Xiaoli Ma

Associate University Librarian, University of Florida

CONTACT INFO

Resource Description Services
George A. Smathers Libraries
University of Florida
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SPECIALIZATION

Metadata Quality, Taxonomy and Ontology, Metadata Creation Automation and Artificial Intelligence

EDUCATION

EDUCATIONAL BACKGROUND

University of Michigan, School of Information	Dec. 2009
https://www.si.umich.edu/	Ann Arbor, Michigan, USA
Master of Science in Information	
Specialized in Archives and Records Management	
University of South Florida, College of Visual and Performing Arts	May 2008
https://www.usf.edu/arts/art/	Tampa, Florida, USA
Master of Arts in Art History	
Specialized in Modern and Contemporary Art	
Sichuan University, School of Foreign Languages	Jun. 2004
http://en.scu.edu.cn/Colleges_and_Schools.htm	Chengdu, Sichuan, P.R. China
Master of Arts in English Literature	
Specialized in American Literature	
Sichuan University, School of Foreign Languages	Jun. 2001
http://en.scu.edu.cn/Colleges_and_Schools.htm	Chengdu, Sichuan, P.R. China
Bachelor of Arts in English	

CONTINUING EDUCATION

Metropolitan New York Library Council Digital Archives Specialists Courses: Accessing and Ingesting of Electronic Records, Certificate of Continuing Education	Sep. 2014 New York, New York, USA
Indiana University Summer Educational Institute for Visual Resources and Image Management, Certificate	Jun. 2007 Bloomington, Indiana, USA

WORK EXPERIENCE

Resource Description Services, George A. Smathers Libraries, University of Florida
Head of Metadata Unit & Metadata Librarian

Apr.2022-present
Gainesville, Florida, USA

Oversee the Metadata Unit, directs the automation of metadata creation that leverages the latest technology, and coordinates legacy metadata cleanups

Digital Support Services, George A. Smathers Libraries, University of Florida
Metadata Librarian

Aug.2018 -Mar. 2022
Gainesville, Florida, USA

Led the efforts to automate metadata creation, standardized metadata preparation, optimized the metadata contribution process, identified gaps and issues of the digital collection scheme and functions, and explored routes to batch update legacy metadata.

Ithaka, Artstor
Metadata Specialist-Technical Lead

Mar.2015 -Jul. 2018
New York, New York, USA

Collaborated with the in-house design team and third-party developers to create internal and outfacing tools for Shared Shelf, now known as Jstor Forum, to expand and optimize its usage. Jstor Forum is an enterprise-wide highly customizable media management solution that enables academic and cultural institutions to build and share digital collections on multiple platforms.

Implemented Shared Shelf in 8 institutions via group training webinars and individual consultation sessions and led the expansion of the SUNY (State University of New York) Shared Shelf subscriber group.

SUNY, Purchase College, Library
Visual Resources Associate / Saturday Circulation Supervisor and Reference Librarian (Part-time,30 hours/week)

Jan.2012 - Jun.2015
Purchase, New York, USA

Established the processes, workflows and metadata standards for cataloging and digitizing library collections
Migrated close to 10,000 records from EmbARK, a collection management software, to Shared Shelf

Cai Studio
Archivist

Aug.2010-Feb.2012
New York, New York, USA

Trained and supervised assistants and interns
Maintained and redesigned the homegrown FileMaker artwork management system based on users' access pattern
Supported ongoing exhibitions, loans, sales and publication
Handled, photographed and cataloged artworks and merchandise

GRANTS

Active

Reanimating African American Oral Histories of the Gulf South: Tailoring Education and Research through Natural Language Understanding (Total award: $349,990)

