



NEW VISIONS FOR LIBRARY LIAISON PROGRAMS

From Collection Development to Engagement

Gary Marks, Jr.
Reference & Outreach Librarian
William Paterson University

Sponsored by:
NJLA-CUS/ACRL-NJ
Marketing & Outreach Committee



Table of Contents

- Introduction 
- Defining “Liaison”
- Why do we have to change?
- The Process (Thus far)
- The Prospectus
- Implementation
- Discussion (that’s your cue)

Introduction

- Reference & Outreach Librarian-September 2017 (New Position)
- Coordinator of Library Liaison Program
- Liaison to Political Science, Geography & Urban Studies, and Co-Curricular/Extra-Curricular units
- Adjunct Professor Political Science
- Worked in academic library entire adult life (literally)

Liaison

1. a person who establishes and maintains communication for mutual understanding and cooperation

2. a binding or thickening agent used in cooking;
a butter and flour liaison
(trying to work this in)

Subject specialist,
subject librarian,
academic liaison,
subject liaison, subject
bibliographer, and
subject selector.

“Liaison”

“Library Ambassador to
designated departments
or units.”

Reference and User Services Association Definition of Liaison Work (2010)

Cheng Library

Collection Development Policy

Liaison Program (2008)

Built into the Collection Development Policy as a “tool” of Collection Development.

Outlined Purpose;

1. Enhance communication between the Library and academic departments, by providing opportunities to discuss and resolve library issues with the faculty
2. Strengthen faculty participation in the collection development process

Why do we have to Change?

Those are books on the shelf, but the collection is getting smaller.

Collection Development has changed!



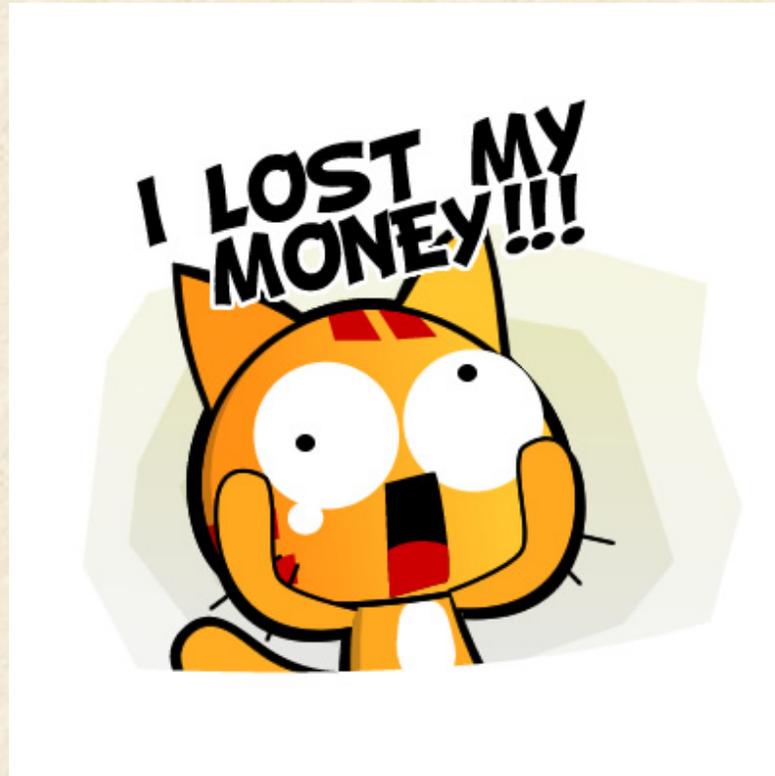
Subscriptions, Packages, DDA, Shrinking Budgets

≠

Traditional Liaison Role

Where's the Money? The Budget Conundrum

- 2015 New Budget Allocation Formula
- Allocations by academic department were replaced by “College” Allocations
- Subscriptions, Packages, and DDA options, Oh my!



- Liaisons Role in Collection Development?
- Faculty Participation?
- Adjusting to the new norm

Services & Resources

Human Capital = Greatest Resource



Resources go far beyond the collection

“Nowhere is the impact of the rise of service innovation and user engagement greater than on the purpose, workload, direction, and even future of liaison librarian programs.”

