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UNL Libraries Liaison Program

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UNL Libraries Liaison Program

Elaine L. Westbrook
UNL Libraries PPB Forum

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UNIVERSITY OF NEBRASKA-LINCOLN



2008/09 Strategic Planning

- Enhance Reference and Instructional services
 - Enhance liaison program to address the changing needs of the disciplines to create and archive digital scholarship
- Enhance collections
 - Access to research and digital collections
- Expand Digital Scholarship and Literacy Programs
 - Enhance DC, data management, multimedia, digital research

Libraries must provide leading-edge services to the campus and to support the growing research activity



Collaborations

Miles Davis- Kind of Blue

- “Made in Heaven”

<http://www.youtube.com/watch?v=DEC8nqT6Rrk>

- Ken Burns

http://www.youtube.com/watch?v=EoAKKN_6Ysk

- Simplicity, fewer chords; simple harmony
- Great musicians; had something to add
- Spirit of discovery; freedom to improvise
- Customization



Goals

- Open Discussion
- Gather ideas and feedback
- Assess strengths and weaknesses
- Define a sustainable liaison program
- Discuss next steps



My Framework

- The purpose of the library has not changed-- our role has
- Liaison librarians play a central role in representing the library
- Librarian's Roles are changing and expanding
- Support and engagement of academic units is critical
- We must expect ongoing demands to acquire, organize, and provide access to locally held resources
- Research universities are under fire
- Our users prefer convenience over quality
- The library has become a virtual destination
- It is our responsibility to ask “What is the future of the academic library?” and “How can they be transformed in the digital age?”



Definition

Formalized, on-going initiative that seeks to establish a communications link between the library and other academic units for the purpose of information sharing



July Forum Notes, 1

- The Libraries cannot be collections centered
- Circulation, reference, and instructional sessions are decreasing
- The needs of the faculty and students are changing
- Our users have moved beyond a collections centered library



July Forum Notes, 2

- We must continue to be “connected” to faculty and students
- We must provide effective research assistance & relevant services.
- Liaisons must be involved in department events
- We need to prove the usefulness of the Libraries in meeting departmental research needs



Barriers to Liaison Activities, 1

- Many users are passive and will not seek help
- Lack of contact with users
- The needs of the faculty and students are constantly changing
- Faculty may hesitate to seek help with new or existing services
- Faculty have subject expertise but not technical expertise
- Lack of training
- Lack of trust
- Multi-disciplinary studies are difficult to track



Barriers to Liaison Activities, 2

- Older faculty may be resistant to change
- Newer faculty may expect a “seamless” Library presence
- Liaisons do not know what our users need and want
- Many faculty prefer print sources
- Librarian workload
- Lack of subject expertise
- Lack of resources
- Lack of understanding user needs



Traditional Roles & Responsibilities

- Identification and Selection of Resources
- Collection Management
- Collection Evaluation
- Liaison Activities
- Budgetary Management
- Collection Promotion



Evolving & New Roles and Responsibilities

- Emphasize communication & outreach
- Raise library's profile on campus
- Focus on users other than faculty
- Our users have moved beyond a collections centered library
- Strive to “connect” to faculty and students
- Provide effective research assistance at point of need
- Leverage web presence & be familiar with technology
- Library 2.0
- Promotion of IR, open access, copyright, information ethics



Coordination

- Identifying a common goal; working toward it independently with each participant completing their parts of the process without any overlapping responsibility



Why are we here?

- To control our destiny
- To be proactive
- Show how productive we are
- Opportunity to showcase what we do
- Reinvent liaison librarianship and get more support for it
- Plan or be planned for
- The best thing we can do is be open about how we contribute to the university

- We have great support on campus; we are seen as forward thinking



Collaboration

- Mutually beneficial and well-designed relationship entered into by 2 or more individuals or organizations to achieve common goals
- Unlike networking and coordination, collaboration is a more pervasive, long-term relationship in which participants recognize common goals and objectives, share more tasks, and participate in extensive planning and implementation



You Tube Clip

- **Clay Shirky: Institutions vs. collaboration**
<http://www.youtube.com/watch?v=sPQViNNOAkw>
- Clay Shirky shows how closed groups and companies will give way to looser networks where small contributors have big roles and fluid cooperation replaces rigid planning.
- Key Word: Cooperative Infrastructure Models