An interdisciplinary collaboration between UF Linguistics, Oral History program, and the Libraries will reanimate 500 interviews with African Americans in the Gulf South, a population absent from many other oral history collections, with rich annotations and a web-based customizable interface. The team's design harnesses computational linguistic methods and is informed by the needs and expertise of three diverse user groups, resulting in a host of improved accessibility outcomes. For education, teachers will be provided an easy to use interface to enhance student engagement with localized curriculum using the interviews. For linguistics, researchers will have access to an unprecedented amount of spoken African American data to investigate African American language change and regionality, and racially-based biases in speech technologies. Finally, oral history programs across the country will be offered a new means of enhancing accessibility into their own archival collections. (Project team: Kevin Tang (Department of Linguistics – PI), Paul Ortiz (Samuel Proctor Oral History Program – Co-PI), with B. Kester, L. Spears, **X. Ma** and Deborah Hendrix (SPOHP) (start date: 7/1/21; end date: 6/30/2023) <u>NEH – Humanities Collections and Reference Resources</u>

Completed

Redressing Native American Oral Histories: Revitalization, Repatriation, and Responsible Sharing of Digital Cultural Heritage (cash: $199,772; cost share: $20,142)

The University of Florida seeks $199,772 to digitize and make accessible oral history interviews of its Native American History Project collection comprising 967 interviews recorded on audio cassette tapes housed within the Samuel Proctor Oral History Program. (Project team: G. Mahar (PI) with Paul Ortiz, PhD (director, SPOPH), S. Birch (Co-PI), P. Collins (Co-PI), C. Dinsmore (Co-PI), F. Durant (Co-PI), and **X. Ma (Co-PI)**.) (start date: 01/01/2021; end date: 12/31/2022, extended to the end of 2023) https://ufdc.ufl.edu/IR00011266/00002/citation

Smathers Graduate Internship in Archival Ethics and Indigenous Metadata (Total award: $7,040)
The internship in Archival Ethics and Indigenous Metadata centers addresses the access and

discoverability of the Doris Duke collection of Native American oral histories hosted on the University of Florida Digital Collections (UFDC). Recent funding from the Doris Duke Charitable Foundation allowed for the revitalization of the collection, co-curated by the George A. Smathers Libraries and the Samuel Proctor Oral History Program. Together with representatives from Tribal partners, our team has been working to catalog, digitize, transcribe, and index these histories to preserve and revitalize the collection. The graduate student(s) selected for this internship will be responsible for updating and creating UFDC records for the collection and participating in the creation of guidelines for best practices when working with Indigenous materials in the UFDC. (Project team: G. Mahar (Internship Director), X. Ma (Internship Director) D.Hendrix (Faculty Partner))(Spring, 2023, Summer 2023) https://ufdc.ufl.edu/AA00090957/00001/citation

Oral History Metadata Creation, Records Management and Content Curation (Total award: $7,500) Smathers Graduate Student Internship, this project will review to understand the current completeness of SPOHP UFDC collection, add the materials and new content to fill in the gaps. As well, this internship will develop an inventory that details digitization needs for supporting future national-level digitization grant applications. (start date: 01/01/2021; three semesters) (Project team: **X.Ma** (Internship Director), D.Hendrix (Faculty Partner), F. Duran, S. Birch) https://ufdc.ufl.edu/AA00076579/00001/citation

Enhancing the Legacy Digital Collections of the SPOHP for Improved User Access (cash: $4,954; cost share: $5,635). Awarded Strategic Opportunity Grant, this project restructured SPOHP UFDC content of 59 multi-level aggregations to 20 two-level aggregations, affecting 2721 items; made 3931 changes to update 41 subjects and standardized the use of metadata fields across SPOHP. A guideline and a libguide were produced. As well, the auto-transcription tool: Descript (https://www.descript.com/), was assessed. (Project team: **X. Ma (PI)**, S.Birch (Co-PI), L. Perry, P.Stanley, C. Futch, I. Mattson) (start date: 1/1/19; end date 12/30/19). https://ufdc.ufl.edu/IR00010689/00001

