Embedded Librarianship: What, Why & How

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What:

Definitions and Models
Embedded Librarianship

- Not a single definition, but an umbrella term

- Just in time
- Doing rounds
- Real-time
- Co-location
- Linked
- Course-integrated
Embedded Librarianship

Examples

- **Johns Hopkins Welch Medical Library** - distributed model, informationists
- Baylor University- [Information Concierge](#)
- Community College of Vermont- [Distance Learning](#)
- Waneroo Library and Cultural Center
Embedded Librarianship

- Characteristics
  - Integrated into the ‘community’
  - Locating ourselves in *their* space (physical, virtual, or both)
  - Subject/domain specialization
  - Strong customer relationships
Embedded Librarianship

- Characteristics
  - Contribute to customer’s work
  - Regular meetings
  - Training outside the library
  - Meeting with senior people
  - Assess/evaluate services
Embedded Librarianship

- Models
  - Course
  - Program
  - Community
  - Department
Embedded Librarianship

- Typical Services
  - Instruction
  - Ready reference/fact checking
  - Research
  - Resource development (web pages, pathfinders, etc) & synthesizing information
  - SDI
  - Collaboration- on instruction, research, etc.
  - Collection development/maintenance
Why Reasons for Embedding
Issues

- Barriers to physical use of libraries
- More distance/remote patrons
- Perceptions/misconceptions about libraries & reference
- Staffing issues
Reasons for Implementing

- **Areas of opportunity**
  - Relationships with the community
  - Knowledge/awareness of and access to resources
  - Overall use of the library (reference interactions)
  - Patron confidence & abilities
  - Demonstration of value/impact
How

Planning & Implementation
Planning

- Community needs
- Goals
- Marketing & Outreach
- Resource planning & sustainability
Best Practices for Integration

- **Staff**
  - Experience and specific knowledge
    - Professional development/continuing education
  - Ability to market
  - Collaborative
  - Empowered to make decisions
    - Identify/offer new services
Best Practices for Integration

- **Presence**
  - Physical/virtual co-location
  - Attend meetings

- **Value-added Services**
  - Anticipate needs
  - Offer training
So What?

Evidence of Value
Evidence & Examples

- **Shumaker & Talley**
  - Offer value-added research/reference services
  - More likely to share instructional responsibility/co-teach

- **Greater Midwest**
  - Increased awareness & access
  - Almost 75% of libraries rated outreach services as having moderate to high impact

- **Dublin Institute of Technology**
  - Improved performance on IL assessment
  - Increase in correlation between IL and marketing assessments
  - Increased student confidence
Evidence & Examples

- **Capella University**
  - 400% increase in reference transactions
  - Statistically significant relationship - number of embedded interactions and increased number of general reference transactions

- **University of Florida Gainsville**
  - Student-reported increased confidence & abilities
  - Instructor reported less time redirecting students to library and helping them find resources.
  - Wants to make library tutorials mandatory instead of optional & is reusing librarian-generated content.
How Do We Know it Works

- Definitions of outreach services
- Setting goals

- Choosing assessment/evaluation tools
  - Surveys
  - Focus groups
  - Tests
  - Projects/assignments

- Closing the Feedback Loop
  - Informed decision-making
  - Sharing results
References

- National Center for Education Statistics
- [http://nces.ed.gov/surveys/libraries/compare/](http://nces.ed.gov/surveys/libraries/compare/)


