Welcome to the Webinar

“Getting in on the Conversation: Implementing and Leveraging Embedded Librarianship”
Today’s webinar is brought to you by the Embedded Librarians Caucus of the Special Libraries Association
Visit us at **embedded.sla.org**

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(If you’re not already a member, we’d love to have you join us!)

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

29 August 2017
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

29 August 2017
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**
  - 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)
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
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
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 Librarian
  CI Analyst
  Research Analyst
  Embedded Librarian
  Business Librarian
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!
Q & A
Thank you for participating in today’s webinar!