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UNL Libraries Liaison Program

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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](http://www.youtube.com/watch?v=DEC8nqT6Rrk)
- Ken Burns
  [http://www.youtube.com/watch?v=EoAKKN_6Ysk](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.
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