

University of Nebraska - Lincoln

## DigitalCommons@University of Nebraska - Lincoln

---

Library Conference Presentations and  
Speeches

Libraries at University of Nebraska-Lincoln

---

4-23-2013

### Stealth Librarianship: Creating Meaningful Connections Through User Experience, Outreach & Liaising

Kiyomi D. Deards

*University of Nebraska - Lincoln*, [kdeards2@unl.edu](mailto:kdeards2@unl.edu)

Bohyun Kim

*Florida International University*, [bohyun.kim@fiu.edu](mailto:bohyun.kim@fiu.edu)

Erin Dorney

*Millersville University*, [erin.dorney@millersville.edu](mailto:erin.dorney@millersville.edu)

Follow this and additional works at: [https://digitalcommons.unl.edu/library\\_talks](https://digitalcommons.unl.edu/library_talks)



Part of the [Interpersonal and Small Group Communication Commons](#), and the [Library and Information Science Commons](#)

---

Deards, Kiyomi D.; Kim, Bohyun; and Dorney, Erin, "Stealth Librarianship: Creating Meaningful Connections Through User Experience, Outreach & Liaising" (2013). *Library Conference Presentations and Speeches*. 91.

[https://digitalcommons.unl.edu/library\\_talks/91](https://digitalcommons.unl.edu/library_talks/91)

This Article is brought to you for free and open access by the Libraries at University of Nebraska-Lincoln at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Library Conference Presentations and Speeches by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

# Stealth Librarianship:

Creating Meaningful Connections  
Through User Experience,  
Outreach & Liaising

*ACRL Live Webcast April 23, 2013*

Kiyomi Deards + Bohyun Kim + Erin Dorney

**#stealthlib**



## What type of institution are you from?

- A - Community College
- B - University
- C - Research University
- D - Library School
- E - Other

# History of Stealth Librarianship



The screenshot shows the ScienceBlogs website interface. At the top is the ScienceBlogs logo and a navigation bar with categories like Life Science, Physical Science, Environment, Humanities, Education, Politics, Medicine, and Br. Below this is a post titled "CONFESSIONS of a Science Librarian" with a sub-header "with JOHN DUPUIS". The post title is "A stealth librarianship manifesto" and it is dated February 10, 2011. Below the title are social media sharing buttons for comments (28), Facebook Like (1), Twitter Tweet (2), Google+ +1 (0), and a More » link. A large green arrow points from the right side of the slide towards the post title.

*In the beginning  
there was John...*

Stealth librarianship is a way of being.

This particular edition of the manifesto applies to academic libraries. The principles of stealth librarianship apply to all branches of the profession, each in particular ways. Other manifestos could exist for, say, public or corporate librarians.

However the core is the same: to thrive and survive in a challenging environment, we must subtly and not-so-subtly insinuate ourselves into the lives of our patrons. We must concentrate on



**Our #stealthlib Framework =**

*Fit into their lives  
instead of forcing  
them into ours*

# Part 1. UX for Stealth Librarian Outreach

## Learning Outcome:

*Learn to create a practical strategy in order to consciously shape and deliver positive user experience with the library staff in person and online.*

Bohyun Kim

Digital Access Librarian

Florida International University Medical Library

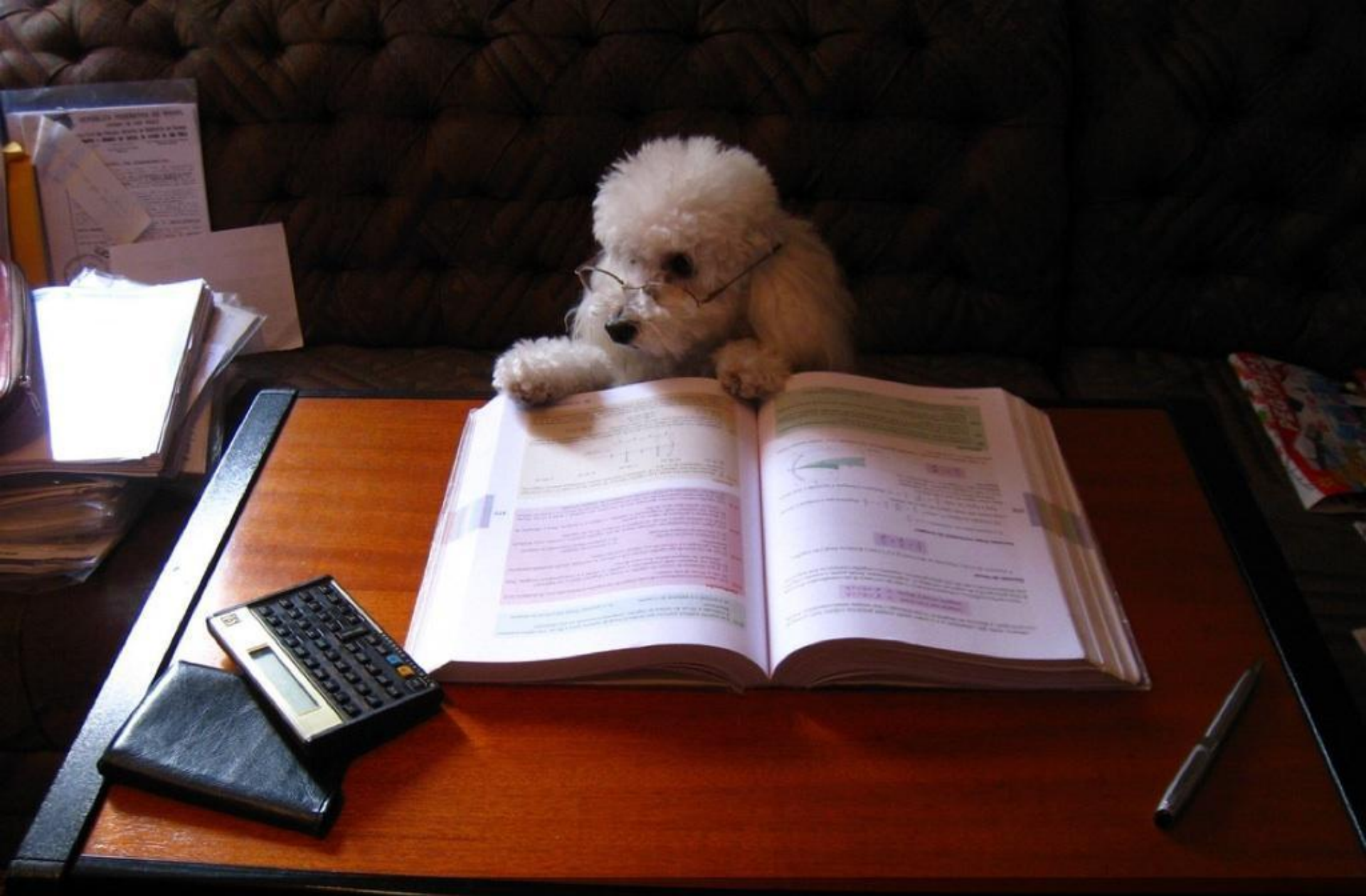
<http://bohyunkim.net>

kimb@fiu.edu / @bohyunkim [Twitter]



**WALK ON WATER WITH LIAISON AND OUTREACH ACTIVITIES!**





**A LITTLE BIT ABOUT YOU**



**Are you familiar with  
the concept of user  
experience?**

A - Yes

B - No

C - Somewhat



# WHY UX?





FACULTY



**STUDENTS**





**YOUR COLLEAGUES**





**WHAT MAKES POSITIVE USER EXPERIENCE?**



**WHERE TO START AND HOW?**





**LEARN ABOUT 'THEIR' EXPERIENCE**





**NOT THE PRODUCT FIRST**



**BUT THE PEOPLE FIRST**





**WHAT IS A TOUCHPOINT?**





**A POINT OF INTERACTION INVOLVING A SPECIFIC NEED**





# ENVIRONMENTAL SCAN

LET'S TRY THIS!