Jennifer Church-Duran



THE PROCESS



Chapter 1: Transition

From

- Resource Management Division (RM)
- Within Collection Development Policy
- Led by the Collection Development Librarian (AD of RM)

To

- Access and Information Services Division (AIS)
- Liaison Program with Collection Development
- Led by the Outreach Librarian

Chapter 2: Review

- Review Program Documents
 - Guidelines
 - Roles
 - Meeting Minutes*
- Discussions with Liaisons
 - Experiences
 - Pro's and Con's
 - Freelance*
- SWOC Analysis
 - Challenges- \$
- Prior Initiatives
 - Program Expansion
- Communication & Leadership
 - Past practices

Chapter 3: Research

- Consult the Literature
- Program Goals
- Common Program Elements
- Liaison Roles
- Expectations/Outcomes
- Program Models/Structures

Research Highlights

- Williams (2009) Position Description Framework-Approach
- ACRL (2007 & 2015) Liaison Services & Evolution of Liaisons
- Jaguszewski and Williams (2013) Hybrid Model
- Church-Duran (2017) Distinctive Roles

See Breakout Session Handout for full Bibliography

Chapter 4: Draft

- Build from what you know
 - Identify Strategic Goals
 - Outline Desired Roles
 - New Additions
 - Non-academic*
 - Training & Tools
 - Assessment*
- What do we want to keep?
 - What suits our Library and Institution?
 - What will Liaison and Faculty roles become?
 - What are we adding? How do we equip our Liaisons?
 - How do we measure our success?

Chapter 5: Feedback

- Solicit feedback from Liaison volunteers
- Discuss and incorporate into new document
- Identify key areas for;
 - Training
 - Expansion
 - Communication

REVISED
and
EXPANDED



THE
LIAISON
PROSPECTUS



Purpose

- The program is a multi-faceted resource that serves the Library's Access and Information Services and Collection Development efforts.
- The Liaison Program is composed of Librarian Liaisons that serve as ambassadors of Library resources and services, and Faculty Coordinators chosen to represent university departments and units in matters related to Library Resources & Services.

Liaison Program Goals

- Effectively communicate availability of and instruct in the use of Library Resources and Services
- Provide Reference and Research Support to students and faculty within assigned Liaison areas
- Collaborate with Faculty on Collection Development and Assessment
- Enhance scholarly communication and achievement
- Engage the university community

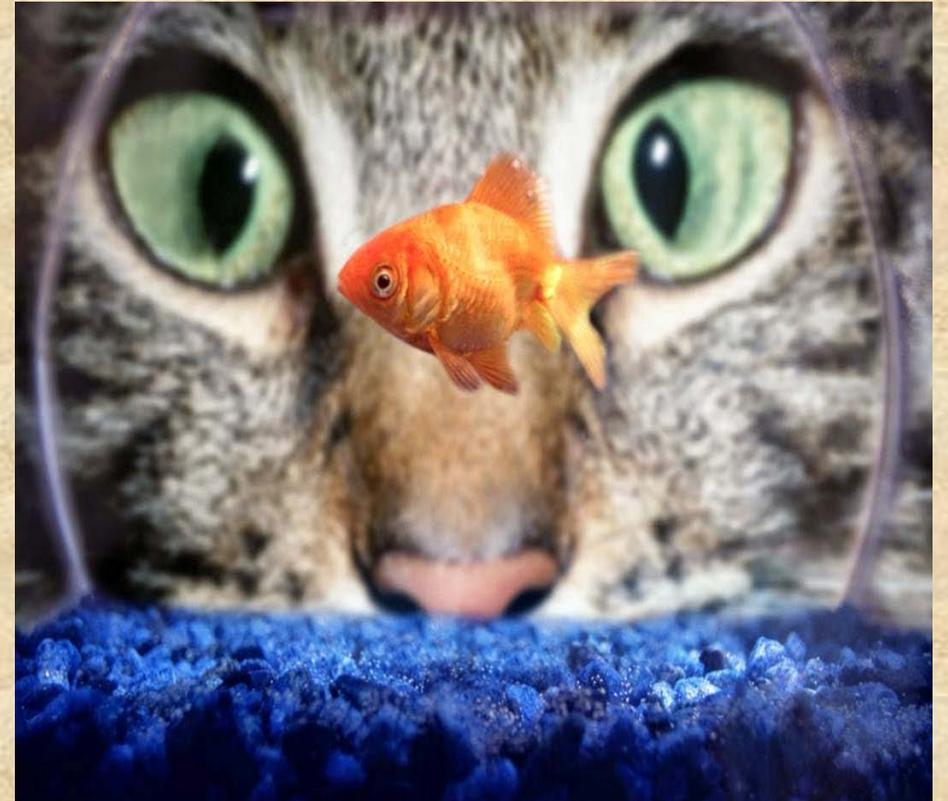


KEEP
CALM
AND
SET NEW
GOALS

Liaison Role Focal Points

Five Focal Points were Identified as being essential to the Liaison Program

- i. Communication
 - ii. Instruction & Research
 - iii. Collaboration
 - iv. Collection Development and Assessment
 - v. Participation
- ✓ Each Focal Point has Three to Five “guiding principles”
 - ✓ Focal Points are interconnected
 - ✓ Focal points may be dependent on the structure and needs of the assigned area



