MODELS OF EMBEDDED LIBRARIANSHIP

Final research summary

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EMBEDDED LIBRARIANSHIP - A GROWING TREND

Creating Opportunities: Embedded Librarians

A faculty-librarian collaboration for developing information literacy skills among preservice teachers

Deborah M. Floyd,*, Gloria Colvin

Embedded Librarian in Training

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Sarah Barbara Watstein
UCLA Library, Charles E. Young Research Library, Los Angeles, CA, USA

Case study in virology and evolution

Michele R. Tennant, MLIS, PhD, AHIP; Michael M. Miyamoto, PhD
EMBEDDED LIBRARIANSHIP
INITIAL WORKING DEFINITION

Co-location

Co-funding

Embedded Librarian

Relationships

Co-management
A MODEL FOR TODAY ... AND TOMORROW

It’s **ALL** about

**RELATIONSHIPS**

And

**SHARED RESPONSIBILITY**
THE PROJECT: “MODELS OF EMBEDDED LIBRARIANSHIP”

WHAT?

Conduct a multi-stage, systematic analysis of success factors in Embedded Programs
THE PROJECT:
“MODELS OF EMBEDDED LIBRARIANSHIP”

HOW?

Identify Successful Embedded Programs

Study Experiences and Practices

Extract Success Factors
THE PROJECT:
“MODELS OF EMBEDDED LIBRARIANSHIP”

GOAL?

Define Successful Practices
Others Can Follow
RESEARCH STEPS AND TIMELINE

**Notification of award**

**Phase 1 survey:** identify embedded librarians

**Phase 2 survey:** follow-up with embedded librarians identified in Phase 1

**Phase 3 interviews:** gain in-depth understanding from a small number of successful embedded librarians, their managers and customers

- Jan. 08
- July 08
- Nov. 08
- Apr. 09
- June 09

**Literature content analysis continued throughout the project**
WHAT WE FOUND

Embedded Librarians Work on Relationships

They:

- Collaborate on their customer group's work
- Meet with regular customers to discuss information needs and results
- Provide training away from library facilities
- Meet with customer executives, managers, supervisors to discuss information needs and services
- Attend meetings, class, or conference devoted to their customers' area of expertise
- Attend customer group(s)' meetings to learn about their work and information needs
- Contribute to their customer group's electronic communications
WHAT WE FOUND

Success Criteria

- Growth in demand
- Growth in variety / number of services
- Growth in staffing
SIGNIFICANT DIFFERENTIATORS

Marketing and Promotion

- Word of Mouth advertising*
- Print Promotional Materials*
- Formal Orientations**

*Most significant – 1% Level  **Significant – 5% Level
Service Evaluation

- Metrics Are Used to Evaluate Services*
- Financial Measures (e.g. ROI) Are Used*
- Anecdotes Are Used**
- Numeric Counts Are Used:
  - Research Projects*
  - Documents Delivered**
  - Reference Questions**
  - Training Session Attendance**

*Most significant – 1% Level  **Significant -- 5% Level
SIGNIFICANT DIFFERENTIATORS

Services

- In-Depth Research*
- Competitive Intelligence**
- Instructional Responsibility shared with faculty**
- Data Analysis**
- ILL/Document Delivery**

*Most significant – 1% Level   **Significant at 5% Level
SIGNIFICANT DIFFERENTIATORS

Management Support

- Organization Management authorization *not* required to initiate specialized services*
- Customer manager facilitated integration**
- Customer manager provides input to performance review**
- Written agreement exists with Customer**
- Library manager authorized services**
- Continuing education is required**

*Most significant – 1% Level    **Significant at 5% Level
Strong leadership is critical

- Hire librarians who can build strong relationships with their customers
- Let them learn the organization and the subject domain
- Empower them to offer the right services
- Build alliances with customer management
- Support the work of embedded librarians with:
  - Effective promotion
  - Systematic evaluation
  - Consistent two-way management communication
1. Hire staff who can build relationships

2. Let them learn the organization and the subject domain

3. Empower them to offer the right services

4. Build alliances with customer management

5. Support librarians’ work
   - Effective promotion
   - Systematic evaluation
   - Consistent two-way management communication
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