Welcome to the Webinar

"Getting in on the Conversation: Implementing and Leveraging Embedded Librarianship"

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EMBEDDED LIBRARIANS CAUCUS

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the
Embedded Librarians Caucus
of the
Special Libraries Association

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If you are tweeting today, we encourage you to use:
#EmbeddedLib

This webinar is being recorded.

Details on where to find the recording will be shared via email with all registered attendees.

(Give us a few days on this… ☺)

Our panelists are:

Jean Song

Nadine Anderson

Joel Scheuher

You may submit questions via the chat window at any time.

We'll have a Q&A period after all panelists have spoken.

Embedded Librarianship: Crash the Party

Jean Song

Assistant Director, Academic and Clinical Engagement
Taubman Health Sciences Library
University of Michigan

The Parties

- Bioinformationist
- Research and Data Informationist
- Global Health Coordinator
- MLibrary@NCRC
- Library on the Road

The Parties

- Bioinformationist
  - Originally grant funded – NIH/DCM&B
  - Now departmentally funded at 50%
  - Separate office
- Research and Data Informationist
- Global Health Coordinator
- MLibrary@NCRC
- Library on the Road

The Parties

- Bioinformationist
- Research and Data Informationist
  - Originally grant funded – NIH/CTSA
  - Two NLM Informationist supplement grants
  - Institutional Animal Care and Use Committee
- Global Health Coordinator
- MLibrary@NCRC
- Library on the Road

The Parties

- Bioinformationist
- Research and Data Informationist
- **Global Health Coordinator**
  - Grant funded – NIH/Ob-Gyn, Elsevier
  - Curriculum integration – PoE, SPH, Nursing
  - Education abroad – Ghana, Ethiopia
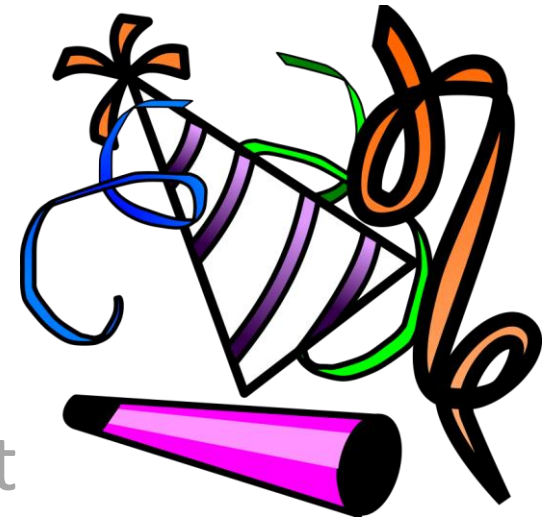- MLibrary@NCRC
- Library on the Road

The Parties

- Bioinformationist

- Research and Data Informationist

- Global Health Coordinator

- MLibrary@NCRC
  - Satellite library
  - Entrepreneurial campus of the Medical School
  - Embodiment of THL services, space, collections

- Library on the Road

The Parties

- Bioinformationist
- Research and Data Informationist
- Global Health Coordinator
- MLibrary@NCRC
- Library on the Road
  - Bring informationists to the school
  - SPH
  - Perseverance

No RSVP

- Show me the money - People
  - Integrated into the grant application process
  - Applied for own grants
  - Proposed departmental funding
- Don't wait to get invited – Space, Service
  - Developed proposal
  - Just did it

Forget the elevator speech: focus on troubleshooting

Nadine Anderson

Behavioral Sciences and Women's & Gender Studies Librarian

University of Michigan Dearborn, Mardigian Library

Entrepreneurial Mindset

- Get out into your user community

- Identify opportunities to apply your skills and expertise

- Problem-focused

- Goal-focused

Informal Needs Assessment

- Ask questions, starting with "How is your ~ going?"