Guiding Principles

(selected samples)

- Participate in developing effective communication strategy to convey Library resources, and services and ascertain department/unit needs/wants
- Knowledge of student demographics in assigned Liaison areas
- Share department knowledge with relevant Library specialists and work as a team to support department and library goals
- Collaborate with Faculty coordinators on collection development/assessment activities under the guidance of the Assistant Director of Resource Management
- Participate in Outreach endeavors in support of Library initiatives and their relevance to department/unit
- Have a recognized presence within assigned liaison areas with faculty and students

Assessment

How to Assess the Program?

Dual component assessment

Liaison Assessment- Survey of Librarian Liaisons
SWOC analysis

Faculty Assessment- Survey of Faculty
Coordinators and Department Faculty

- Awareness of Resources and Services
- Ability to meet department needs
- Communication effectiveness
- Student Success



Training Tools & Resources

Easy to give someone a fish to eat (unless they're allergic to seafood)

But teaching someone to fish and giving them the necessary equipment is Better

Liaison Toolkit

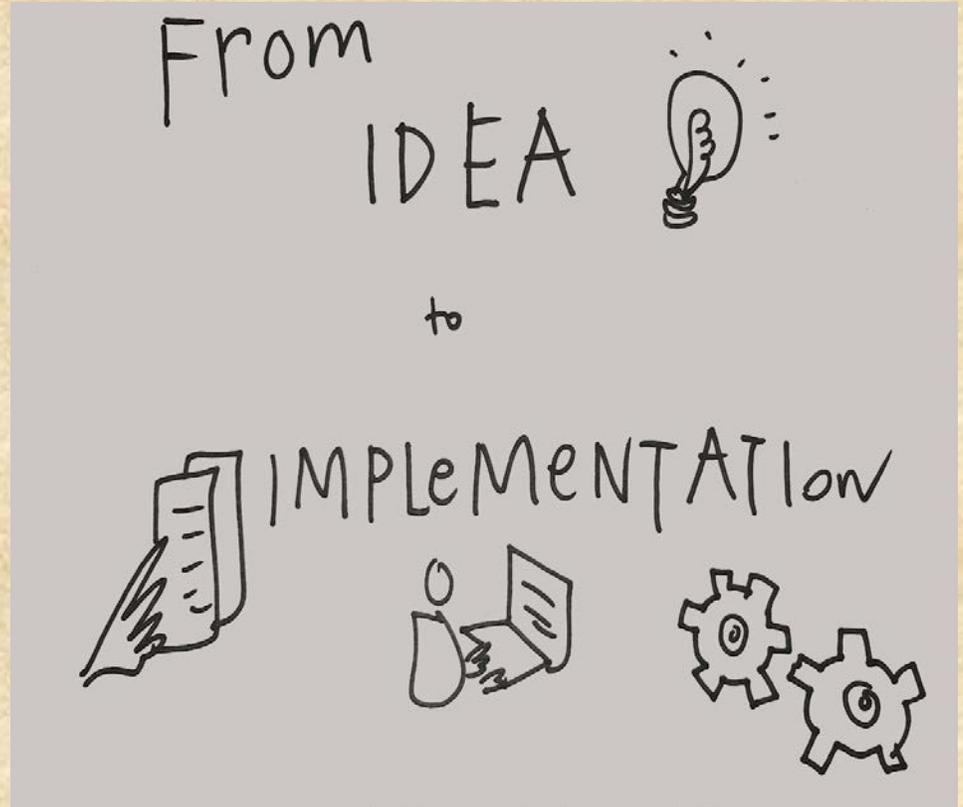
LibGuide created for Internal Liaison Training and Resources.

Toolkit Includes;

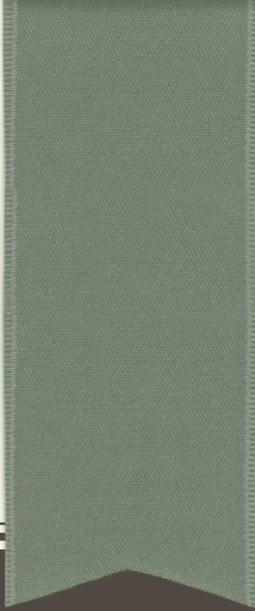
- ❖ Collection Development Policies
- ❖ Communication techniques/strategies
- ❖ Sample Department Newsletters
- ❖ Sample e-mail templates
- ❖ Institution & Dept Data
- ❖ "New" Liaison Tips
- ❖ Past Meeting Minutes
- ❖ Past Workshops & Programs
- ❖ And more