# 5 UNSUCCESSFUL LIBRARY TOUCHPOINTS

# UX Environmental Scan worksheet – I.

## A. Unsuccessful Touchpoints

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## B. What are the Pain Points?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





**ELIMINATE PAIN POINTS**

# UX Environmental Scan worksheet – I.

## A. Unsuccessful Touchpoints

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## B. What are the **Pain Points**?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## C. What can you do to **eliminate** the pain points?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





## 5 SUCCESSFUL LIBRARY TOUCHPOINTS

# UX Environmental Scan worksheet – II.

## A. Successful Touchpoints

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## B. Details / Inspirations

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





**CAN WE MAKE THEM EVEN BETTER?**

# UX Environmental Scan worksheet – II.

## A. Successful Touchpoints

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## B. Details / Inspirations

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## C. What can you do to generate DELIGHT?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





**CHECK OUT WHAT OTHERS ARE DOING**



# POSITIVE UX

- Appropriate
- Relevant
- Meaningful
- Endearing / playful



**DESIGN FOR DELIGHT!**

# Fail Gracefully



The "Fail Whale" is this above graphic of a whale held up by a flock of birds illustrated by [Yiying Lu](#). <http://www.whatisfailwhale.info/> Img src - <http://en.wikipedia.org/wiki/File:Failwhale.png>





# ONLINE

## CONNECTING WITH YOUR LIBRARY PATRONS



## THE WHY-NOT-'LIKE'-US PHENOMENON





**Is your library effective  
in terms of reaching  
patrons online?**

A - Yes

B - No

C - Somewhat

# EXAMPLES



The image shows a Facebook page for the FIU Medical Library. The top section features a large cover photo of a building entrance with a sign that reads "Herbert Wertheim College of Medicine Medical Library" and the FIU logo. Below the cover photo, the page name "FIU Medical Library" is displayed, along with "271 likes · 4 talking about this · 16 were here". The page has a navigation bar with tabs for "About", "Photos", "Likes", "Map", and "Videos". The "About" tab is selected, showing a description of the library's resources and services. The "Photos" tab shows a thumbnail of a book cover. The "Likes" tab shows a thumbs-up icon and the number "271". The "Map" tab shows a map of the Miami area with a red pin. The "Videos" tab shows a thumbnail of a video player.

**Herbert Wertheim College of Medicine Medical Library**

**FIU**

**FIU Medical Library**  
271 likes · 4 talking about this · 16 were here

Medical School · Medical Research · Library  
The FIU Medical Library offers a rich array of resources and services to advance the teaching, learning and healthcare research and programs of

About Photos Likes Map Videos

<https://www.facebook.com/fiumedlib>

Welcome the class of 2016 HWCOM students!



Like · Comment · Share

4 people like this.



Omer Shahab That was fast...  
Thursday at 10:41am · Unlike · 1



Angelica Delgado Very  
Thursday at 10:42am · Unlike · 1



Write a comment...

195 people saw this post



FIU Medical Library shared a link.  
August 3

Congratulations to Kaiming, Alexander, and Christine!



Medical students reflect on NeighborhoodHELP  
in essay contest  
news.fiu.edu

A seldom used verb from a dead language, is now  
bringing to life the experiences of students at FIU's  
Herbert Wertheim College of Medicine. ELOQUOR, a

Unlike · Comment · Share

FIU Medical Library and 5 others like this.



Gabe Thornton That kid just cares so much.  
August 3 at 5:03pm via mobile · Like



Eric Liss \*Tear\* I'm so proud of him  
August 3 at 7:42pm · Like



Nik Figs I have no words to describe this moment.  
August 3 at 10:46pm · Like · 1

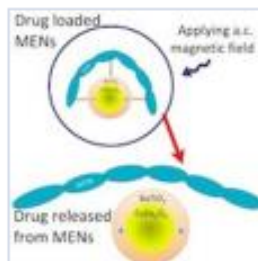


Write a comment...

204 people saw this post



"In a study published in today's issue of Nature Communications ("Externally controlled on-demand release of anti-HIV drug using magneto-electric nanoparticles as carriers"), researchers from Florida International University's Herbert Werth... [See More](#)



**New nanotechnology technique to deliver life-saving drugs to the brain**  
[www.nanowerk.com](http://www.nanowerk.com)

Scientists describe a revolutionary technique they have developed that can deliver and fully release the anti-HIV drug AZTTP into

Like · Comment · Share

Hardeep Singh Saluja likes this.



**Patricio E. Lau** Is there a chance to get the actual article?

Unlike · Reply · 1 · 19 hours ago via mobile



**Gabe Thornton** Yes. Subscribe to the journal lol.

Unlike · Reply · 1 · 19 hours ago



**Patricio E. Lau** Still broke, I will subscribe in 10 years

Unlike · Reply · 2 · 18 hours ago via mobile



**FIU Medical Library** Patricio and Gabe, we have printed out a copy for you. It's on the table across from the Medical Library help desk. Enjoy and spread the word to other HWCOM students!

Like · Reply · 17 hours ago via mobile

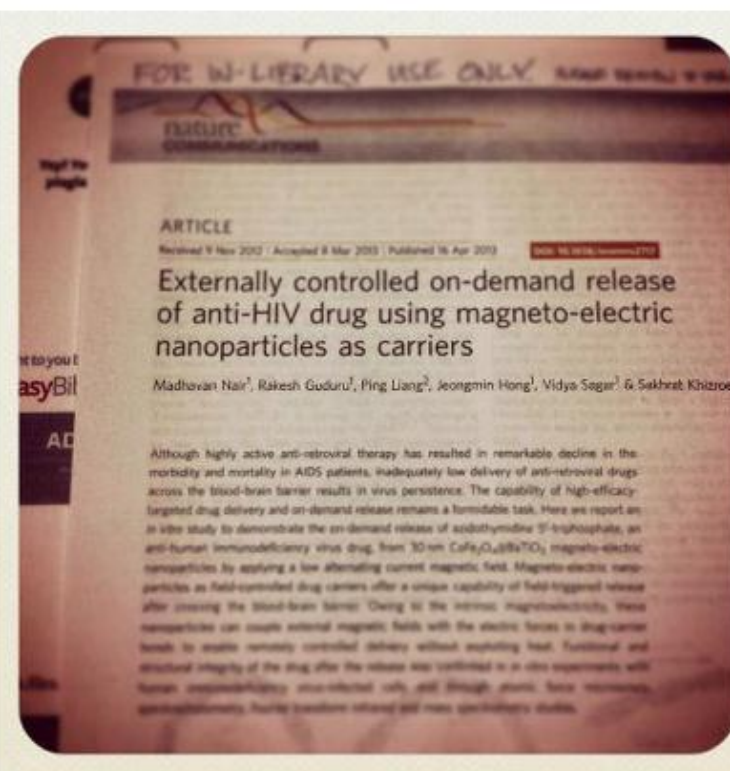


Write a comment...

78 people saw this post

Promote

Here is Dr Nair's new article you wanted to check out that arrived through the rush inter library loan! It's on the table across the Medical Library help desk. Happy reading, everyone! #fiumedlib #fiumedicine #fiucom #fiu



Like · Comment · Share

25 people saw this post

Promote



Herbert Wertheim  
College of Medicine  
Medical Library

FIU Medical Library · 271 like this

March 15 at 9:28pm · 🌐



FIU's first graduating medical school students all get residencies – Miami Herald

<http://hrlld.us/13YiLaH>



**FIU's first graduating medical school students all get residencies – Schools – MiamiHerald.com**  
[hrlld.us](http://hrlld.us)

FIU's first-ever graduating class of medical school students celebrated their first "Match Day" on Friday — boasting 100 percent student placement.

Unlike · Comment · Share



FIU Medical Library, Maria Melssen, Elisa Ryder Wolfe, Hardeep Singh Saluja and 8 others like this.



Herbert Wertheim  
College of Medicine  
Medical Library

Write a comment...

1,209 people saw this post

Organic

81

Viral

1,129

This is your Page's most popular post.

Promote ▼

[1,209 people saw this post](#)



Ernest Wertheim  
School of Medicine  
Medical Library

FIU Medical Library

March 28



Good morning HWCOT students and faculty! If you checked out the books from the Medical Library, please return them back to only FIU Medical Library.