Today's Technology for Accessing Florida Newspapers (cash: $533,604; cost share: $123,822) The project team will produce the Florida Digital Newspaper Library portal (FDNL 3.0) to deliver free and open access to millions of pages of historical content previously only available in a UF digital collection. In response to feedback provided by the Division of Library Services Grant Review Panel for a Florida newspapers digitization LSTA proposal, the project team proposes to eliminate accessibility and usability barriers extant in the 2006 release of FDNL 1.0 through a fully functional, contemporary online portal. Today's Technology seeks to serve local communities and individuals who have been impacted by the COVID-19 pandemic who require electronic access to their civic histories that strengthen community ties. (Project team: F. Durant (PI), C. Dinsmore (Co-PI), T. Digby (Co-PI), L. Spears (Co-PI), L. Taylor (Co-PI), with A. Buhler, L. Charnas, M. Daley, D. Durden, S. Ewing, D. Gordon, A. Hines, **X. Ma**, J. Munoz, L. Perry, C. Richmond) (start date: 10/01/2021; end date: 09/30/2022) Florida Division of Library & Information Services, American Rescue Plan Act

Planning for Open Grants: Fostering a Transparent and Accessible National Research Proposal Infrastructure (cash: $86,145; cost share: $25,937) The project team seeks to: (1) convene diverse groups of stakeholders so that a multifaceted research ecosystem is represented throughout the planning process; (2) investigate the scale of challenges and solutions in establishing an open grants repository; and (3) develop a metadata schema and aggregation plan for organizing grant proposals over 18 months. Although open practices have increased transparency in many aspects of research, such as publications (e.g. open access and preprints), statistical analyses (e.g. code-sharing practices and platforms), and materials (e.g. data repositories, reporting standards), the research funding ecosystem remains largely

opaque. (Project team: H. Ye (PI), P. Collins (Co-PI), with B. de Farber, C. Nicholich, **X. Ma**, P. Smith) (start date: 08/01/2021; end date: 01/31/2023) <u>Institute of Museum and Library Services, National Leadership Grant, National Digital Platform, Planning Project</u>

Middle Grade and Young Adult Books with Black, Indigenous People and People of Color: Where are they? (cash: $427,100; cost share $434,404) The project team, in partnership with Bates College and California State University-Fresno, with promotional support from state library associations, seeks $427,100 to enhance the discoverability of middle grade (MG) and young adult (YA) novels featuring Black and Indigenous people and People of Color (BIPOC) characters. (Project team: R. Elrod (PI); Krista Aaronson, PhD (Co-PI, Bates College Diverse BookFinder Director), B. Kester(Co-PI), with Suzan Alteri (Anne Nixon Center Librarian) and , A. Asher, K. Bague, A. Baird, S. Birch, L. Campbell, T. Digby, A. Glenn, H. Hawley, J. Heckathorn, A. Hines, T. Hodge, C. Johnston, , Kenneth Kidd, PhD (Department of English), A. Lindell, **X. Ma**, G. Mahar, M. Meke, M. Nolan, L. Pang, L. Santamaria-Wheeler, L. Spears, and L. Taylor) (start date: 09/01/2021: end date: 08/31/2024) <u>Institute of Museum and Library Services, National Leadership Grant, Community Catalyst Implementation</u> https://www.imls.gov/grants/awarded/lg-250070-ols-21

Not Funded

Transforming Library Subject-Indexing Practices Using AI: Leveraging UF NavigatorAI with Knowledge Graphs for Enhanced Access in English, Spanish, and Arabic Materials (Total proposed: $99,924)

This project leverages UF NavigatorAI, which provides access to leading Large Language Models (LLMs), with secured infrastructure, and cutting-edge research in Knowledge Graphs (KGs), to transform the Libraries' current subject-indexing practices for materials in English, Spanish, and Arabic. The objective is to produce high-quality subjects that enhance access points and enable more dynamic and efficient exploration for library users. In this context, "subjects" refers to the terms and phrases that encapsulate the key concepts or main themes and sometimes the categories and related geographical information of the library materials in question, which could include books, maps, or oral history interviews. Subjects play a crucial role in organizing library materials, making it easier for users to access them. The assignment of subjects to library materials is known as subject indexing.

PRESENTATIONS

Ma, X. (2025, October 10). President's Remark: Time to honor and celebrate. Visual Resources Association 2025 Annual Conference, Portland, OR.

Ma, X. (2025, October 9). President's Remark: Future Forward Breakfast Introduction. Visual Resources Association 2025 Annual Conference, Portland, OR.

Ma, X. (2025, October 7). President's Remark: Welcome to Visual Resources Association 2025 Annual Conference. Visual Resources Association 2025 Annual Conference, Portland, OR.

