

Transportation Librarians Roundtable
April 9, 2020
Transcript

[Please stand by for real-time captions]

This is Bob: and on behalf of us we want to welcome you all here today. We appreciate you joining us. I strongly suspect we are under similar situations with shelter at home orders. All the more reason why we are glad you could be with us here today. The situation has changed but has changed but the workload really has not. Thank you again. Let's go again and get started here. Today's presentation coming to us all the way from another part of the world, Austria. And our speaker today is -- I will talk more about her in a few minutes. Lisa is likewise dealing with COVID-19. She's been on lockdown for four weeks now and it's all the more reason why we appreciate her being available to talk her being available to talk to us. And not only because of the lockdown situation but because of the fact that it is six hours later. In other words, it is 8:00 p.m. p.m. there now. She is more than willing to be with us and give this presentation. Even though these are her off hours. Anyway, before we proceed any further and going to ask Sam to go over any ground rules with respect to the next hour.

Before we get started a few announcements. Today's TLR is being recorded. The best way to enjoy the audio use of the presentation is through your phone the audio use of the presentation is through your phone and please remember these two things. First mute your computer speaker in the top left corner screen you will see the Adobe connect and change it from green to white to prevent breathing and echo and feedback. Press star 61 you are not speaking. When you need to step away or take a call. Please do not put our phone line on hold. For anyone may need a benefit we have live captioning which should be visible in the captioning pod on the right bottom side of your screen. We can use the chat pod at chat pod at any time to take incoming questions. Bob and I will monitor the chat for Q&A. Thank you for listening and they handed back over to Bob.

Thank you, Sam. And thanks. My son Frankie was finishing an online class. I told Sam before there were people out here working on my lawn but I think they have also finished. I have not been hearing lawnmowers and hopefully that is and hopefully that is the case . I'm sorry in advance of any such noises that make their way into the TLR here. I will try to figure out how to mute the phone or otherwise to do something about those sounds. Let me proceed with the me proceed with the main part of our hour here. Today's TLR presentation is how to juggle between being so low and embedded. Certainly, this is a topic of great and direct interest and direct interest to many of us . Our speaker will give a presentation on the topic. Lisa Weinberger is joining us all the way from the great country of Austria. Let me go headfirst while here and share some information about Lisa. Lisa Weinberger has been the advanced corporate, let me start again. Lisa Weinberger since 2014 has been the advanced librarian at Maddow. It's a medical device company in Austria. Lisa obtained her MA and heart history from the University of Innsbruck and her Masters of science and library and information and information science from the University of Vienna. She wrote her thesis about embedded librarianship for corporate libraries and that helped set the stage for the topic she is addressing today for us. Lisa has since 2019 been the chair of the chair of the committee for one person libraries at the Austrian libraries Association. I had the pleasure of meeting Lisa at last year's SLA conference in Cleveland. Not to put any added pressure on Lisa. I think you will find her presentation very worthwhile today. I think you will learn a lot from it. Having said that I will turn the microphone to Lisa right now so she can give her presentation to all of us picked the microphone is all yours, at least those.

Okay. Thank you so very much, Bob. I hope you can hear me well. As Bob well. As Bob already said, I will focus on being a better scholar today. I think you can still get a lot from the talk. For me the Wayne question is partnership.

Let me just check. The presentation. Sorry. I am Austrian, I am not German. I work at Maddow and we are an international company. We have offices all over the world. We like it a lot because it is nice to speak English all day long different people. Just to give you an idea from where we are in Austria. I am from Tyrone which is really close to the sound of music. Unfortunately, we are close to the border of Italy and so we are a hotspot a hotspot of Corona in Europe but, yeah. We are in week four and we are looking at two or eight weeks more. We will see. For me it is interesting is interesting to be a corporate parent at a medical device company. Any people who are corporately barren I'm always happy to meet other corporately barren. Just to give you Just to give you an overview . Mel is doing human systems and when you have profound hearing loss or you are deaf, we will have for you a cochlear implant. A cochlear implant is the main source implant. A cochlear implant is the main source for the statistic products that this research is interesting for me as a corporate librarian. research is interesting for me as a corporate librarian. If you've never heard of a cochlear implant, you can see the implant is implanted on the outside with the processor, mostly behind-the-ear mostly behind-the-ear and there's an electrode inside the cochlear . I've been working here since 2014. We have a huge IT department and that is one of my main duties.

Let's talk about being embedded. Germany, Austria and Switzerland. That is my idea. When it was early in my library career and I thought it was an interesting tool. For me it's really important because Austrian corporate librarians are not professional. The U.S. has a huge history of corporate libraries. They got downsized in the 19th and with the Internet bubble we never had that brick the profession itself to be a librarian brick the profession itself to be a librarian , most people really think it's your grandmother who used to be a teacher and now runs the public library, is now a librarian. It's only possible since 2005 to earn a Masters degree. In Germany there is a long history of corporate librarians. It is important that they are not librarians. Librarians are with fiscal books and the documenter is in the private sector. When I started at Maddow I was a full-time position in the first trained librarian there. Before it was student organizing articles. For me early on it was important to think about how I to think about how I can embed myself north and to show my impact. I really had to prove to prove myself. I was also young and 25. Let's talk about a general librarianship. The main idea is an embedded librarianship takes it out of the traditional library and away from traditional library services like cataloging. For me it is important that the librarianship looks different wherever it is wherever it is applied. And also it is possible to be embedded. The idea to work closely with customers. Form relationships. If nothing new. I will talk about librarianship and many people say yes, we know about this. It's nice to think about the branch up as a marketing tool for yourself. You evolved from a service provider to a publisher. How do I get the customer to the library. What does the customer need. I think you can be both. It's no problem to still be a service provider but you can perform partnerships and it's possible for everyone to give up the physical library. A librarianship most of the time you have to be more proactive or you are appointed higher. In Europe it's not something you find in embedded librarian. Not in the corporate world at all. My company does not know what I talk about. It's just something I am interested in. When you want to be more involved in your organization I think the most important thing is to be realistic. I went to conferences and workshops conferences and workshops about this conferences. That a lot of tips. It is not easy to apply to every library. Especially librarians. Every library is so unique. The organization's most important thing, your head organization. It gives you limits on what limits on what you can do is a library service still part of your job? I have a small library with 1500 books. I single-handedly read every single one of them but I still like it and I think it's okay. Also what size is your target? People recommend

