



# Tell Your Story Well

How Embedded Librarians Demonstrate and  
Communicate Their Value



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# Make an Impact: Become Invaluable

Jennifer Martin

Associate Librarian, Arizona Health Sciences Library



Clinical Instructor, College of Pharmacy

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# Is the library still relevant?

- Print to electronic materials
- AHSL started to see falling numbers in reference questions, library visits
- Concerned with creating a way to embed the library in health sciences curriculum
  - Ex: 25 reference requests from College of Nursing in 1 year
  - “The library was not seen as a valuable enhancement to the curriculum”
- Danger of becoming strictly a student study hall
- College of Pharmacy teaching only 1 elective course

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# From Closet to Classroom

- Established in the College of Pharmacy
  - Initial location was a closet in the student lounge
  - Word spread there was a librarian in the building
  - Librarian began meeting with individual faculty
  - Department Head relocated the librarian to a more visible location among the faculty offices
  - Still there today! (same place)



# Health Sciences Library Embedded Model

- University of Arizona Libraries
- Arizona Health Sciences Library
  - College of Medicine
  - College of Public Health
  - College of Nursing
  - College of Pharmacy
- Not Embedded
  - Instructional Support Librarian
  - College of Agriculture/Vet Sci
  - Collection Development & Outreach Librarians



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# Embedded in the College of Pharmacy



- Reside onsite fulltime
- Integrated in the curriculum
- Collaborates on research projects with faculty

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# Early Establishment

- Establish a Presence
- Be visible
- Market yourself
- Meet regularly with supervisors, department heads, and deans

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# Establish a Presence

- Become a part of the community you serve
- Find your champion(s)
- Network
- Be social
- Get invited to regular meetings (department & faculty meetings)
- Serve on college committees



# Be visible

- Attend lectures from visiting scholars
- Attend all College social events
- Attend faculty retreats
- Meet with all new faculty
- Support student group fundraisers
- Participate in new student orientation



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# Market Yourself

- Postcards
- Popcorn promotion at the beginning of year
- Open house Meet & Greet
  - Served breakfast
  - Provided prizes
- Open drop in sessions for students
- Blog
- College's newsletter
- Webpage for pharmacy information on library's website
- Link to library's website from College's website
- Link to library's website from online course modules

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# Market Yourself

- Made appointments with individual faculty members (at both campuses Tucson and Phoenix)
  - Discussed their research focus
  - Integrate library services into their courses
  - Example: Drug Information course
- Offered orientation for new lab groups and graduate students
- Worked with administrative professionals



# How can I add value?

- Work off the needs of your clients
  - I.e. Instruction, Reference
  - Work with development of new programs in the curriculum
  - Make their lives easier
- Be ready to collaborate
- Training to supplement new skills
  - I.e. systematic review and meta-analysis
- Collection development
  - Meet the information needs of your clients



# Collaboration with Faculty

- Systematic review and meta-analyses
  - Award winning publication
- Grants
  - Publish bi-weekly grant opportunity newsletter to all faculty
  - Locate grant information
  - Train on searching for grant information
  - Conduct research for current and future grants
- Patent searches & business landscape



# Collaboration with Faculty

- Integrate library instruction into their course
  - Research Methods course
  - Proposal course
- Supported development of new courses
  - Translational medicine course
- Deliver instruction for continuing education
  - Southwest Clinical Pharmacy Seminar
  - Meta-Analysis Course
  - Preceptor Day



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# Share your impact

- Regularly discuss outcomes with your supervisor
  - Share developments and ideas
  - Discuss outcomes of instruction
- Share evaluation information
- Share your experience with the organization
  - Show metrics, i.e. students reached, teaching hours
  - Discuss impact and number of courses

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# Share your Impact

- Publish your work
  - *An Embedded Librarian Program: Eight Years On*
  - *A 5-Year Analysis of Peer-Reviewed Journal Article Publications of Pharmacy Practice Faculty Members*
  - *The Newly Embedded Librarian: Pharmacy Information Liaison Service*
  - *U.S. Pharmacists' Effects as Team Members on Direct Patient Care: Systematic Review and Meta-Analyses*

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# Impact

- Regularly attends faculty meetings
- Participates in College Committees
- Participates in reaccreditation process
- Dual appointment in the Department of Pharmacy Practice and Science
- Included in all events

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# Impact

- Accreditation Council for Pharmacy Education (ACPE) noted noteworthy practice:
  - *Two librarians serve as liaisons to the College, one of whom is located in the College to provide on-site information assistance to faculty and staff. Office space in the College has been assigned to the librarian and she is responsible for teaching in a number of courses. The librarians provide database search instruction, reference services and library research training via classroom teaching, drop-in sessions and appointments. Faculty have seen improvements in use of search tools and more accurate search outcomes since the liaisons have begun providing instruction to students on searching strategies”*



# Grant Funded Research

- *Determining the Information Literacy of First Year Pharmacy Students*
- *Evaluation of Embedded Librarian Service Through Clients' Information Seeking Behavior*

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# My Librarian

- <https://vimeo.com/255650024>

Full disclosure: This was conducted without my involvement, I only recommended a list of faculty to the library to interview.