If you return Medical Library books to Green Library of BBC campus Green Library, they can be lost or significantly delayed for retrieval, thereby causing a lot of difficulty to the next student and faculty who is waiting to use the book.

Thank you!

Like · Comment · Share



Mel Hernandez, Hardeep Singh Saluja and Vân Boo like this.



Ernest Wertheim  
School of Medicine  
Medical Library

Write a comment...

133 people saw this post

Promote ▼





**FIU Medical Library** shared a link.

2 hours ago



**Doctors warn teens about taking the 'cinnamon challenge' in new report**

[www.foxnews.com](http://www.foxnews.com)

At least 30 teens nationwide needed medical attention after taking the

Like · Comment · Share



**Andrew A. Moses** Did the FIU Medical Library really just post something from foxnews? Yea seems like a credible source.

👍 1 · about an hour ago



**FIU Medical Library** Interesting view Andrew, I will post the New York Times version of the news and maybe you can compare.

about an hour ago



**Andrew A. Moses** No I was thinking maybe something that the medical library should have access to that is a more credible source, like say a peer reviewed article. For example, in response to this article you could use evidence such as the British Journal of Industrial... [See More](#)

about an hour ago



**FIU Medical Library** Thank you for your input Andrew and the link to the article to support the news article. We also cover medical news and other relevant news not just scientific information. It is good to know what is going on in our society as it relates to health and medicine.

about an hour ago

# ONLINE

- Be current
- Be interesting
- Talk about 'them'
- Be patient
- Be in the community





# UX AS A BASE FOR SUCCESSFUL OUTREACH



## Part 2. Liaising

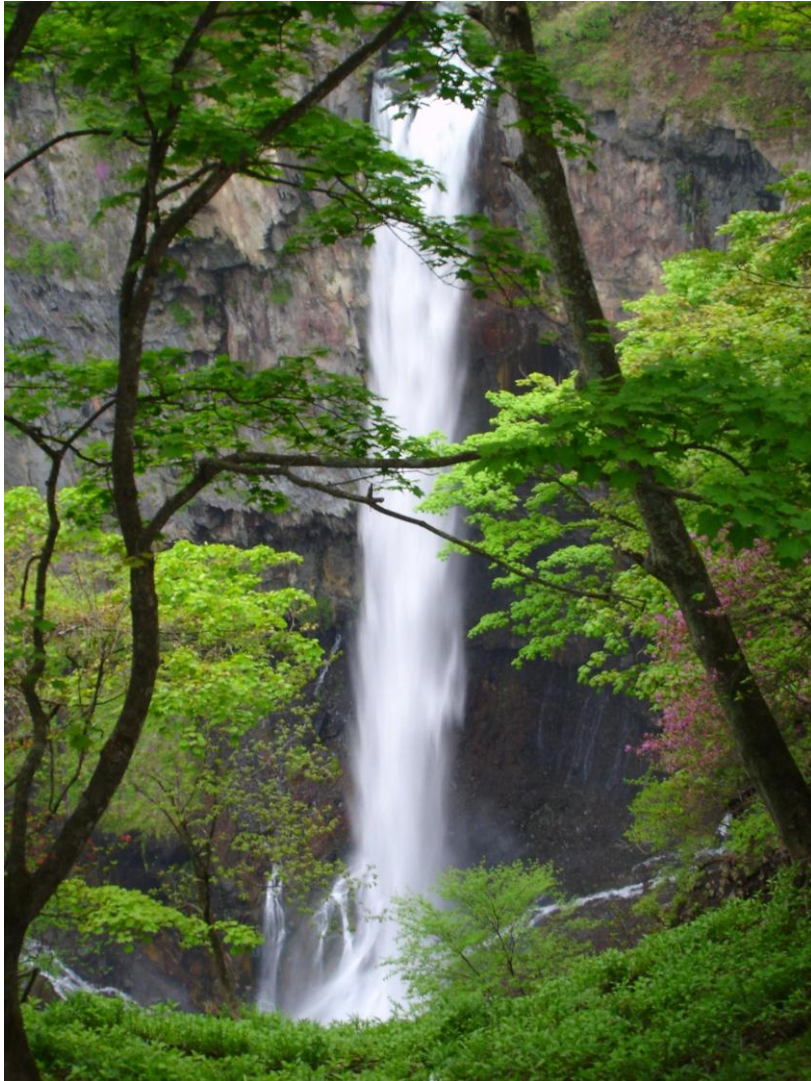
Learning outcome:

*Analyze nontraditional opportunities for engagement in order to prioritize and maximize the impact of time allotted to nontraditional engagement*

Kiyomi Deards  
Liaison Librarian,  
University of Nebraska-Lincoln  
kdeards2@.edu / @kiyomiD



*Going where the users are...*



*Nontraditional  
opportunities for  
interactions*

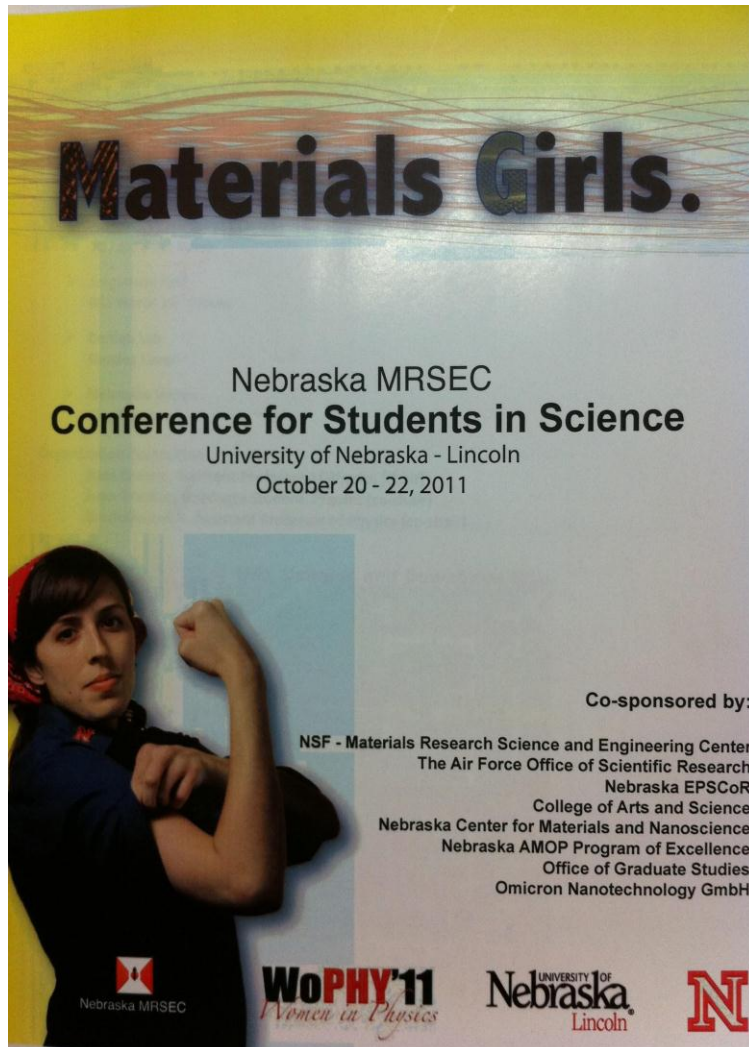


## What do you do?

- A - Attend Guest Lectures
- B - Help Recruit Students
- C - Play a Sport
- D - Participate in Campus Forums
- E - Volunteer



