How to Survive and Excel in a Gig Economy

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Sponsored by the Leadership and Management Division and BST America
Helping nonprofits and small businesses find, organize and share information
In this session:

- Overview of the Gig Economy
- Employees vs independent contractors
- Going solo
- Challenges to the information profession
- Capitalizing on skills and experiences
- Thriving as a gig worker
- Hiring gig workers
- Q&A/Questions
What is the Gig Economy?

Temporary work engagement
Paid only for the specific job
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OPINION

HOW GIG WORK MAKES THE U.S. ECONOMY LOOK BETTER THAN AMERICANS FEEL | OPINION

ROBERT REICH, NEWSWEEK COLUMNIST AND CHANCELLOR'S PROFESSOR OF PUBLIC POLICY AT THE UNIVERSITY OF CALIFORNIA, BERKELEY

ON 6/3/19 AT 3:38 PM EDT
Employee vs Independent Contractor

The *general rule* is that an individual is an independent contractor if the payer has the right to control or direct only the result of the work, not *what* will be done and *how* it will be done.

<table>
<thead>
<tr>
<th>Employee</th>
<th>Independent Contractor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receives more detailed instructions</td>
<td>Receives less detailed instructions</td>
</tr>
<tr>
<td>Evaluation of how the work is done</td>
<td>Evaluation of the end product</td>
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<tr>
<td>Engagement length indefinite</td>
<td>Engagement length is limited</td>
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<tr>
<td>Services performed are central to business operations</td>
<td>Services performed are not central to business operations</td>
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California is cracking down on the gig economy

The state Assembly just passed a bill that could give Uber and Lyft drivers basic labor protections for the first time.

By Alexis Fernández Campbell  |  @AlexisCampbell  |  alexia@vox.com  |  May 30, 2019, 1:10pm EDT

Uber drivers are independent contractors rather than legal “employees” for the purposes of federal labor laws, the National Labor Relations Board’s general counsel said in an advice memorandum released May 14, 2019.

Photographer: Drew Angerer/Getty Images

News

Uber Drivers Are Contractors, Labor Board’s Top Lawyer Says (1)
Approximately 150 million workers in North America and Western Europe have left the relatively stable confines of organizational life — sometimes by choice, sometimes not — to work as independent contractors.

Some of this growth reflects the emergence of ride-hailing and task-oriented service platforms, but a recent report by McKinsey found that knowledge-intensive industries and creative occupations are the largest and fastest-growing segments of the freelance economy.
Going solo: A privilege and a necessity

- Employee 2003-2011
- Self-Employed 2011-2012
- Employee 2012-2018
- Self-Employed 2018-present
Richard P. Hulser

President | Richard P. Hulser Consulting

SLA Southern California Chapter President 2019
Why Corporate Librarians Must Reengineer the Library for the New Information Age

“The corporate librarian needs to get rid of much of what he or she does, become expert in the tasks that are valued and expand those services that are really mission-critical.”

-- Sylvia E. A. Piggott, SLA president 1997
Special Libraries Winter 1995
Challenges to information services

- Impression is everything and anything useful online, easily found, accessible, and free
- Increased demand for access to electronic content and services
- Reduction of physical collections with transition to digital content
- Maximizing space and demonstrating effective, high use
- Increasing e-content costs
- Demonstrated excellence in service may still not be enough
Challenges for info pros

Executives:
Why have library, pay for content OR electronic tools, or keep people to manage them?

Professional associations challenged to meet needs of higher level managers of information services

Ageism to new professionals and highly experienced workers

Fear of competition during hiring process by other info pros

Fear of replacement of internal services by consulting or outsourcing services
Reasons I am at this career position

Challenges faced:
- Reporting structure bureaucracies and politics
- Ageism in hiring process
- Fear of competition demonstrated by other information professionals

Advantages:
- Trained consultant at IBM in 1990s with projects experience
- My consulting company created 2003
- Broad and deep experience, reputation solid base for confidence in work by clients
- Opportunity to do projects of interest that maximize my knowledge, experience, and skills
Background

✔ BS Earth & Space Sciences
✔ MEd Instructional Technology
✔ MA Librarianship & Information Management with focus on Records Management

✔ SLA Fellow
✔ President, SLA Southern California Chapter
Project/Gig focus in various contexts

- Community College
- Graduate School MLIS
- Computer Company
- Document Delivery Company
- Consulting Company
- Biotech Company
- Museum
- Consulting Company
Variable Career ‘gigs’

- Corporate – IBM – see box
- Director, Content Development - Corporate
- President/Principal/Owner Consulting
- Senior Manager, Digital Initiatives - Corporate
- Senior Manager, Information Services - Corporate
- Chief Librarian – Non-Profit
- Chief Librarian and Curator – Non-Profit
- President - Consulting

IBM jobs:
- Graduate Intern – Boulder site
- Senior Librarian
- Market Representative Trainee
- Market Development Rep
- Account Marketing Rep
- Libraries & Museums Specialist
- Advisory Industry Representative
- Academic Specialist
- Consultant, Libraries and Museums Higher Education
- Digital Library Consultant, Education Industry
- Worldwide Market Segment Manager, Digital Library Technologies
- Worldwide Product Marketing Manager, Content Management Technology, Software Solutions
Thriving in the Gig Economy

Four types of connections cultivated by independent workers:

**Place** – protected from distractions, easy access to needed tools

**Routines** – to enhance focus and performance

**Purpose** – taking only work clearly connected to broader purpose

**People** – those to turn to for reassurance and encouragement [direct role models, supportive collaborators, family & friends]
Gig Work Considerations

- Builds on skills and experience
- Satisfying
- Challenging
- Unpredictable
Louis V. Gerstner, Jr.
(former Chairman, IBM)

“...culture isn’t just one aspect of the game – it is the game. In the end, an organization is nothing more than the collective capacity of its people to create value. Vision, strategy, marketing, financial management – any management system, in fact – can set you on the right path and can carry you for a while. But no enterprise ... will succeed over the long haul if those elements aren’t part of its DNA.” p. 182

“...management doesn’t change culture. Management invites the workforce itself to change the culture.” p. 187
Utilizing Consulting services or outsourcing aspects of operations can work well

- Technology aids in securely contracting out necessary work to independent information professionals
- Project focused with timeframe and results
- Provides time and energy to focus on value added, strategic, mission critical activities
- Cost-effective because you only pay people when you need them
Considerations in an organization

- Needs
- Interests
- Be Flexible
- Be Open
- Focus on functional capabilities & skills

Gig Economy can provide opportunities and resources to boost productivity and positioning.

Operating like an internal ‘gig’ consulting business can be effective.

Boost your productivity and positioning by using outside professional consulting services in tandem with internal operations.

Executives notice productivity in use of resources including space, not size of physical collections.

Make decisions before they are made for you.


• Piggott, S. “Why corporate librarians must reengineer the library for the new information age”. *Special Libraries* Winter 1995 pp. 11-20,
Thank You!

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Discussion

• How have you interacted with the Gig Economy, as a user or provider?

• How can SLA support us through the impact of the Gig Economy?