Getting Started…Making an Impact
Embedded Librarianship Part 2

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SWOT

Analysis:

• Strengths
• Weaknesses
• Opportunities
• Threats
Strengths:

- Knowledge
- Training
- Tech Tools
- Staffing
- Experience
- Successful projects with outside groups in the past
Weaknesses:

- New to the profession or location
- Short staffed
- Budget cuts
- Few databases
- Technology learning curve
- New role at your library
Opportunities:

• New technology or new interest
• Change - staff, accreditation requirements
• Outside organization reaches out to library
• New staff or resources
• New services
• Serendipitous meeting of minds
Threats:

• Funding may be cut
• Changes in staffing at library
• New administration in outside organization
• Librarian confidence
• Unsuccessful embedded efforts in past
• Relationship problems caused by former librarian employee
Questions:

• What is your biggest obstacle to becoming embedded in your selected organization?
• If you could not fail, what would you do differently at your organization?
Medical
SWOT

• S: Longtime relationship with hospital staff
• W: Solo librarian
• O: Running CE program at hospital
• T: Recent hospital affiliation with new med school- staff are using med school library resources more than hospital resources
Academic:
SWOT:

- **S**: Strong team of instruction librarians
- **W**: Needs training on tools such as LibGuides v.2, Articulate, Camtasia
- **O**: New course - First time in College Seminar - 454 sections - online Blackboard course
- **T**: Time restrictions - 2 months to create content plus curriculum is very full at this point...everyone wants a piece of the action
Special:
SWOT:

- **S**: Librarian experience with archives
- **W**: Learning curve with Research Center Archives
- **O**: Apply sound cataloging principals
- **T**: Budget - new position will have to justify any technology/equipment/staff spending
Why is SWOT important?

Strategic planning:

- Where can we make the highest impact?
- How can we be part of an important solution?
- Where is the action?
- Where are librarians needed?
Ad hoc vs. strategic:

Levels of engagement:
• As needed- situational
• Tactical- help accomplish a task
• Reactive- heavy traffic at ref desk
• Strategic- planning, setting goals as library
• Embedded- planning, setting goals with organization
Operationalization

- Defining fuzzy concepts
- Finding measurable variables
- What are we going to measure and why?
Evaluating your progress:
Stufflebeam:
Context:

- How do new services relate to current services?
- Is there a need for an embedded librarian?
- Is the timeframe adequate?
Inputs:

• What are the motivations of all involved?
• Are the goals SMART?
• Do you have the resources?
• How supportive is the environment?
Process:

• Is there effective communication?
• What is the level of cooperation?
• What problems or barriers are you seeing?
Product:

- What is the overall experience or end product?
- Is there an assessment to track progress?
- Is the librarian’s reputation improved?
- Lessons learned?
More considerations:

- Impact
- Sustainability
- Effectiveness
- Transportability
Sample Plan for a College Library:

- Create a curriculum for information literacy
- Identify courses with research component or that have IL Student Learning Outcomes
- Outreach to faculty who are library champions (preach to the choir)
- Provide tutorials, libguides and instruction
Instructional Librarian:

- Information Literacy
- How to use library resources
- Promote library services
- Recommended research resources
Embedded Librarian:

- Strong relationships with outside group
- Partner in achieving group goals
- Shared responsibility
- New roles outside librarian roles
Next steps:
Step 2
• List your Tools:
Poll

Favorite Tools
Communication and Motivational Types: Step 3
Know Thyself
Achiever:

- Goal setter
- Likes checklists
- Tests skills with new challenges
- Looks for opportunities to try new things
- Diplomas, awards decorate their office
Affiliator

- Values relationships
- People person
- Seeks opportunities to be supportive
- Messy desk, projects in piles all over the office, pictures of family in office
Power Person:

- Enjoys change
- Seeks opportunities to influence others
- Enjoys activities that are transformational
- Cleans desk at end of day, artwork in office
- May be OCD-ish
Analytical:

- Logical, well-organized
- Seeks opportunities to find more information
- Sees both sides of issues
- Prefers to work independently
- May hoard info in office, evidence of eating at their desk
How we process information:

- Sensory - sensing information
- Logical - thinking information
- Emotional - feeling information
- Conceptual - information trending
What does your organization need?
Form tribes
Communication Styles:

- Specific and detailed
- Persuasive and evidence-based
- Supportive and reassuring
- Expressive and eloquent
- Forceful and aggressive
Leadership Styles:

- Transactional
- Transformational
Transactional

Embedded librarian as:
- Problem solver
- Gap filler
- Crisis manager
Transformational:

Librarian role:

• Shared vision
• Goals which help whole organization, not just self-interest for smaller groups
• Change facilitator
Conflict:

- How do you deal with it?
Managing conflicting interests:

- Forcing or competing
- Accommodating
- Withdrawing
- Smoothing
- Collaborating (win-win)
- Compromising
Librarianship and change -

- Heart
- Human Element

Article: Reflective Practice
“Experience is what you get when you didn't get what you wanted. And experience is often the most valuable thing you have to offer.”
Best quote-

• “When we're connected to others, we become better people.”
Conversation starters...
New issues, new people-
New Framework for IL...
New technology, new web site...
What’s new at your library?
What are you reading?
My favorite conversation starter
...mobile apps!