# On Campus and Off Campus



# Benefits of Informal Interactions

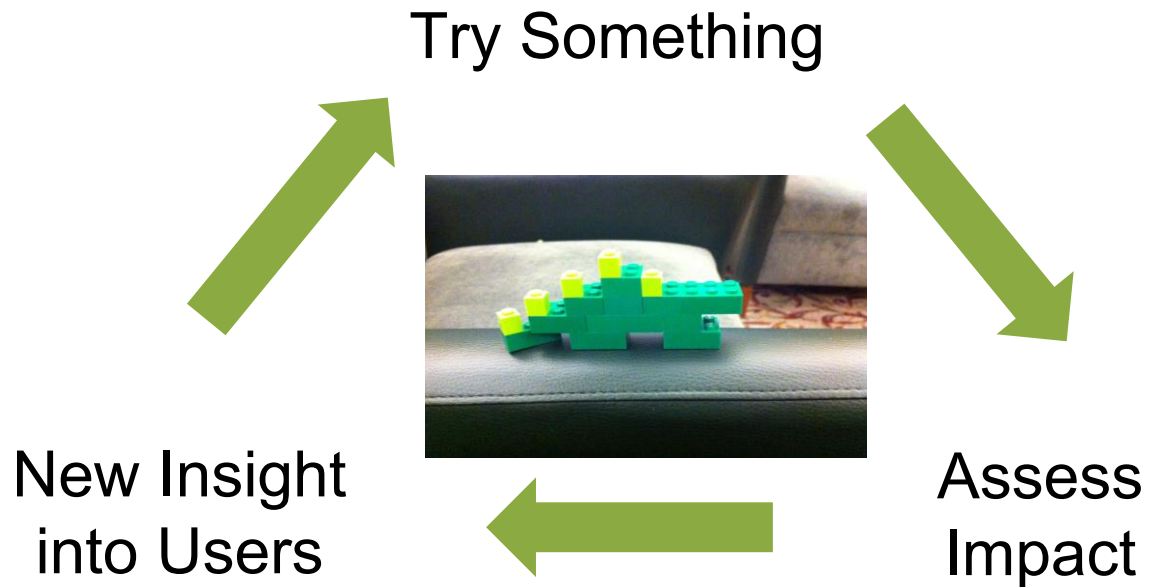


# Defining Impact

- Users
  - Buy What's Actually Needed (Facts v. Opinions)
  - Positive Relationships Creates Campus Advocates
  - Library as a Source of Insight (Not Just Books)
  - Develop Political Awareness
- Personal
  - Opportunities to Serve
  - Opportunities to Publication
  - Opportunities to Mentor
  - Diverse Professional Network



# Evaluate and Prioritize



## Most Importantly

*Be genuine! It's all about building relationships, not selling things.*



# Part 3. Outreach

## Learning Outcome:

*List specific outreach activities which will engage users in order to build positive relationships between the library and its users.*

Erin Dorney  
Outreach Librarian  
Millersville University McNairy Library  
erin.dorney@millersville.edu  
@edorney





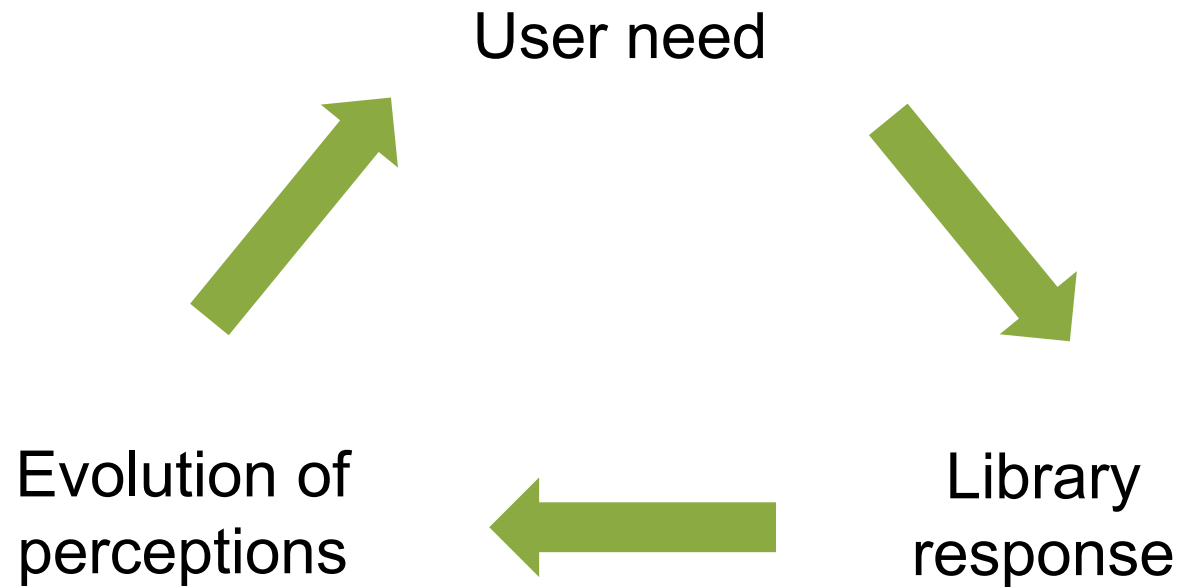


## How are new projects built at your library?

A - Initiated by librarians,  
then users are sought

B - Initiated by users,  
then the library responds

# Libraries Are Change



# Outreach for Relationship Building

- Support student-initiated projects
  - Poetry readings
  - Exhibit creation
  - Publications
- Have fun!
  - Equalizes the power-dynamic
- Offer undergraduate internships
- Join non-library committees

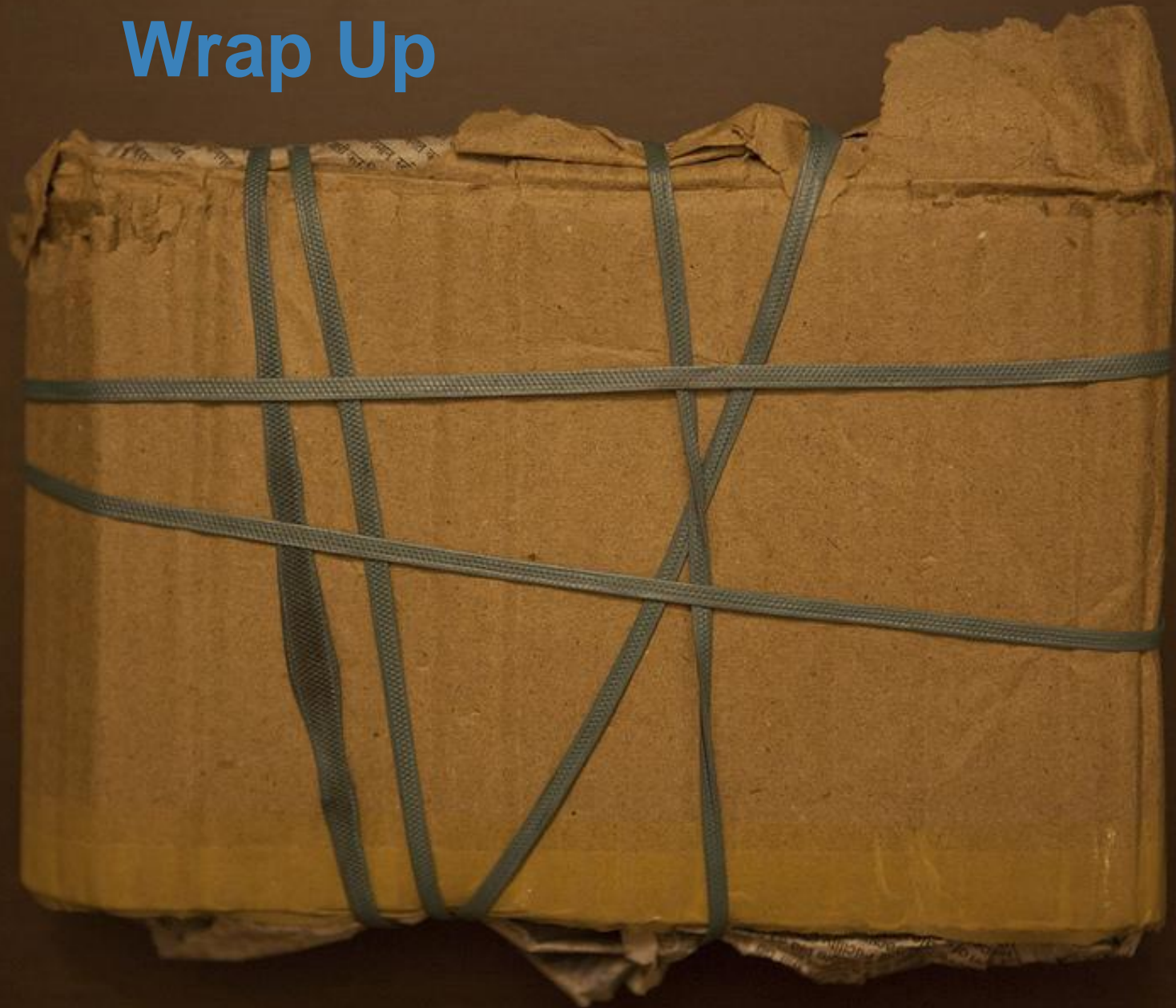


## Inreach

*Everyone in your  
organization represents  
the library*



# Wrap Up



# Discussion & Questions

1. What acts of stealth librarianship have you engaged in at your institutions?
2. What would be the one thing you can do to improve the user experience of your library?
3. How does "stealth librarianship" compare to other library change movements like "start-up culture" and "DIYlib?"
4. What are benefits do you see to stealth librarianship?
5. What surprising, but important, things have you learned when interacting informally?



