

Dangerous Liaisons



Customer Service Reps to Faculty

Peggy Ridlen and Jane Theissen

“Cohorts in Crime”

Reference Librarians & Liaisons

Fontbonne University

Changing Perceptions and Outreach Activities

Regarding Liaison Responsibilities



AGENDA

- Define liaison work
 - Understand its importance to libraries
 - Gain new insight for reaching out to faculty & the larger library community.



October 9, 2009

LITERATURE REVIEW FOCUS

Macaluso, S., & Petruzzelli, B. (2005, January). The Library Liaison Toolkit: Learning to Bridge the Communication Gap. *Reference Librarian*, 43(89/90), 163-177.

Stoddart, R., Bryant, T., Baker, A., Lee, A., & Spencer, B. (2006, July). Going Boldly Beyond the Reference Desk: Practical Advice and Learning Plans for New Reference Librarians Performing Liaison Work. *Journal of Academic Librarianship*, 32(4), 419-427.



Why is a liaison program needed?

Awareness

Perception

Development

Communication



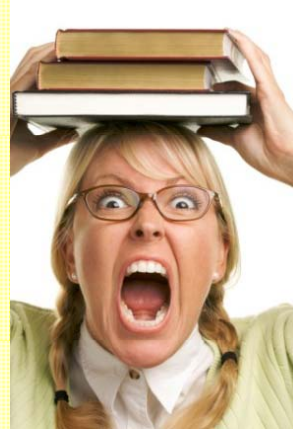
Liaison Duties

“Liaison activities would include communication with faculty (in person) and through a variety of approaches.”

- Selecting and weeding materials**
- Becoming knowledgeable about departments**
- Identifying disciplinary resources**
- Conducting library instruction**
- Acting as a contact for library services**
- Referring faculty questions to others as appropriate**
- Promoting the integration of info lit competencies in course work***

from Macaluso, Stephan and Petruzzelli, Barbara Whitney. *The Library Liaison Toolkit: Learning to Bridge the Gap.*

Should liaison responsibilities focus mainly on collection development?



Or include advocacy of services?



What faculty want in a librarian ...

Proactivity with a sense of when to back off

Clear Communication

Information about services

Repeated reminders

**Subject mastery is not required,
but basic understanding is important.**



Macaluso, Stephan J. and Barbara Whitney Petruzzelli. "The Library Liaison Toolkit: Learning to Bridge the Communication Gap." *The Reference Librarian* No.89/90, 2005, 163-177. (Chart based on Stahl, 1997)



Outreach Activities **PRACTICAL ADVICE**

Make the First Step

The faculty will not come to you!

Build the Relationship

It is a process, not an event!

Be Open Minded in Approach

High tech and low tech!

More PRACTICAL ADVICE



Manage Time Wisely

Apprehension about workload!

Learn Assigned Subject Areas

Basic understanding vs. subject mastery!

Communicate Effectively

Two way communication!

Still More **PRACTICAL ADVICE**

Utilize several avenues of communication

Informal vs. formal!

Learn to Handle Request and Feedback

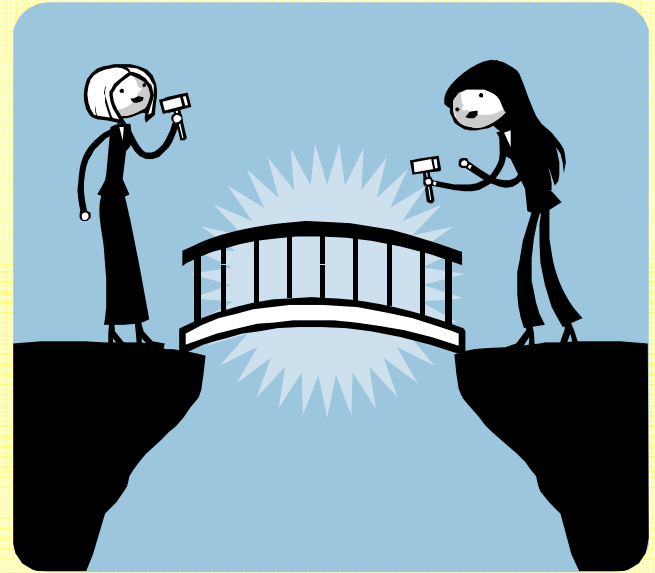
Educate faculty & market library services!



Take Cues from Peers

Starting point for liaison work!

Can librarians
and faculty see
results from
liaison outreach
activities?



ALA

American Library Association

RUSA

Reference & User Services Association

CODES

Collection Development & Evaluation

Section

Liaison with Users Committee

[http://www.ala.org/ala/mgrps/divs/rusa/
sections/codes/index.cfm](http://www.ala.org/ala/mgrps/divs/rusa/sections/codes/index.cfm)

ALA RUSA CODES

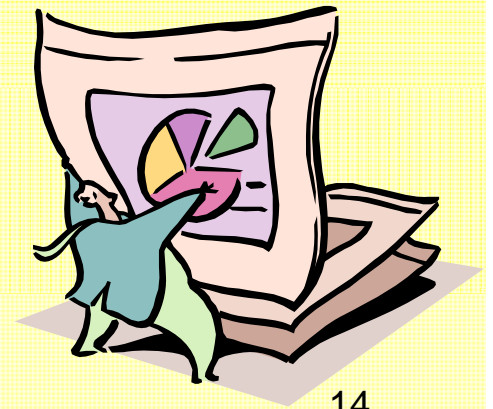
Liaison with Users Committee

2007 Survey

Liaison Responsibilities in Collection Management

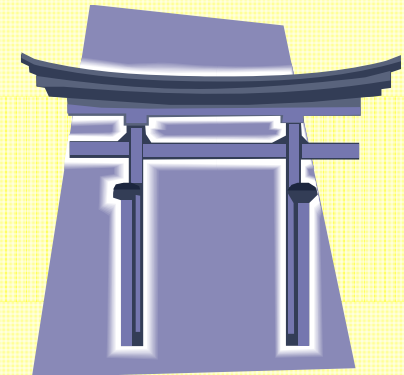
Survey Says....

- ❖ Liaison work is spread throughout the library.
- ❖ Liaison's would like more training.
- ❖ There is no clear standard for what responsibilities should be.



“Ultimately, liaison activities reinforce

- team building
- open discussion
- camaraderie
- life-long relationships.”



Stoddart, R., Bryant, T., Baker, A., Lee, A., & Spencer, B. (2006, July).
PERSPECTIVES ON... · Going Boldly Beyond the Reference Desk
Practical Advice and Learning Plans for New Reference Librarians
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Macaluso, S., & Petruzzelli, B. (2005, January). The Library Liaison Toolkit: Learning to Bridge the Communication Gap. *Reference Librarian*, 43(89/90), 163-177.

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Veal, R., & Bennett, E. (2009, January). The Virtual Library Liaison: A Case Study at an Online University. *Journal of Library Administration*, 49(1/2), 161-170.

QUESTIONS
COMMENTS
IDEAS





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