Embedded Librarianship: Communicating Our Crucial Value

John Burke & Beth Tumbleson
DLIG Workshop 2015

An aside . . .

The embedded librarianship in this presentation is actually "LMS embedded librarianship", hereinafter referred to as "embedded librarianship" or "EL"

A play in four acts

1. The dilemma we face
2. Our solution
3. Why embedded librarianship makes sense
4. How to communicate our value

The Librarians' Dilemma

Changing mindsets

"...if the library's resources are an orderly and fortified castle on the wind-swept plains of information, do we call the populace within the walls and bar the gates to protect them from the Googlezon (or Amazoogle) monster, or do we organize an escort to accompany them as they venture beyond the walls? And if they venture too far, can we ever call them home again?" (York, 2005, p. 119)

Quest for a Holy Grail - Open Access

- Already, not fully
- Free, unlimited, simultaneous access
- Intuitive interface
- Available 24/7, worldwide

Evolving Technology Infrastructure

- Libraries are in transition from print collections to remote access of online resources
- Librarians teaching students & researchers to use new discovery services

    OCLC, EBSCO, ExLibris, ProQuest, Serial Solutions

- Cross-institutional sharing

    web-scale discovery, resource sharing, cloud computing, distributed storage
    (Horizon, 2014, p.14)

Whose Search & Discovery Tools?

- Search Engines: Google, Bing, Ask, Yahoo, etc.
- Google Scholar, 2004-
- Scholarly Web Portals: USA.gov, PLOS, DPLA, LC, etc.
- Academic Libraries:
  - Discovery Services
  - Online catalogs
  - Databases A-Z
  - LibGuides

What do users want in their information searching?

- DIY
- Intuitive simple search, no need to ask
- Just-in-time help
- Multidisciplinary research assistance
- Semantic web & linked data
  - Google to home library

Which Help Options Do Users Prefer?

- Reference: Desk/Roving
- Research Consultations
- Chat, Text, Call, Tweet, or Skype
- Library Website
- Tutorials, LibGuides, modules, 1-shots, credit courses
- LMS embedded librarianship

Faculty Perspective

- Libraries buy, manage, curate
- See library's information gateway role declining
- Don't always see librarians as useful resource for teaching & research
- Don't necessarily agree on the importance of information literacy in their course curriculum
- Faculty may need training to use information systems

Breakout Questions

Are you living in this dilemma? What other issues impact your library instruction and service offerings?

Talk amongst yourselves . . .

Our Solution

LMS embedded librarianship is the workable solution for a digital, mobile generation of learners who rely on the LMS

Use of the LMS

86% of faculty use the LMS in their courses

56% of students used in most or all courses

83% of students used in at least one course

ECAR Study of Undergraduate Students and Information Technology, 2014

Experience & Insights from LMS Trenches

- If faculty endorse the LMS Librarian, students will reach out when stuck in the research process
- Users appreciate personal troubleshooting: no results due to typo, which search terms?, where else can I search?, how do I cite X correctly?, finding the FT, requesting item from off-site storage, deciphering jargon like embargo, exposure to unfamiliar databases & library's discovery service
- Students and faculty are grateful you helped!

- Regularly add resources or update them during the course in response to topics or questions
- Embedded is not only virtual: required face to face research consultations (flexibility of tying other library services into embedded work)
- Lots of repeat faculty users; word of mouth marketing to colleagues
- Students do remember you after the course, and have more questions to ask!

Go forth

"The walls, in fact, have already disappeared around us even as we stolidly stood guard at the gate. This shift in the library's culture and service, to go out and meet the student and researcher where they are rather than beckoning them to come inside, is set to take place not only in the online world, but in the library itself." (York, 2005, p.131)

Why Does EL Make Sense?

Relevance of EL to larger trends

- Reports from the library community and beyond

- How can EL have an impact?