Ma, X. (2025, March 27). President's Remark: State of Association and 2025 New Executive Board. 2025 Visual Resources Association Mid-Year Meeting, Virtual.

Ma, X. (2024, October 16). *Nothing New but Better—Adapting Pre-coordinated Subject Headings for Digital Collections*. NASIG Autumn 2024. Virtual
https://www.youtube.com/watch?si=xhF6ZlRqbJkM6FiD&v=ANiznWTxpeY&feature=youtu.be

Ma, X. (2024, October 10). President's Remark: Time to honor and celebrate. Visual Resources Association 2024 Annual Conference, Minneapolis, MN.

Ma, X. (2024, October 9). President's Remark: Messages to Members. Visual Resources Association 2024 Annual Conference, Minneapolis, MN.

Ma, X. (2024, October 8). President's Remark: Welcome to Visual Resources Association 2024 Annual Conference. Visual Resources Association 2024 Annual Conference, Minneapolis, MN.

Ma, X. (2024, March 22). 2024 New Executive Board. 2024 Visual Resources Association Mid-Year Meeting, Virtual.

Ma, X. (2023, December 21). Metadata and records management in cultural heritage community in the U. S. [Class Lecture]. Graduate School, Sichuan University, Chengdu, China.
https://ufdc.ufl.edu/IR00012169/00001

Ma, X., & Deng, S. (2023, May 19). Beyond translation -- translating VRA Core 4.0 into Chinese. The Chinese American Librarians Association (CALA) Southeast and Southwest Chapters Joint Online Conference. Virtual.
https://ir.cala-web.org/items/show/1127

Pun, R., Deng, S., Chen, S., Liu, W., & **Ma, X**. (2022, December 1). Chinese American Librarian Association and the CALASYS: an Institutional repository celebrating CLA at 50th Anniversary. Northeast Institutional Repository Day 2022, Virtual.
https://repository.escholarship.umassmed.edu/handle/20.500.14038/51384

Pun, R., Deng, S., Chen, S., Liu, W., & **Ma, X**. (2022, September 14). CALASYS training. CALASYS Meeting, Virtual.

Ma, X., & Dinsmore, C. (2022, October 4). Finding Florida—implementing machine aided indexing in an academic library. DCMI 2022 Conference. Virtual.
https://ufdc.ufl.edu/IR00011940/00001

Ma, X. (2022, March 11). Scaling up digital collection building with a cross-unit database. Technical Services Workflow Efficiency, ALA Core Interest Group. Virtual. https://ufdc.ufl.edu/IR00011751/00001

Ma, X. (2021, March 23). One concept, one term: good practice but how to achieve. Code4Lib 2021. Virtual.
https://ufdc.ufl.edu/IR00011475/00001/

Ma, X. (2021, March 25). Integrating metadata creation into Oral History production. 2021 Visual Resources Association Annual Conference. Virtual.
https://ufdc.ufl.edu/IR00011474/00001

Dinsmore, C., Van Kleeck, D., Perry, L., & **Ma, X.** (2019, October 15). May I MAI?: implementing machine-aided Indexing in a Large Digital Library System. DLF Forum.
https://ufdc.ufl.edu/IR00011002/00001

Birch, S., & **Ma, X.** (2019, October 15). Fixer-uppers: restructuring an Inefficient digital collection. DLF Forum. Virtual.
https://ufdc.ufl.edu/IR00011003/00001

Ma, X. (2019, September 17). Enhancing the legacy digital collections of the SPOHP for improved user access. Lighting Talks: Exploring Recent Collaborative Grant Projects in the Libraries.