# Questions?

- Acknowledgements:
  - Sandy Kramer for breaking ground in Pharmacy
  - UAHS� for all their support
  - Library and Pharmacy Colleagues



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**SLA**  
Connecting Information  
Professionals



# The value story: one humble person's opinion

Ethel M Salonen

Principal, Ollin Associates

June 13, 2018

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# Ethel M Salonen

- Retired from the MITRE Corporation in 2016
- Previously worked for SUNY Stony Brook, UC Riverside, Arthur D. Little, Inc., Dialog Information Services, Primark Financial Services, KPMG, Millennium Pharmaceuticals
- Current roles: SLA LMD Past Chair; Chair, 2018 Lexington Field and Garden Club Plant Sale
- 4 hours a week working for the Lexington, MA Town Clerk's Office
- Volunteer Support for PAWS of Wakefield, MA – a cat rescue foster organization
- SLA President, 2004-2005 + many other roles within SLA.

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# Value reflected in stories

- Stories reflect who we are as a society
- Stories are all about human DNA...what makes us tick
- Stories help make your customer realize the value you bring in solving their problems and meeting their needs



# 7 customer success story examples to learn from right now

- [7 Customer Success Story Examples to Learn from Right Now](#), Lydia Cockerham, September 12, 2016
- Effective success story – encourage your target audience to convert is the end result
- It is all about the process
- Must convey trust and authenticity
- Good customer success stories focus on storytelling and not selling
- The 4 traits
  - The spotlight is on the customer
  - There is a logical progression
  - Features real human problems and emotion
  - Specific and unique quirks

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# How to create the story

- How did your products/service solve your customer' problems? Highlight one or two that are the most relevant to your audience and show impact of the work
- Stories are always about the customer...make your examples resonate with your customer's needs
- Simple stories are better.
- Let your customer tell you a story that can be added to your commentary
- Customers are interested in what benefits you bring to the project
- How did your product/service make their lives easier?
- Tailor your story by including specific details about your client. Let them tell you how your efforts benefited their end results

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# How to create the story

- Success stories follow a logical structure
  - The situation
  - The problem
  - The solution
  - The outcome
- Be careful of too many buzzwords
- Make the story natural
- **End result- keep the focus on the story your customer has to tell**



# I must highlight an example from Star Trek

- [Celebrating World Storytelling Day](#) – Robb Perlman, writer of many Star Trek stories, all inspired by Gene Roddenberry’s original creation
- Loves telling Star Trek stories – new species, new worlds, ability to alter the dynamics of existing characters
- Gene Roddenberry was a speechwriter for the Los Angeles, CA Police Department. He told stories of how the dedicated officers changed peoples lives. This experience allowed Roddenberry to tell the many meaningful, layered and timeless stories that comprise all of the different Star Trek franchises
- Each of these stories continue to challenge our ideas of who we are, who we should be, and who we want to be



# I must highlight an example from Star Trek

(Continued)

- Starfleet's central tenant: The Prime Directive dictates that Starfleet should not interfere with other cultures....each civilization has the right to tell their own stories
- Humans, Vulcans, Tellarites, Klingons, Romulans, Ferengi, Betazoids, The Borg, and Mirror Universe Terrans (Star Trek Discovery...the prequel) and too many to remember....
- We all have stories to tell. It is part of our human nature. The more we gear our story to the needs and imaginations of our audience, the more you and your customer will succeed



# I must highlight an example from Star Trek (Continued)

- Live Long and Prosper (Spock)
- Make It So (Picard)
- To Boldly Go Where No Man (Woman, Sentient Being) Has Gone Before – Shatner
- Beam Me Up, Scotty – Never uttered in a Star Trek series (Beam Us Up, 9 to Beam Up)
- Highly Illogical (Spock)
- I'm a doctor...not a...(McCoy)
- Khaaannn (Kirk)
- I'm Givin' Her all She's Got, Captain (Scotty)
- Nuclear Wessels (Chekov)
- Resistance Is Futile (The Borg)
- Set Phaser's to Stun – (Kirk and Spock)

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