EL recommended by name or concept

Teaching research competencies through EL
Project Information Literacy: Learning the Ropes (2013)

Embedding Libraries in the Curriculum
NMC Horizon Report 2014

Competency-based education
ACRL Top Trends in Academic Libraries 2014

Redefining the Academic Library 2013

- Librarians embedded in online courses, departments, & research teams, preferred end
- Going where students are
- Embedded eBrarians in online courses
- Chat, LibGuides, video tutorials
- Research help on demand

Online learning continues to rise

NMC Horizon Report 2015

Top 10 Academic Library Issues for 2015

<50% of undergraduate libraries are prepared to support students online
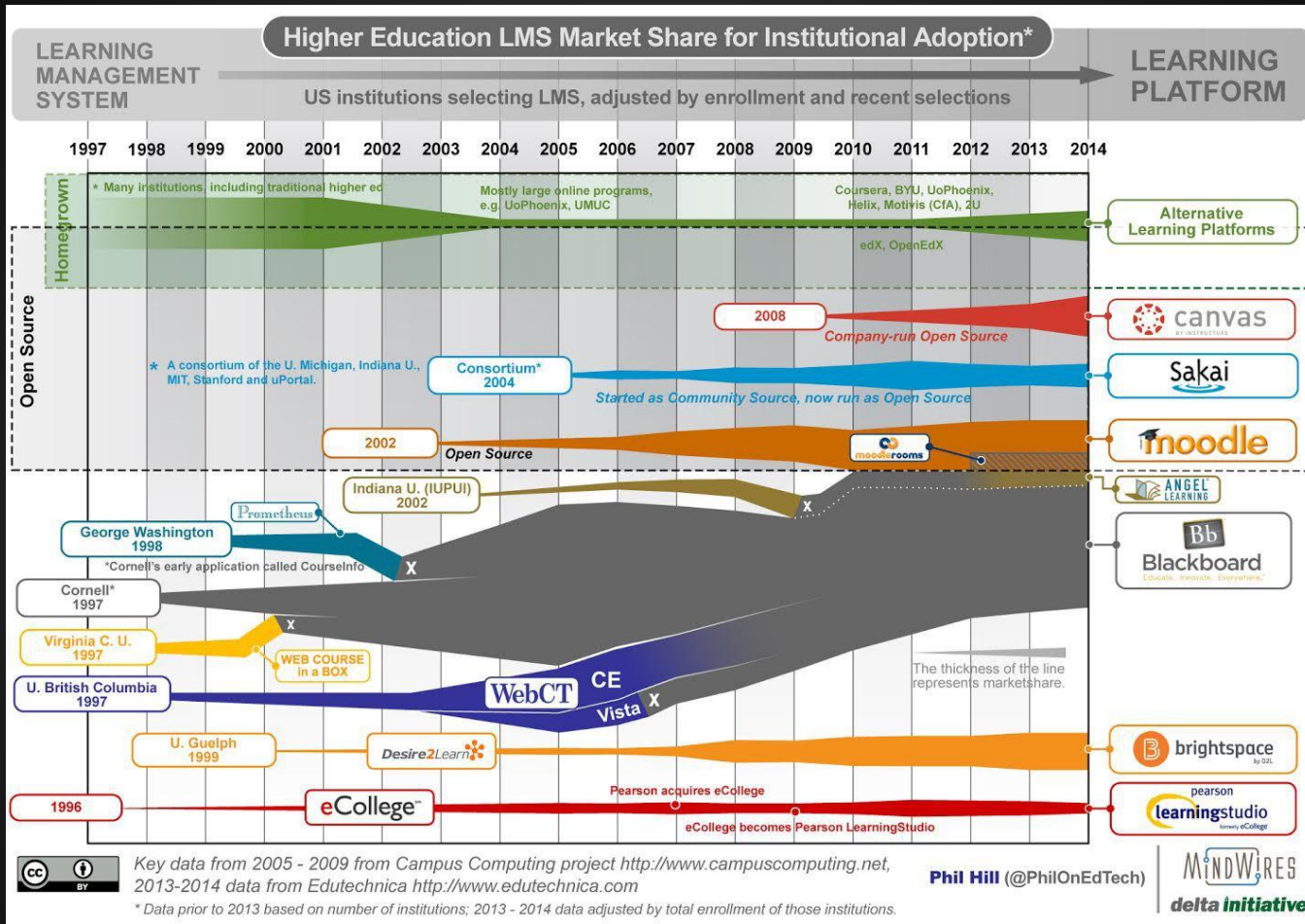Ithaka S+R US Library Survey 2013

LMS use will increase:

to provide learning analytics
[NMC Horizon Report 2015](#)

to provide flipped classroom resources
[Trends 2015. Center for the Future of Libraries](#)

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http://mfeldstein.com/state-us-higher-education-lms-market-2014-edition/