# Thanks & Further Reading

## Stealth Librarianship

- [John Dupuis](#)
- [Krista Godfrey](#)
- [Kendra K. Levine](#)
- [Katie Fraser](#)
- [Andrew Colgoni](#)
- [In The Library With The Lead Pipe](#)

## User Experience (UX)

- Chris Risdon, Paula Wellings, Todd Wilkens, “UX Week: Only Good Touching - Doing UX strategy and design in a multi-touchpoint universe” <http://www.slideshare.net/livebysatellite/ux-week-only-good-touching>
- Joshua Brewer, “Design for Delight” <http://52weeksofux.com/post/531355592/design-for-delight>
- Howard Mann, “10 Perfect Touch Points” <http://uxmag.com/articles/10-perfect-touch-points>
- Jamin Hegeman, “Mapping the Journey - Experience Beyond the Screen” <http://www.slideshare.net/jaminhegeman/mapping-the-journey-experience-beyond-the-screen>

# Stealth Librarianship:

Creating Meaningful Connections  
Through User Experience,  
Outreach & Liaising

*ACRL Live Webcast April 23, 2013*

Kiyomi Deards + Bohyun Kim + Erin Dorney

**#stealthlib**

## ERIN

Welcome to our ACRL webcast Stealth Librarianship: Creating Meaningful Connections Through User Experience, Outreach, and Liaising. Your speakers today include myself, Erin Dorney, Outreach Librarian at Millersville University in Pennsylvania. We also have Kiyomi Deards, Liaison Librarian from the University of Nebraska and Bohyun Kim, Digital Access Librarian from Florida International University. We're looking forward to sharing our ideas on stealth librarianship and engaging in some discussion together so we can heard what you have to say as well.

If you're on Twitter please use the hashtag #stealthlib to tag your conversations. This will help us follow up and answer any questions.

Now, onto some housekeeping things before we get started...

The format of the panel will be as follows: I will do an introduction, then Bohyun will present on user experience, Kiyomi will present on liaising, and I will present on library outreach. We'll do a quick wrap up and then we'll have at least 20-30 minutes for audience discussion and Q and A. Throughout the webcast we'll be offering polls for you to chime in, so please participate! You can use the text chat to pose questions (or tag them on Twitter) but we will be holding off on answering questions until the end of the presentations as much as possible. We want to make sure we get through all of our content and then we'll have time for a rich discussion at the end of the day.

So, as questions are posted in the chat window, we'll record them and go back to them during the Q&A.

Any questions before we get started?





## What type of institution are you from?

- A - Community College
- B - University
- C - Research University
- D - Library School
- E - Other

### ERIN

Speaking of polls, we wanted to do one at the beginning to get everyone used to the format and see how they worked. We would also love to know more about you! So please let us know, What type of institution are you coming from?

... It looks like there are people coming from a variety of different settings, community colleges, large research institutions, special libraries... hopefully some of the ideas we share today will be replicable at your institutions but as you might already know, building relationships is largely determined by your local context and culture so you might have to tweak some of these ideas to make them work for you!

# History of Stealth Librarianship



*In the beginning  
there was John...*

## ERIN

Surprisingly, we did not think of stealth librarianship! This term has been circulating the library blogs since early 2011. We wanted to share some of the historical discussions about stealth librarianship in order to frame our use of this term. Just as a note, we have all of these sources linked at the end of our slide deck for you.

In the beginning there was John Dupuis (Acting Associate University Librarian, former science librarian at York University in Toronto). In February 2011 he posted his "stealth librarianship manifesto" on his scienceblogs.com blog. The manifesto said that librarians need to "insinuate ourselves into the lives of our patrons." The manifesto was primarily concerned with faculty and said things like we need to stop going to librarian conference, go to conferences in our faculty's fields, stop reading/writing library literature and read/write where our faculty are doing scholarship, don't join library associations, serve on committees broader than the library at our institutions, etc.

John shared this manifesto as a "series of provocative statements not a realistic plan of action." Lots of other people chimed in with their own thoughts through their blogs including

- **Katie Fraser** who asked why engaging with our users means having to disengage with the library community and brought up the fact that comfort with or desires for stealth librarianship might be different based on career stage (new librarians vs established librarians)
- **Krista Godfrey** stated that the term seems “sneaky” and “underhanded” and wondered if quietly infiltrating was the right answer.
- **Kendra K. Levine** said that stealth librarianship is just rebranding what we’ve always done, not new, it’s just embedded librarianship. She also states, and I quote, that it “...should be less about extricating ourselves from the insular library community and more about changing how we engage our user community.”
- 6 members of the editorial board of the journal **In the Library With the Lead Pipe** responded by publishing a reaction piece. They agreed with pieces of the manifesto, disagreed with others, and added their own bullet points to the mix.

We share these so you know more about the history of this term. All of these responses were posted (along with tons of comments) within a few weeks after John made his initial post. So you can see that the ideas were indeed provocative as he intended, sparking discussion and debate.



## Our #stealthlib Framework =

*Fit into their lives  
instead of forcing  
them into ours*

### ERIN

Our own definition of stealth librarianship speaks to the framework we'll be operating under for our webcast today. We define it more broadly - to us, stealth librarianship is based on the idea of fitting into the lives of our users rather than forcing them to fit into ours. There are different ways of accomplishing this, but it starts out with the mindset of **being user focused, genuine, and building on positive relationships.**

## Part 2. Liaising

### Learning outcome:

*Analyze nontraditional opportunities for engagement in order to prioritize and maximize the impact of time allotted to nontraditional engagement*

Kiyomi Deards  
Liaison Librarian,  
University of Nebraska-Lincoln  
kdeards2@edu / @kiyomiD



### Kiyomi

Hi! I'm Kiyomi Deards, and I cover the areas of Chemistry, Biochemistry, Physics and Astronomy at the University of Nebraska-Lincoln. I work out of the main library with my nearest department a ten minute walk and my farthest a good 20-30 minutes away on foot.

For me the focus of my job is supporting the education and research of the students at my university. While supporting faculty research is also very important I think it's best to remember that in the end the purpose of higher education is the educate students. In order to do that it's important that the libraries keep in mind the needs of the faculty, students and staff, and that our users understand how the library works and why we can or cannot do what they want. Because of this one of my faculty members likened my position to that of an ambassador. In many ways I am an ambassador that wears two hats, to the departments I represent the libraries interests and abilities, and to the libraries I am the advocate for my departments. Part of being a good advocate is understanding the people you are representing which is why I see informal interactions as key to being a successful liaison librarian.

The below google doc contains some initial ideas on opportunities for Non-Traditional Opportunities for Interactions some of which we'll discuss during this presentation. Please feel free to share and add to this set of slides, it is licensed under a creative commons attribution license.

