which includes maintaining a robust web and social media presence and promoting NASIG's events, news and activities through all marketing channels. The MSMC also now serves on the Board as an ex-officio member for a two-year term.

What are some of the challenges of that role?

As the first person to serve in the re-imagined role, I am somewhat in uncharted territory. There is also much that is riding on the ability of our marketing efforts to increase conference attendance this year, so I definitely feel the pressure. But luckily, I have a very supportive president, board, and PPC chair to work with, not to mention the invaluable involvement of Non-Profit Help.

Which social media platforms do you use personally?

Facebook, Twitter, LinkedIn and Instagram. (You can always find me on Facebook!)

Do you have any additional comments?

Go to #NASIG18!