PEER-REVIEWED PUBLICATIONS

Ma, X., & Van Kleeck, D. (2023). Nothing new but better – adapting pre-coordinated subject headings for digital collections. Technical Services Quarterly, 40(4), 260–273.
https://doi.org/10.1080/07317131.2023.2259693

Ma, X., Dinsmore, C., Van Kleeck, D., & Perry, L. (2023). Finding Florida—implementing machine aided indexing in an academic library. DCMI 2022 Conference Proceedings.
https://doi.org/10.23106/dcmi.953132608

Ma, X., Pan, J., Chen, C., Deng, S., & Ostrach, K. S. (Trans.). (2022). VRA Core 4.0 element description and tagging examples—Chinese.
https://www.loc.gov/standards/vracore/schemas.html

Ma, X. (2022). One concept, one term, good practice but how to achieve? —Improving facet values quality for Samuel Proctor oral history collection, hosted by the University of Florida digital collections. Journal of Library Metadata, 22(3–4), 167–183.

https://doi.org/10.1080/19386389.2022.2096385

Stapleton, S., Dinsmore, C., Van Kleeck, D., & **Ma, X.** (2021). Computer-assisted indexing complements manual selection of subject terms for metadata in specialized collections. College & Research Libraries, 82(6).
https://doi.org/10.5860/crl.82.6.792

OTHER PUBLICATIONS/CREATIVE WORKS

Ma, X. (2024, December). Metadata Unit Task Instruction [Libguide]. Guides @ UF; George A. Smathers Libraries.
https://guides.uflib.ufl.edu/metadatainstruction

Ma, X. (2024, December 16). December 2024—VRA Board Buzz. VRA Visual Resources Association.
https://www.vraweb.org/news/december-2024-vra-board-buzz-

Ma, X. (2024, September 18). September 2024—VRA Board Buzz. VRA Visual Resources Association.
https://www.vraweb.org/news/september-2024-board-buzz-

Ma, X. (2024, August 26). August 2024—VRA Board Buzz. VRA Visual Resources Association.
https://www.vraweb.org/news/august-2024-vra-board-buzz

Ma, X. (2024, July 22). July 2024—VRA Board Buzz. VRA Visual Resources Association.
https://www.vraweb.org/news/july-2024-vra-board-buzz

Ma, X. (2024, June 17). June 2024—Introducing VRA "Board Buzz." VRA Visual Resources Association. https://www.vraweb.org/news/june-2024-introducing-vra-board-buzz

Ma, X. (2023, June). Beyond translation—translating VRA Core 4.0 into Chinese. Visual Resources Association Bulletin, 50(1).
https://online.vraweb.org/index.php/vrab/article/view/231

Ma, X. (2022, November). MARC records to UFDC metadata preparation [Libguide]. Guides @ UF; George A. Smathers Libraries.
https://guides.uflib.ufl.edu/c.php?g=1269130

Ma, X. (2022, September). UFDC XML batch updates [Libguide]. Guides @ UF; George A. Smathers Libraries.
https://guides.uflib.ufl.edu/ufdcxml

Ma, X. (2022, September). RDS@UF: Metadata for digital collections [Libguide]. Guides @ UF; George A. Smathers Libraries.
https://guides.uflib.ufl.edu/rds-uf/DigitalCollectionMetadata

Lyons, J.(creator), & **Ma, X** (director). (2022, May). Seeking civil rights in the sun: Oral Histories from St. Augustine's Civil Rights Movements. Samuel Proctor Oral History Program (SPOHP) and George A. Smathers Libraries.
https://uforalhistory.domains.uflib.ufl.edu/omeka/s/staugustinecivilrights/page/welcome

Ma, X., & Samuel Proctor Oral History Program (SPOHP). (2021, November). SPOHP to UFDC [Documentation]. SPOHP to UFDC Workflow and Standards.
https://sites.google.com/view/spohptoufdc/home

Ma, X. (2021, February 3). Digital Library Federation Blogs. Metadata during COVID—University of Florida.
https://www.diglib.org/metadata-during-covid/

Ma, X. (2020, October). UF Library MAI Process [Libguide]. Guides @ UF; George A. Smathers Libraries.
https://guides.uflib.ufl.edu/MAI

Ma, X. (2020, April). Prepare your metadata for dLOC and UFDC [Libguide]. Guides @ UF; George A. Smathers Libraries.
https://guides.uflib.ufl.edu/describeitems/overview

HOSTED EVENTS

In-person Conference sessions

Elam, B.(presenter), Kohl, A.(presenter), Byrd, S.(presenter), & **Ma, X**. (moderator) (2023, September 26). Handle with Care. Visual Resources Association 2023 Annual Conference, San Antonio.