<https://docs.google.com/presentation/d/1g7lwX1Or-C1RKxK3xWqulQjwagQnRzhFGs4z2l6r-L4/edit?usp=sharing>

*Going where the users are...*



*Nontraditional  
opportunities for  
interactions*

No one likes to feel cornered like they can't get away. Rather than ambushing someone in their office, while they're busy, it's much better to meet them informally in a public situation. When people know they can walk away from an interaction without being rude it is less stressful. The ideal places to interact with your users will vary by discipline. In my case most of my professors are only in their office if they are writing grant proposals or meeting with students, the rest of the time they are usually in their labs. Many of the senior faculty members in my department are either research appointments with no teaching duties, or tenured faculty who teach one special topics graduate course every few years leading them to have few if any office hours. What these faculty care about is research funding, primarily through the NSF. Because of this one of my most successful places to interact with faculty is at campus workshops and forums related to research funding. Not only does this give me a chance to meet them in a non-threatening manner, but it also gives me insight into the requirements being placed on them by granting agencies and the university. Because of this knowledge I am also able to help new faculty and graduate students connect with campus resources which their previous institutions have not had, such as the office of research's proposal review service. This one informal activity that I do four or five days a year is one of the highest impact informal activities I do.

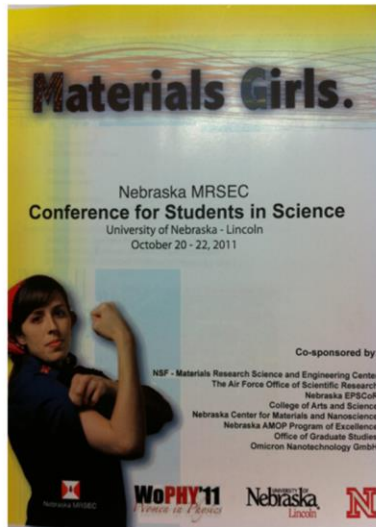




## What do you do?

- A - Attend Guest Lectures
- B - Help Recruit Students
- C - Play a Sport
- D - Participate in Campus Forums
- E - Volunteer

## On Campus and Off Campus



There are different ways to interact with people informally.

On campus you can attend campus forums, conferences, workshops and activities.

Off campus you may play golf or intramural sports. You may travel and attend a disciplinary conference instead of a library conference. You may have dinner at someone's house and meet a faculty member from an unrelated department, or sit next to a graduate student on a plane.

All of these things, and more listed on the separate Google slide document which I encourage you to add to, are ways in which you might interact with people informally about the libraries.

### Tips:

Ask people what they do, they will most likely ask what you do in return giving you the chance to let them know you are a librarian.

Many people have lots of questions if they find out you're a librarian, if so take the opportunity to explain anything they're curious about that you know the answer to. If people aren't curious about librarians that's ok, don't feel like you need to reach about librarians or libraries, talk about what interests them.

Pay attention to what people say and how they say it. Work on your emotional intelligence.

Some people have questions but aren't comfortable asking them until they get to know you better, as they share about themselves share what you are comfortable sharing as well.

Don't let others push you into over sharing, or sharing things that make you uncomfortable, remember you have a right to privacy too and different things are private for different people.

Even if you have to tell someone no try and focus on how what they want could be achieved, it also helps to explain why the answer is no. A good way to start is, "I agree that would be a good idea, unfortunately, x, y, and z are barriers to doing that, but if you have any ideas on how to make it happen keeping those factors in mind I'd love to hear them." The reality is that we can't always help everyone, most people are grateful if you just take the time to listen and explain even if in the end there's nothing you can do.

Use your strengths. If you're an extrovert go out and meet lots of people, if you're an introvert concentrate on making one solid connection at a time. Even if you only make one connection per event you will be building your network.

## Benefits of Informal Interactions



### Kiyomi

One of the primary benefits of informal interactions is that people remember you better when they know you personally. When I took over as Chemistry librarian the position had been passed around every few years for over a decade. Because of this there were no preexisting services, other than the very odd book request, established for this department. Because I had made friends with the undergraduate Chemistry advisor I was invited to host a table at the annual Chemistry Day event. Chemistry Day is an ACS sponsored day in which highschool students, their parents, and teachers are invited to come learn about the research in the department, have free food, and win some prizes. This is the major recruitment event for the department and if it wasn't for my friendship with the organizer I would never have known about it. Because this event was not targeted at the campus community there is no on-campus publicity for it. By attending I have a chance to get to know more faculty personally, talk with graduate students, see what research people are doing without bothering them when they're busy, and ensure prospective students know that they have a librarian for every subject they will be studying if they come to UNL.



## Defining Impact

- Users
  - Buy What's Actually Needed (Facts v. Opinions)
  - Positive Relationships Creates Campus Advocates
  - Library as a Source of Insight (Not Just Books)
  - Develop Political Awareness
- Personal
  - Opportunities to Serve
  - Opportunities to Publication
  - Opportunities to Mentor
  - Diverse Professional Network

### Kiyomi

There are two types of impact your activities can have. They can impact your users and they can impact your professional career. One does not exclude the other.

It's important when evaluating your activities to know what type of impact you were intending to have. You can then compare this to the actual impact and decide whether the activity was worth the time and effort, if it needs to be modified, and if it should be continued or stopped.

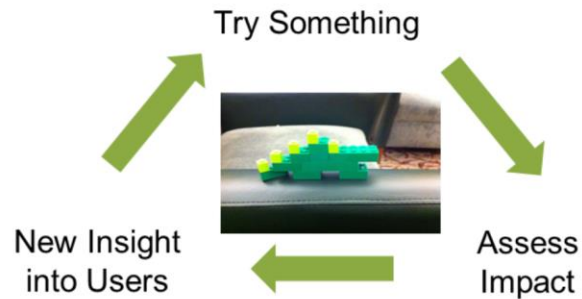
For me, an activity is relevant if it has a positive impact for my users. This impact could be connecting someone with a person or resource for their research, creating a positive view of the libraries as a source for insight into the publication process, creating positive relationships with campus administrators, discovering unknown needs, and the list goes on.

The easiest impact to have is to create a positive view of the libraries in general. While nice if this is the only impact you are having it might be better to try a different activity. In my experience most departments and students are happy if you try anything to help them, the effort may produce zero results but they grateful that someone tried. It's best to go with activities that produce multiple positive impacts such as discovering unknown user needs, and creating positive campus relationships.

An example of this is the Web of Science backfiles purchase on my campus two years ago. The previous year it had been clearly expressed to me that this purchase would not happen anytime in the near future. My colleagues and I collected multiple examples of faculty requests for this resource, in my case primarily over coffee or lunch at a campus wide forum. We encouraged faculty to request this resource if it was important to them and used every opportunity to lobby persistently for this resource to be purchased. We were mindful of the campus politics involved and at no point implied blame focusing instead on the growing need of the researchers for this resource. After six months the answer changed to maybe we can find some campus partners and by the end of the year, in partnership with one of the colleges, and the Office of Research, we were able to purchase the backfiles.

Informal interactions can have personal benefits too. Based on my informal interactions I have found out about high impact low time commitment committees to serve on. My attendance of our Women in Physics conference and short blog post led to an NSF scholarship to attend the American Physical Society Professional Skills Development Workshop for Women Physicists and an opportunity to publish in their newsletter about the experience. From my blog posts I have received emails from both science and library school students asking for career advice. The contacts that I have made both on campus and off across multiple disciplines continually broaden my awareness of research, resources, and opportunities for students.

## Evaluate and Prioritize



### Kiyomi

Don't be afraid to experiment, don't be afraid to fail.

Until you try something you never know what will lead to the most successful interactions. When experimenting it's important to give things a chance to work. But you should also be willing to cut your losses at the end of the experiment and say, "This isn't working, I'll stop and try something else." Having a definitive end to your trial period is essential to maximizing your overall impact. There are only so many hours in the day so you want to focus the majority of your energies on high impact low commitment activities.

Why are you doing this?

- To discover unexpressed needs or problems which can be easily fixed
- Find out about other faculty / staff or students you should be speaking with
- Build relationships so that in the future people will remember you when they have a relevant idea or issue

Don't waste time trying to persuade people who are against you, focus on the faculty, staff and students who are engaged!



## Most Importantly

*Be genuine! It's all about building relationships, not selling things.*



### Kiyomi

As librarians we often get caught up in trying to justify our existence. We live in a world where ROI (Return On Investment) is a constant refrain causing people to constantly need to define their worth to their employer. When it comes to relationship building it's important to ignore the urge to sell the library. Remember, arguing against your own, or the libraries, self-interest is one of the top things you can do to gain someone's trust. In reality no library or librarian can be all things to all people. Be honest but discrete. If the library has a solution present it, if it doesn't say so. You can always offer to research the situation and get back to someone.

