Embedded academic librarian: Opportunities or challenges

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PURPOSES

Roles of Embedded Librarian

Opportunities/Challenges
It is the mixture of **5 key components**;

- **strong working relationship**;
- **understanding** and volunteering between librarian and users;
- **shared the same goals** between both parties;
- **customized high-value contribution** of librarian towards the users and organizations;
- **and team membership**.

(Shumaker, 2014)
“the work of librarians in a research institute or corporation whose offices are moved from a central library to their customer groups, so that they can work more closely with the members of those groups. It includes the role of a medical librarian who goes on “rounds” and participates in clinical care teams.”

(Shumaker & Talley, 2009)
a librarian focused…

“on the needs of one or more specific groups, building relationships with these groups, developing a deep understanding of their work, and providing information services that are highly customized and targeted to their greatest needs”

(Shumaker & Talley, 2009)

is an integral part to the whole

(Dene, 2011)
the librarian **moves out** from the norm traditional librarian to the “**on-site**” librarian in order to get and work closely and build the strong relationships among researchers, lecturers, undergraduates, postgraduates and administrators

(Carlson & Kneale, 2011).
TRADITIONAL VS EMBEDDED LIBRARIAN

https://flic.kr/p/bW9FyY
<table>
<thead>
<tr>
<th>Traditional Librarian</th>
<th>Embedded Librarian</th>
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<tbody>
<tr>
<td>Responsive</td>
<td>Anticipatory</td>
</tr>
<tr>
<td>Individual customer</td>
<td>Team of collaborators</td>
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<tr>
<td>Standardized</td>
<td>Customized</td>
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<td>Single transactions</td>
<td>Ongoing projects</td>
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<tr>
<td>Service</td>
<td>Partnership</td>
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ROLES

Course-integrated instruction

Membership in research teams
OPPORTUNITIES

Creating positive image of library

Increasing IT usage among users

Full utilization of library services, facilities, and collections

Creating the bonding time
Encouraging the involvement of students and teams

Developing a strong morale and teamwork

Enhancing the skills
CHALLENGES

- Library capability
- Time management
- Willingness/readiness of the librarian
- Availability of social media
CHALLENGES

- Resource allocation
- Workload balancing and burnout
- Team participation
CONCLUSION
Hello, is this the library reference desk?

Yes.

What's the average running speed of the Tazmanian boola-boola dog?

8.3 miles per hour.

I can't believe she knew that.

And you have something stuck in your teeth.
“Google can bring you back 100,000 answers, a librarian can bring you back the right one.” — Neil Gaiman
REFERENCES


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