Increasing use of OER

NMC Horizon Report 2015

Top 10 Academic Library Issues for 2015

ACRL Top Trends in Academic Libraries 2014

Improving digital literacy

Digital literacy and academic integrity
NMC Horizon Report 2015

Framework for Information Literacy
Top 10 Academic Library Issues for 2015

Focus on student success

Supporting student retention
[ACRL Top Trends in Academic Libraries 2014](#)
Collective impact
[Trends 2015. Center for the Future of Libraries](#)
Student data
[Top 10 Academic Library Issues for 2015](#)

Mobile device use

78% of students access the LMS via mobile device

60% of students access library resources via mobile device

ECAR Study of Undergraduate Students and Information Technology, 2014

BYOD and wearable technology

NMC Horizon Report 2015

Device-neutral services

ACRL Top Trends in Academic Libraries 2014

Roles and skills we can apply

- Technological support for students, faculty
- Instructional support for students, faculty
- Expertise in copyright, open educational resources, instructional design, online learning, media production
- Analyze, curate, and preserve research data
- Master methods of scholarly communication and dissemination
- Collaborate and partner with campus units
- Librarians as facilitators of change (Brian Matthews, Librarian as Futurist)

Communicating the Value of EL

Finding Context to Communicate

Who are the groups we are trying to reach?

What matters to our audiences?

What services do we provide for these needs?

What assessments or other data do we have?

A model for crafting messages

1. Name the service
2. How does it contribute to the institution?
3. What data do we have that supports this?
4. How does the audience benefit?
5. What action would we like the audience to take?

Oakleaf, M. J. and A. B. Albert. 2015. *Library Value Communication: Conceptualizing Impact, Centering on Stakeholders, Crafting Messages, and Conveying the Story*. Presentation at ACRL National Conference, 2015

Consider methods and times/places

- Emails, newsletters, social media, face to face communication
- Think of times and opportunities to communicate: before the semester, during the semester, orientation, faculty meetings, etc.
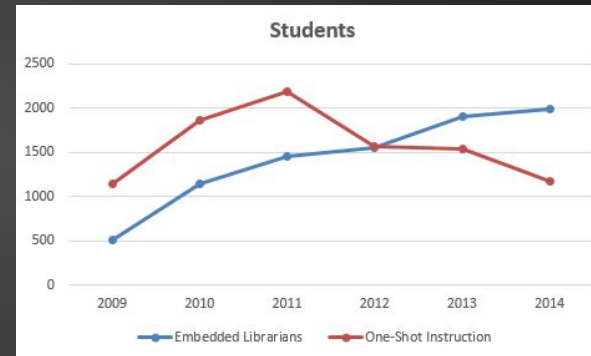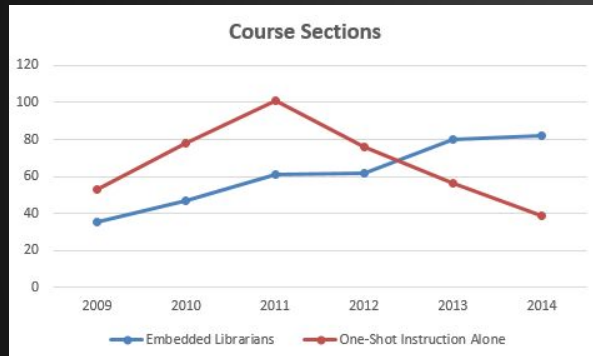- Once formed, repeat the messages

Breakout Questions

What opportunities and barriers do you see to implementing/increasing embedded librarianship? What issues or trends would speak to your audiences?

Talk amongst yourselves . . .

Four predictions

1. Eventually, libraries will only offer embedded librarians (no one-shot instructions by themselves)

2. Librarians will find ways to use LMS learning analytics to connect EL activity with student success

3. Due to OA and web-scale discovery, faculty and graduate students will find their information online and stop coming to the library in a few years.

Therefore, librarians must be integrated into the learning process through the LMS.

Lewis, 2013

4. Libraries will be valued for services to the University rather than for their collections

Information Expertise

- Academic integrity
- Assessment
- Copyright
- Curate archives & IR
- Data management
- Grant proposals
- Licensing
- Open educational resources
- Scholarly communications
- Research
- Teaching

Technology Expertise

- Academic apps
- Codes & scripts
- Digitization projects
- Technology hub
- Makerspaces
- Servers
- Streaming videos

Lewis, 2013

Next steps

1. Pick a summer project to fine-tune an aspect of your EL

2. Build/expand your LMS embedded librarian service

3. Share your message widely!

Questions & Comments?

https://goo.gl/vhGMRw

burkejj@miamioh.edu

tumbleb@miamioh.edu

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