What’s your favorite app?
Ask others the same question-
iPads initiative at NSU:

Fall 2013: New Students in the Programs

- College of Osteopathic Medicine
- College of Dental Medicine
- College of Pharmacy
- College of Optometry
NSU LibGuide- Apps

http://nova.campusguides.com/introhpdlibrary/mobile

- Used to be device-specific
- Now expect to work on any platform
ACC:

- All librarians have iPads – from 3rd gen to iPad Air
- Circulating Nexus, Windows, Dell Vue Android tablets
- LibGuides by J. Buckstead:
  - http://researchguides.austincc.edu/ipad
  - http://researchguides.austincc.edu/tablet
All Apps are not equal...

- Abridged versions of databases
- Native apps: use device features such as camera, GPS
- Hybrid apps: combo native app and mobile-optimized web site
- Pure mobile-optimized web site with app portal
Mobile-optimized Apps:

- Hybrid apps - native app platform plus mobile optimized database
- Pure mobile-optimized apps
- Require wi-fi or internet access
App Gaps:

- Unreliable reviews
- Cross-platform operability
- Usefulness
How do you Evaluate an App?
Evaluating Information

CRAAP (Chico State) Test:

- Currency
- Relevancy
- Authority
- Accuracy
- Purpose
Dehydrated Water

Hoax web site:

http://www.buydehydratedwater.com/home.html
RYT Hospital

Hoax web site:

http://rythospital.com/
Evaluating Apps:

Courtney’s CRAPPIES

- Currency
- Relevance
- Authority
- Purpose
- Proven (Accurate, Useful)
- Intuitive *
- Easy
- Stable Interface

Library site and subscriptions:

- Access Medicine
- EBSCO
- GALE
- StatRef
- Science Direct
- Clinical Key
- OvidMD
- Psych Online
- Access Pharmacy
- Red Book Online
- Web of Knowledge
- UptoDate
- First Consult
- Visual Dx
SKYSCAPE APPS:
Skyscape Apps:

- Look for free ones, plus-
- DynaMed
- Natural Standard
- Outlines in Clinical Medicine
- Rx Drugs
More Drug Apps:

- Clinical Pharmacology Mobile
- Medical Letter
- Sanford Antimicrobial
- PEPID (free version)
- Pharmacy Pro
- Epocrates
- Pill Finder
- LactMed

- Micromedex Drug Info
- Micromedex Drug Interaction
- Lexicomp
Top Productivity Apps:

- Dropbox
- Evernote
- Slide Shark
- Google Hangout
- Google Drive (Docs, Sheets)
- WebEx
- Blackbox
- Adobe Connect
- Go to Meeting
Top Virtual Meeting:

- Facetime
- Skype
- Go to Meeting
- WebEx
- Google Hangout
Reading Apps:

- iBook
- Kindle
- Inkling
- Vital Source
- Bluefire Reader
- OverDrive
- Merck Manual
- eBrary
- Taber’s Medical Dictionary
- Kobo
Browser Apps:

- Puffin
- Dolphin
- Chrome
PDF Apps:

- iAnnotate
- Noteability
- PDF Expert
NEW: Microsoft Office

- Nearly a GB in size
- Requires a one year subscription to Office 365 ($100) to edit and create- do you have Outlook.com, Xbox accounts?- can install on 5 desktops, 5 tablets
- Free version is Read only
- Word, Excel, PowerPoint, One Note
- Backs up your work on Microsoft One Drive (7GB free storage)
- How to Print documents not intuitive, does not “open with...” such as Printer Pro
- Some gaps such as Charts in Word
Alternatives:

- iWorks
- Pages
- Numbers
- Keynote

(some quirky formatting when switching back and forth from MS Office to iWorks)
NLM Apps:

- PubMed on Tap
- WebMD

http://www.nlm.nih.gov/mobile/
What are using?
Collaborative Tools-

• Solo Librarian
• Short staffed
• How to outreach without leaving the library...
Centers of Influence within your community:

- Name comes up all the time
- May be a gatekeeper
- Will introduce you to others
- Refers colleagues to you
Politics
Listen and sympathize...

- Don’t take sides
- Be a vault
- Remain neutral
Next steps- your action plan...

What would be the easiest way to get started?
List your opportunities...
Who are your library champions?
Who is your favorite?
Any new programs?
New events?

KEEP CALM
RUN
YOUR OWN RACE
New staff?
New requirements?
New courses?
New technology?
Any current partnerships?
Any old programs to update?
Use library volunteers?
Got social media?
Participate in TED Talks?
Upcoming workshops?
Plan of action:

- Visibility
- Maximum Impact
- Accessibility
Leaders don’t operate in isolation
What are you projecting?

- How much energy does holding this position expend?
- Where are your contributions taking you?
- Are you working from fear or vision?
What are your intentions?

- Have you made a road map?
- Do you see a pathway?
Where would you like to improve?

• When do you operate at your peak?
• How can you make better decisions?
Use the back door if necessary...
How will you start?
My 2 new projects:

- Speech department: Smart Mouth tutorial
- First Year Seminar: Student Success – copyright back door
Make an Impact!
Feel your own power-
Good luck!
Thank you!

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