Schumacher, S.(presenter), Fullmer, M.(presenter), Keaney, L.(presenter), Tanks, C. (presenter), & **Ma, X.**(moderator) (2023, September 26). Adventures in Critical Cataloging. Visual Resources Association 2023 Annual Conference, San Antonio.

Webinar

Lyons, J (presenter) & **Ma, X** (organizer and host). Easy Website Construction for Scholars. April 28, 2022. Virtual. https://youtu.be/OktQOh1feC4?si=un3wDTbv4LcTDaUi

TEACHING AND INSTRUCTIONAL ACCOMPLISHMENTS

Dinsmore, C., Van Kleeck, D., & **Ma, X.** (2019, August 20). Metadata @ UF Libraries—Overview. UF Libraries Training Series, Gainesville, FL.

Ma, X. (2019, October 23). Metadata @ UF Libraries—Schema and Crosswalking. UF Libraries Training Series, Gainesville, FL.
https://ufdc.ufl.edu/ir00011739/00001

Ma, X. (2019, December 11). Metadata @ UF libraries—Machine aided indexing. UF Libraries Training Series, Gainesville, FL.
https://ufdc.ufl.edu/ir00011738/00001

Dinsmore, C., Van Kleeck, D., & **Ma, X.** (2020, April 30). Metadata @ UF Libraries -Fixing UFDC Facets: Subjects, Genre, Type, etc. UF Libraries Training Series, Gainesville, FL.

ACTIVITIES AT NATIONAL PROFESSIONAL ORGANIZATIONS

Current
Visual Resources Association:

President, Executive Board, 2024-2026

President-Elect, Executive Board, 2023-2024

Representative, MARC Advisory Committee, 2023-present

Member, Cataloging and Metadata Standards Committee, 2021-present

Organized and led *VRA Core Element Description* English to Chinese Translation project

Co-chair, Cataloging and Metadata Standards Committee, 2018-2021

Organized quarterly online committee discussions and annual in-person meetings and events, initiated and managed committee-wide projects

Co-chair, Core Oversight Committee, 2017-2018

Participated in quarterly online committee discussions

Participated in the preparation work to merge Core Oversight Committee with Data Standards Committee to form Cataloging and Metadata Standards Committee

Member, 2005-present

Past

Chinese American Librarians Association (CALA):

Member, CALASYS, (CALA Repository Maintenance Group), 2022-2023

Participate in CALA wide presentations and activities

National Information Standards Organizations (NISO):

Member, Content Profile/Linked Document Working Group, 2021-2023

Participate in weekly group discussions and conduct assigned tasks

Digital Library Federation (DLF):

Member, Digital Library Federation Metadata Assessment Working Group Meeting, 2018-2021

Participated in literature review to update Environmental Scan Recommendation on Scholarship about Metadata Quality Assessment (https://dlfmetadataassessment.github.io/EnvironmentalScan), 2018-2021

Participated in website updates, 2020-2021

SERVICES WITHIN THE UF LIBRARIES

Chair, Metadata Specialist Associate Search Committee, 2025

Chair, Metadata Assistant III Search Committee, 2023

Chair, Metadata Specialist Associate Search Committee, 2023

Chair, Bilingual (Spanish English) Metadata Specialist Search Committee, 2023

Member, Authorities and Bibliographic Metadata Librarian Search Committee, 2023

Member, Bilingual Metadata Specialist Search Committee, 2022-2023

Member, Chair of Cataloging and Discovery Services Search Committee, 2021-2021

Member, Tenure and Promotion Support Committee, 2020-2022

Member, Diversity, Equity, and Inclusion Librarian Search Committee, 2019-2020

Member, Scholarly Repository Librarian Search Committee, 2018-2019

Member, Artificial Intelligence Group, Academic Research Consulting and Services, 2021-present

Advisor, Bilingual (English/Spanish) Metadata Working Group, 2021-present

Member, Electronic Thesis and Dissertations (ETD) Committee, 2018-present

Member, University of Florida Digital Collections Working Group, 2018-present