- Listen to the complaints, problems, goals

- Go into troubleshooting mode…

Troubleshooting Mode

- The elevator speech, but tailored in the form of a solution

- Relevant to solving their problems and meeting their goals

- Demonstrates your value

In On The Conversation

- Seen as valuable partner in problem-solving and meeting user community goals

- Value and expertise brought into conversations

Summary

- Pay attention to user community goals and problems
- Tailor expertise and suggestions in terms of those goals and problems
- Become a valuable partner in user community
- Troubleshooting approach leads to being brought in on the conversation

Embedded Librarianship:
Flaunt your expertise

Joel Scheuher, Business Reference Librarian

Kresge Library Services, Ross School of Business

University of Michigan

MBA MAP program background

- **Multidisciplinary Action Projects**   MBA MAP
  - Started in 1992 (celebrated 25 years)
    - To foster greater connections between Michigan MBA students and the greater Detroit business community
  - "Teams of students tackle pressing business challenges for sponsor organizations - major corporations, startups, and nonprofits all over the world."
  - "Learning by doing"

MBA MAP program logistics

- [Projects](#) last 7 weeks

- Required of all MBA students

- A sponsoring organization presents a real-life business problem/opportunity they need solved

- Deliverables include a presentation and a paper with solutions or a recommended course of action

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Make-up of each team

- 4-6 MBA Students
- 2 faculty advisors
  - Non-travel Advisor
  - Travel Advisor
- Communications advisor
- MBA2 coach
- Primary research/survey expert (if needed)
- Librarian (research expert)
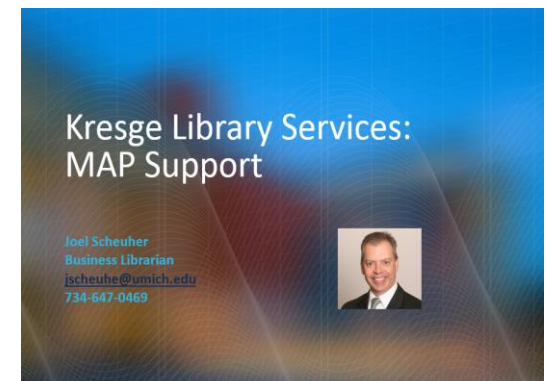
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Examples of projects

- Scale up a community awareness program for a police department
- Identify potential partners for a mobile travel app.
- Optimize training for warehouse workers in a online retail company
- Build a business case for a ride sharing service for an automobile manufacturer
- Identify drivers of consumer adoption for a solar cell manufacturing consortium
- Track blockchain technology trends and adoption for an international bank
- Develop strategy to increase retention of women and minorities in a law firm
- Optimize supply-chain operations for a manufacturing company

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Librarian interaction with MAP teams

- Introductory email
- Kickoff meetings (30 minutes with each team)
  - Introduce librarian to team
  - Show the MAP LibGuide
  - PowerPoint presentation
    - Common sources on library website
    - Suggest best practices
    - Set expectations
  - Learn [initial] project scope
- Ad hoc requests throughout the semester

Kresge Library Services:
MAP Support

Joel Scheuher
Business Librarian
jscheuhe@umich.edu
734-647-0469

KRESGE LIBRARY SERVICES

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Assessment: MAP team Survey questions

- Rank on 1-10 scale
  - The librarian's responsiveness to team inquiries and requests
  - The librarian's communication with the student team or library designate
  - The overall contribution of the librarian in supporting the information needs of this project
  - The overall satisfaction with the information resources that were available for your project.
  - The kick off introductory meeting with your librarian
- Please provide any additional comments you / would like to make about the librarian

Flaunt your expertise
(First slide of my kickoff presentation)

- Education

B.B.A.   M.I.L.S.   M.B.A.

- Employment History

Research   Research Analyst   Embedded   Business
Librarian   Librarian   Librarian
CI Analyst

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Flaunt your expertise

- Share your proficiency
  - Educational and employment background
  - Years of professional librarianship
  - Other relevant experience
- Hype your connections
  - Highlight your colleagues' expertise
- Speak their language
- Give examples of similar projects you've done in the past
- Flaunt that knowledge!

Outcomes from embedded MAP teams

- Greater understanding of library resources and services
- Increased use of services and resources
  - Students ask for assistance for other projects/classes
- Greater Impact
  - Survey results show the value of the librarian on the team
- Real connections with these students
- Librarians as a selling point: Others are flaunting our expertise for us!

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Q & A

Thank you for participating in today's webinar!

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