Your reputation is your most important asset when dealing with people outside the library. Being known as a straight forward and thoughtful responder will increase your political capital within the library and the campus. Concentrate on finding creative solutions to users problems, gather allies, even if you can't make the change you want immediately keep lobbying for what's needed. As Nancy Houfek says, be relentlessly pleasant. Things will often pay off when you least expect them.

## Part 3. Outreach

### Learning Outcome:

*List specific outreach activities which will engage users in order to build positive relationships between the library and its users.*

Erin Dorney  
Outreach Librarian  
Millersville University McNairy Library  
erin.dorney@millersville.edu  
@edorney



### ERIN

Hi everyone, this is Erin Dorney from Millersville University in Pennsylvania. For my part of the presentation I'll be talking about using outreach to build positive relationships between our libraries and our users. Hopefully by the end of my section you'll have the beginnings of a list of activities you might be able to try at your institution or at least get you thinking creatively about the different opportunities that are possible. So lets get started!

Before I get into specific activities, I want to talk a little bit about my philosophy of stealth librarianship/outreach/whatever you want to call it. As outreach librarian, I am responsible for for coordinating clear and consistent communication for the library. I also do marketing, event planning, and a bunch of more traditional library stuff (collection development, instruction, research help, etc). In approaching my position, I have taken to heart the tasks of evolving the idea of an academic library as well as influencing the perceptions users have of academic libraries. All of which is based on building positive relationships.



## How are new projects built at your library?

A - Initiated by librarians,  
then users are sought

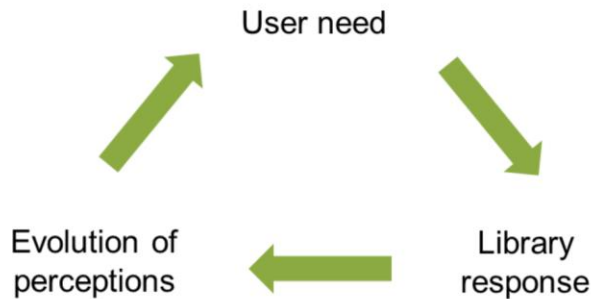
B - Initiated by users,  
then the library responds

### ERIN

I think it's important for libraries to ask which comes first, the user or the service? This question would apply to new services we offer, new spaces we build, events we hold - basically how we allocate our time and resources. Do we start with a user who has a concrete need and then build a service that meets that need? Or do we start by building an awesome new project and then soliciting or convincing our constituents to use it or attend? How does it work at your library?

Interesting results, does anyone want to chime in in the text chat box about why you think new projects are/aren't user-initiated?

# Libraries Are Change



## ERIN

In my opinion, the future of academic libraries is not one built by librarians. It is built by our users, with librarians communicating with them directly about their needs.

As the library responds to user needs, the academic library evolves. This will go on forever. Let me underscore that point. This cycle will go on forever. We're never going to be done with change. So we need to get used to it and become more agile in terms of our processes and structures. The change happening in academic libraries (and public libraries, and higher ed even more broadly) is not getting from point A to point B, then saying "Oh, we're done" and taking a vacation. We already have a new group of students coming to our institutions every single year, with different expectations, needs and desires. Add to that advancements in technology, the information ecosystem, and legal complications relating to copyright and ownership rules, and you can start to see how the cycle continues. Libraries are change. It's our nature - or it has to be in order for us to survive.

This cycle of user need, library response, and continual evolution results in changing perceptions about the impact of libraries, the importance of libraries, and the necessity of our organizations. These are advocacy tools that will influence funding and freedom levels we need to operate at a rapid and responsive rate.



## Outreach for Relationship Building

- Support student-initiated projects
  - Poetry readings
  - Exhibit creation
  - Publications
- Have fun!
  - Equalizes the power-dynamic
- Offer undergraduate internships
- Join non-library committees

### ERIN

This continual change, the process of evolving and changing perceptions about what the academic library is, therefore requires continual positive relationship building with our users. Outreach is one way to start these conversations, getting out into the community through some of the ways Kiyomi mentioned earlier in the webcast today. Relationship building needs to be considered both internally and externally.

So what are some examples of outreach activities that libraries can engage in in order to build positive relationships with users? (Please excuse my super boring slide design here)

My first point is to support student initiated projects every single way you can. If a student or group of students approaches you or the library for partnership, DO IT! There are a billion things vying for these students' time and if they have taken the first step to reach out to you, there is a kernel of interest, opportunity, or understanding there. You can use that to start building a relationship which could lead to a variety of things: them telling their friends about the library, them working for the library, them leaving the interaction with a better and more positive idea of what an academic library is, more comfort approaching you for other needs like research questions, etc. This requires flexibility with our TIME (what are we going to drop when these opportunities come up) and our RESOURCES (where will we get the \$). RADICAL SUPPORT - put our money where our mouth is.

Often the outreach activities that create the most goodwill are ones that are done for fun. These sorts of events show the campus that libraries are creative and don't take themselves too seriously. During finals week, we offered a table of paper, markers, and crayons for students to draw. There are countless examples of these kinds of activities in libraries - making stress relief balls, doing silly photo booths, having photo contests, offering food, letting students enjoy. You need these kinds of events to get some buy-in for your more serious endeavors. Plus, it gives library staff an opportunity to meet students in a more relaxed environment where the power dynamic is more equalized. The student isn't coming to us with a need. The student is having fun and the library is having fun - it levels the playing field for positive relationships to grow.

Two more specific examples I feel strongly about are:

Offer internship opportunities for undergraduate students - The students at your institutions are learning all kinds of skills we use in libraries. Find an anthropology student who can do an ethnography of how students study. Find an art student who can design your promotional materials. Find a marketing student who can help develop your social media presence. These projects help inform us, give students real-world experience, and show how the library contributes to student success.

Participate in campus committees beyond the library - Join a Student Affairs committee or Technology user group, something that wouldn't necessarily "scream" traditional library involvement. This is an avenue for the library to learn more about different aspects of student's lives and to be considered as partners, in ground-level conversations about the student experience at your institution.

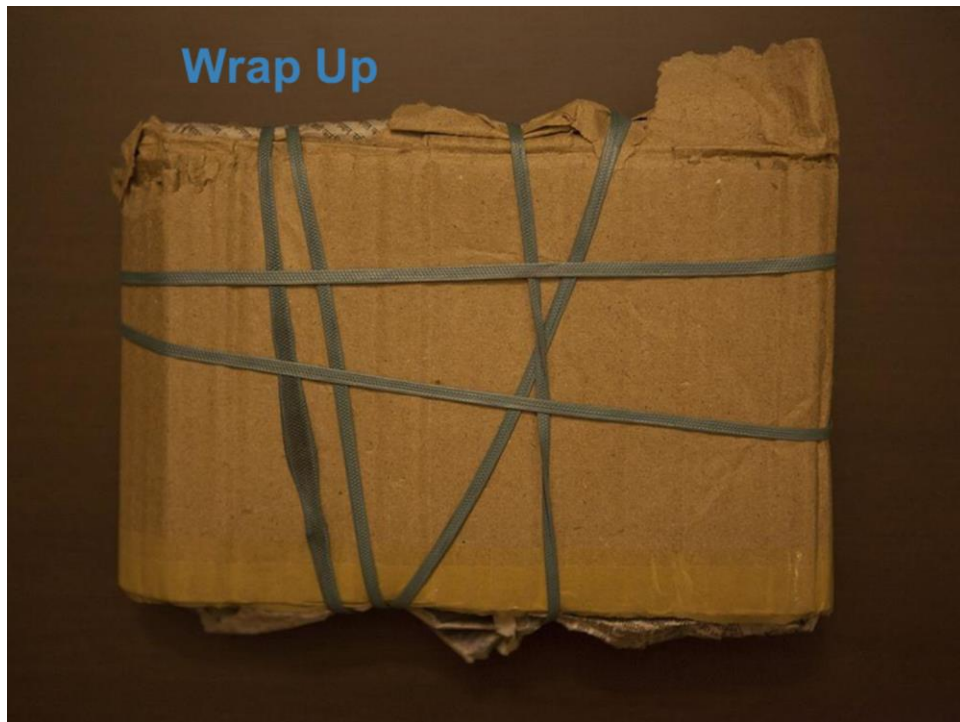
Inreach

*Everyone in your  
organization represents  
the library*



**ERIN**

There are a lot of people working in our libraries, or in our buildings, who are not librarians. Those people are important!! Staff are often the front lines, first people who our users interact with. Student employees talk to their friends. Libraries need take a holistic approach to building positive relationships. This includes candid discussions with everyone within the organization about the future of libraries, our willingness to change, and setting up mechanisms for ideas and feedback to be acted upon quickly. Be inclusive. Get to know student library employees, ask them for feedback, learn their strengths and leverage them in new ways. Make sure everyone has customer service training so that when users experience the library, they walk away feeling positive. You can't build positive relationships if negative interactions are undermining your efforts every day.