Implementation



In reality some Liaisons have already implemented aspects of new program



DISCUSSION

That's your cue!



let's talk

Cheng Library

Liaison Program Prospectus

Serving as a resource in the pursuit of the Library's Mission, Vision, and Strategic Goals, the Liaison Program is essential to the Library's Role as the Knowledge Center of William Paterson University. The program is a multi-faceted resource that serves the Library's Access and Information Services and Collection Development efforts. The Liaison Program is composed of Librarian Liaisons that serve as ambassadors of Library resources and services, and Faculty Coordinators chosen to represent university departments and units in matters related to Library Services.

I. Role of Librarian Liaisons

- Effectively communicate availability of and instruct in the use of Library Resources and Services
- Provide essential Reference and Research Support to students and faculty within assigned Liaison areas
- Collaborate with Faculty on Collection Development and Assessment
- Enhance scholarly communication and achievement
- Engage the university community

a. Liaison focal points

i. Communication in Coordination with Liaison Coordinator

1. Maintain an open and active line of communication with faculty/adjunct faculty, and staff in designated areas
2. Knowledge of department/unit communication tools-LISTSERV, social media, etc.
3. Participate in developing effective communication strategy to convey Library resources, and services and ascertain department needs/wants
4. Participate in developing information packet for new faculty
5. Communicate and convey support to student groups/clubs/associations/honor societies within or related to the department (via student leadership and/or faculty advisor)

ii. Instruction & Research

1. Current knowledge of academic program, curricular changes/goals
2. Knowledge of student demographics in assigned Liaison areas
3. Awareness of Faculty & Graduate Student research topics and preparation of support resources
4. Facilitate the design and delivery of Library instruction sessions to assigned Liaison areas

iii. Collaboration

1. Seek out opportunities for collaboration on interdisciplinary research
 2. Knowledge of academic support services and opportunities relevant to department initiatives and challenges
 3. Share department knowledge with relevant Library specialists and work as a team to support department and library goals
- iv. Collection Development/Assessment
1. Collaborate with Faculty coordinators on collection development/assessment activities under the guidance of the Assistant Director of Resource Management
 2. Review and Communicate department resource requests
- v. Participation
1. Participate in evaluation and assessment projects
 2. Participate in departmental activities, events, student groups/clubs
 3. Participate in Outreach endeavors in support of Library initiatives and their relevance to department/unit
 4. Offer to participate in curriculum design and review
 5. Have a recognized presence within assigned liaison areas with faculty and students

- b. Regarding focal points i-v it is important to note that no liaison is an island. Each liaison should actively communicate their respective departments, programs, or units' activities and experiences with other Liaisons, Liaison Coordinator, and AD of RM.
- c. It is also vital to note that the structure and needs of each department, program, and unit will vary, thus the role and focal points for each liaison will consequently adapt and greater or lesser emphasis will be placed on various focal points as a result.

II. Assignment of Liaisons

- a. The assignment of Library Liaisons to academic departments will be a collaborative effort between the Liaison Coordinator and Faculty Librarians
- b. Assignment of Liaisons will be based on the following criteria
 - i. Educational experience
 - ii. Job related duties
 - iii. Demands of academic/ co-curricular department on the Library
 - iv. Rapport with academic/ co-curricular units
 - v. Ability to provide continuity of Library services

III. Faculty Coordinators

- i. Each academic department will annually select a Faculty member to serve as Library Coordinator
- ii. The Faculty Coordinator should;

- Serve as the “Point of Contact” for Library related communications, representing the needs of the Department/Unit
- Inform the Library of departmental activities, proposed new courses, programs of study and developing areas of research interest
- Participate in evaluation and assessment projects
- Communicate changes in library policies and procedures from the Library Liaison to the department faculty
- Collaborate with the Library Liaison to communicate availability of Library resources and services to students within the department/unit

IV. Assessment of Liaison Program

- a. A periodic assessment of the Liaison Program
 - i. Survey and meeting of Library Liaisons SWOC analysis of Liaison efforts
- b. A dual assessment of Liaison activities will take place periodically
 - i. Part One will include a survey of department/unit faculty/staff to assess awareness of Library Resources/Services and ability of library to meet department needs.
 - ii. Part Two will include a survey of Liaisons to assess ability to engage with departments/units, use of Library resources/services by faculty/staff/students, and opportunities for future collaborations

