

Embedded Librarianship: What, Why & How

SCRLC

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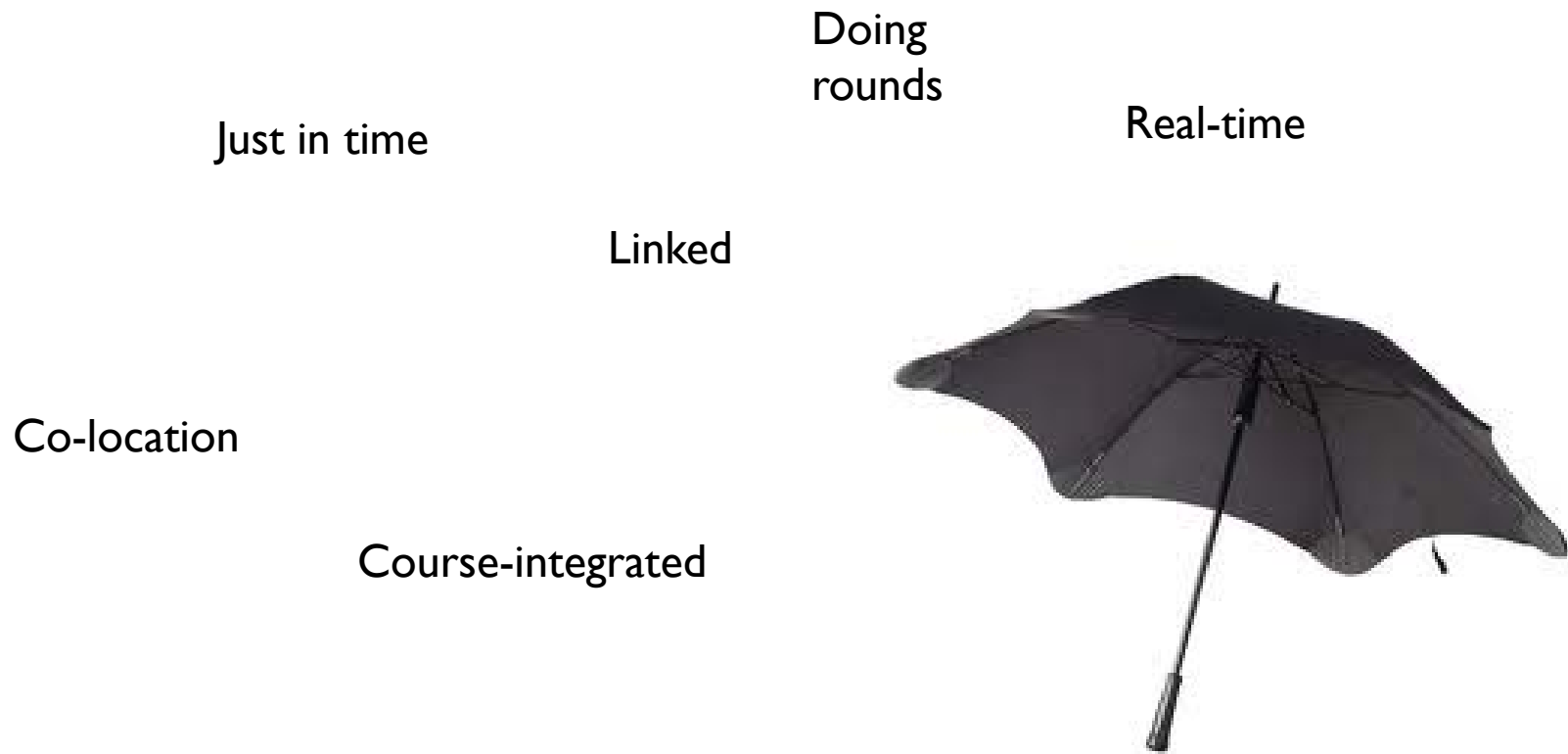


What:

Definitions and Models

Embedded Librarianship

- ▶ Not a single definition, but an umbrella term



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 Gainesville

- ▶ 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.

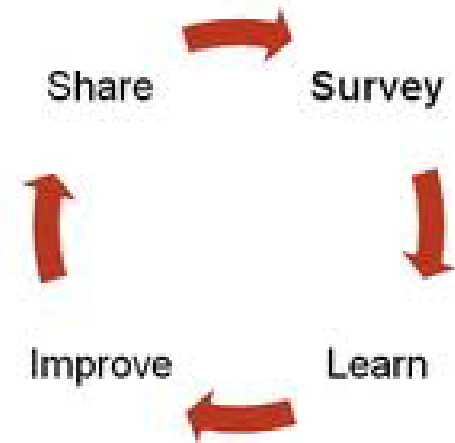


How Do We Know it Works

- ▶ 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




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