Kiyomi - Importance of being genuine, focus on helping not selling

Bohyun – Be relevant, know what's going on.

Erin - Change is constant, become more agile/responsive, include everyone in the organization for maximum impact



## Discussion & Questions

1. What acts of stealth librarianship have you engaged in at your institutions?
2. What would be the one thing you can do to improve the user experience of your library?
3. How does "stealth librarianship" compare to other library change movements like "start-up culture" and "DIYlib?"
4. What are benefits do you see to stealth librarianship?
5. What surprising, but important, things have you learned when interacting informally?

Kiyomi will be pulling any question that have come up via Twitter to try to bring them into our discussion.

Erin & Bohyun will facilitate the questions in the meantime. Anyone can chime in with responses to the questions from the audience.

# Thanks & Further Reading

## Stealth Librarianship

- [John Dupuis](#)
- [Krista Godfrey](#)
- [Kendra K. Levine](#)
- [Katie Fraser](#)
- [Andrew Colgoni](#)
- [In The Library With The Lead Pipe](#)

## User Experience (UX)

- Chris Risdon, Paula Wellings, Todd Wilkens, "UX Week: Only Good Touching - Doing UX strategy and design in a multi-touchpoint universe" <http://www.slideshare.net/livebysatellite/ux-week-only-good-touching>
- Joshua Brewer, "Design for Delight" <http://52weeksofux.com/post/531355592/design-for-delight>
- Howard Mann, "10 Perfect Touch Points" <http://uxmag.com/articles/10-perfect-touch-points>
- Jamin Hegeman, "Mapping the Journey - Experience Beyond the Screen" <http://www.slideshare.net/jaminhegeman/mapping-the-journey-experience-beyond-the-screen>

Image credits: [Wrap](#) by India Kangaroo

Kiyomi will do the thank you and remind people to contact us if they have any questions and to use the hashtag #stealthlib.

## ACRL Webcast April 23, 2013 – Stealth Librarianship

### Part 1: User Experience

**Bohyun Kim, Digital Access Librarian, Florida International University Medical Library**

#### Slides Outline

1. Walk on water with liaison and outreach activities.
2. A little bit about you.
3. Why User Experience (UX) for liaison and outreach activities?
4. Faculty
5. Students
6. Your colleagues
7. What makes positive user experience?
8. Where to start and how?
9. Learn about their experience
10. Not the product first
11. But the people first
12. What is a touchpoint?
13. A point of interaction involving a specific need
14. Environmental scan
15. Let's try this!
16. 5 unsuccessful library touchpoints
17. UX Environmental Scan Worksheet I.
18. Eliminate pain points.
19. UX Environmental Scan Worksheet I.
20. 5 unsuccessful library touchpoints
21. UX Environmental Scan Worksheet II.
22. Can We make them even better?
23. UX Environmental Scan Worksheet II.
24. Check out what others are doing
25. Positive UX: Appropriate, Relevant, Meaningful, Endearing/Playful
26. Design for delight!
27. Fail gracefully.
28. Connecting with your library patrons online.
29. The Why not Like Us phenomenon.
30. Example – Florida International University Medical Library Facebook page
31. Example – New medical student orientation, the winner of the medical student essay contest.
32. Example – A new publication by faculty, follow-up to student inquiry about a copy of the article.
33. Example – The news article about the first graduating medical students

34. Example – A message to library patrons about book return.
35. To successfully connect with library patrons online: be current, be interesting, talk about 'them,' be patient, be in the community
36. User experience as a base for successful outreach
37. A few good and short reads:
  - Chris Risdon, Paula Wellings, Todd Wilkens, "UX Week: Only Good Touching - Doing UX strategy and design in a multi-touchpoint universe" <http://www.slideshare.net/livebysatellite/ux-week-only-good-touching>
  - Joshua Brewer, "Design for Delight" <http://52weeksofux.com/post/531355592/design-for-delight>
  - Howard Mann, "10 Perfect Touch Points" <http://uxmag.com/articles/10-perfect-touch-points>
  - Jamin Hegeman, "Mapping the Journey - Experience Beyond the Screen" <http://www.slideshare.net/jaminhegeman/mapping-the-journey-experience-beyond-the-screen>
38. Questions? Contact information: [kimb@fiu.edu](mailto:kimb@fiu.edu) [e-mail]  
<http://bohyunkim.net> [Web] @bohyunkim [Twitter]



## ACRL Webcast April 23, 2013 – Stealth Librarianship

### Part 1: User Experience

Bohyun Kim, Digital Access Librarian, Florida International University Medical Library

#### UX (User Experience) Environmental Scan Worksheet – I.

A. Unsuccessful Touchpoints	B. What are the Pain Points?
<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>
<b>C. What can you do to eliminate the pain points?</b>	
<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	

## UX (User Experience) Environmental Scan Worksheet – II.

A. Successful Touchpoints	B. Details / Inspirations
<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>
<b>C. What can you do to generate DELIGHT?</b>	
<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	

# Stealth Librarianship: Non-Traditional Opportunities for Interaction .....

*Initially created by Kiyomi Deards [@kiyomid](#) April, 2013  
#stealthlib [CC by 3.0](#)*

*Please feel free to add and reuse this content. If you add an idea  
please include your name, twitter handle, or other identifier.*

# Idea # 1 K. Deards

---

Departmental lectures

Tip: Be selective, chose topics or researchers of interest to you. Ask thoughtful questions when you have them.



# Idea # 2 K. Deards

---

## Graduate Student Recruitment

Make friends with the  
recruiters, talk with potential  
grad students one on one  
during campus visits.

# Idea # 3 K. Deards

---

## Lunch Lecture Series

Tip: Sit with people you don't know. These events often have time built in to talk with your table, take advantage of that.

# Idea # 4 K. Deards

---

Volunteer for New Student and  
Parent Activities

# Idea # 5 K. Deards

---

Leisure Activities

(Sports, Community Theater,  
etc.)

Tip: Let people know what  
you do, if they have questions  
they'll ask

# Idea # 6 K. Deards

---

## Attend Open Houses

Tip: Events open to the public gives you a chance to learn what departments think is most important and interesting about their work.



# Idea # 7 K. Deards

---

## Free Workshops & Conferences

Tip: Workshops can expand your skill set. If you can't attend a conference all day sign up and mingle at the receptions and poster sessions.

# Idea #8 K. Deards

---

Attend Disciplinary Conferences

Tip: Get out of the library echo chamber, see what your users are interested in. Knowing researchers at other institutions, and their work, will pay off.

# Idea # 9 K. Deards

---

## Campus Forums

Tip: Actively listen to what's going on, participate in small group discussions. If you have something to say raise your hand and say it!

# Idea # 10 K. Deards

---

## Start New Traditions

Tip: Start a tradition of coffee or lunch with new faculty members. Be sure and tell them it's a tradition!

# Idea # 11 - K. Deards

.....

Random Meetings (Dinner w/  
friends, strangers planes, etc.)

Tip: If people ask about  
libraries answer their  
questions, they wouldn't ask if  
they weren't curious.