V. Liaison Training and Resources

- a. Liaison coordinator in collaboration with librarians will create and maintain a “Liaison Toolkit” to assist liaisons in achieving their goals.
 - i. Toolkit will include
 1. Department, program, and/or unit resources, documents, notes
 2. Shared best practices and tips for engaging academic departments and students
 3. Open Access Publication details/resources
 4. Digital Repository/Digital Initiative Resources
 5. Instructional Design resources (samples and/or templates when possible)
 6. Collection Development updates/priorities
 7. University & Department Statistical resources (enrollment, retention, budget, etc.)
 8. Additional resources as deemed appropriate

Addendum- Literature Resources

- Abrizah, A., Inuwa, S., & Afiqah-Izzati, N. (2016). Systematic literature review informing LIS professionals on embedding librarianship roles. *The Journal of Academic Librarianship*, 42, 636-643. doi:10.1016/j.acalib.2016.08.010
- Brown, R. E., Cyrus, J., Lubker, I., Gau, K., Opoku, J., Wright, B., & Hurst, E. J. (2017). Seeing the big picture: Sustaining success in liaison services. *Medical Reference Services Quarterly*, 36(3), 240-252. doi:10.1080/02763869.2017.1332148
- Church-Duran, J. (2017). Distinctive roles: Engagement, innovation, and the liaison model. *Portal: Libraries and the Academy*, 17(2), 257-271. Retrieved from <https://ezproxy.wpunj.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=eric&AN=EJ1139608&site=eds-live&scope=site> <https://doi.org/10.1353/pla.2017.0015>
- Daugherty, A., & Russo, M. F. (2013). *Embedded librarianship : What every academic librarian should know* Santa Barbara, California : Libraries Unlimited, an imprint of ABC-CLIO, LLC, 2013]. Retrieved from <https://ezproxy.wpunj.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=cat02628a&AN=wpu.600236&site=eds-live&scope=site>
- Kuh, G. D., & Gonyea, R. M. (2015). The role of the academic library in promoting student engagement in learning. *College & Research Libraries*, 76(3), 359-385. Retrieved from <https://ezproxy.wpunj.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=eric&AN=EJ1058077&site=eds-live&scope=site> <http://dx.doi.org/10.5860/crl.76.3.359>
- Logue, S., Ballestro, J., Imre, A., & Arendt, J. (2007). Liaison services, SPEC kit 301 (october 2007). Retrieved from <http://publications.arl.org/Liaison-Services-SPEC-Kit-301/>
- Luckert, Y., Mack, D., Cossard, P., & Baykoucheva, S. (2013). Final report. *Final Report*, Retrieved from <http://drum.lib.umd.edu/handle/1903/17456>
- Mack, D. C., & White, G. W. (2014). *Assessing liaison librarians : Documenting impact for positive change* Chicago, Illinois : Association of College and Research Libraries, a division of the American Library Association, 2014. Retrieved from <https://ezproxy.wpunj.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=cat02628a&AN=wpu.626709&site=eds-live&scope=site>
- McQuail, D. (1995). New roles for new times? *Media Studies Journal*, 9(3), 11. Retrieved from <https://search.proquest.com/docview/228397501>
- Miller, J. (2014). A method for evaluating library liaison activities in small academic libraries. *Journal of Library Administration*, 54(6), 483-500. doi:10.1080/01930826.2014.953387

- Miller, R. K., & Pressley, L. (2015). *Evolution of library liaisons* Washington, DC : Association of Research Libraries, 2015. Retrieved from <https://ezproxy.wpunj.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=c02628a&AN=wpu.639262&site=eds-live&scope=site>
- Schlak, T. (2017a). Academic libraries and engagement: A critical contextualization of the library discourse on engagement. *The Journal of Academic Librarianship*, doi:10.1016/j.acalib.2017.09.005
- Schlak, T. (2017b). Academic libraries and engagement: A critical contextualization of the library discourse on engagement. *The Journal of Academic Librarianship*, doi:10.1016/j.acalib.2017.09.005
- Trott, B., & Silver, I.,D. (2014). Outreach activities for librarian liaisons. *Reference & User Services Quarterly*, 54(2), 8-14. Retrieved from <https://ezproxy.wpunj.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=100188425&site=eds-live&scope=site>
- Whatley, K. (2009). New roles of liaison librarians: A liaison's perspective. *Research Library Issues: A Bimonthly Report from ARL, CNI, and SPARC*, 265, 29-32. Retrieved from <http://publications.arl.org/rli265/33>
- Williams, K. (2009). Framework for articulating new library roles. *Research Library Issues: A Bimonthly Report from ARL, CNI, and SPARC*, 265, 3-8. Retrieved from <http://publications.arl.org/rli265/9>