to do service if you want to be you want to be more involved. Thinking to get into a better embedded Librarianship. And think about the outcome and how it affects you and your opposition and often the case not everyone is participating and many are participating and I would be careful about service and you have to think clearly about what you have for your outcome. What is the size of your Tiger group? In my In my case is we have 2000 librarians worldwide. I cannot work for everyone and everyone needs me. Part are they there and think about the history and who was the first one to think about it. Are you embedded or really alone. I think that's really important. If you look at the organizational chart part one of the main things is you are always motivated to learn more and understand what is the expertise, for example, I am not a big fan of cataloging. Working 14 hours to catalog is a nightmare. I'm interested open access and we don't really have to find a way for what your customers need and what is realistic to learn. You can always learn new things. I do the most important things for my company. my company. And what is the competition within your organization. When you think about it there's a lot of competition. We have the whole E learning department. I tried to be connected with them. You can market and be more involved. So different ways to be embedded. The main thing is to be located within the group and in times of Corona and home office worldwide it's interesting to think about it. A lot of librarians are online embedded just for curriculum and classrooms and I could really recommend to use every online situation possible. I'm not used to being at home and I think it's easier to meet people who can conceive face-to-face but on the other hand so many people are not used to online presentations for the Internet or Internet website and you can get them now in a better way. Invite yourself to a meeting I used to do it all the time and I think it's a very nice way now. For me the situation is not ideal. Meeting people face-to-face they also have some tips you could do she has a nice place. She wears pumps even when she goes to the toilet. That's a nice approach. She said she just showed up to really important meetings. She said I'm a librarian. It's impossible. In my case I would show up to senior management meeting and it would it would be a case to file the rather fire me . In time some home office sending out lessons be present with the rep side and the most important thing now, in my case I had a lot to do because all the all online classes worked. People said it works so well and everyone thought you are responsible for that it's impossible to see it. To be embedded as a solo you have to think it's just not possible. You have to think about new ways. In my library it's so low embedded. It was small library. My main problem is I'm not physically located in the main building but it's a few minutes walk. I am responsible for small academic library, or subscriptions and face-to-face us. I do literature church services. As someone has questions about copyright or open access they should ask me for also good to learn your competencies and really interested in open access to my client had a few questions and I felt like using lunch and learns and it was never in my job description. I could do it. And of course trainings or document deliveries and I was talking to a colleague of mine. He runs a small academic library. And he was shocked that I used documented delivery service because his approach is when you are embedded, you should be fully embedded with the language of your customer. It says you need a paper or book and is talking about delivery and I understand his approach to be even more involved and embedded. My point of view is they call it a professional language and I show how well you may impact that I am professional and so far people understand what I meant. It depends on your organization. Just thinking about it. What is the language of your customers and it's not like you have the right to drain them and you have to think about that and in my case and only fully embedded into one department and my boss is the head of the research department. Its always broad check based. And for a lot of people and just a service provider. Complete the nice balance. To be fully embedded into one department, a lot of departments is not possible because I am only one person and for me it's an me it's an interesting job. I don't mind them and do a really high quality search as I said before you have to pick and choose a little bit. It always depends on the people who are running the different department approaches and what they need and I think often people not everyone service of a librarian. Some don't even know about it. Really showcased yourself. And your value. People then think I never thought about

you I never thought about you doing that and that is interesting and Austria it's a cultural thing. I have two Masters degrees and it's a problem. Looking at your competencies is very important all the time and for my case it was interesting to see the physical library is still relevant and we can talk about that because no one needs books but a lot of people are involved. No one will get a budget to buy 10,000 books 10,000 books per year. It's really nice and everything you can find worldwide about cochlear implant hearings and has a value for me and that's important and I could show it.

For me long-term I think about I thought about it even from my second day. There are never enough things to have with library teams and I have no big library or two library team. My main lessons learned so far. Take time to form partnerships. Some people are really open and we have to talk a lot. No one will come to you and say while. What can we do or least it's been my experience. I hope I don't sound too negative. I saw you had a talk from Mary Bates. I'm a huge fan. She said show your impact. She said she had a client who had a Bragg map. She reprinted all the e-mails about good reviews about the library and she always had this map rate with her. She's ready to show the impact and that was something I really had to learn. I don't know if it was my personality and being my personality and being so young and you don't have to stop people in front of meetings. Be front of meetings. Be more flexible a year ago someone sent you really think the library is the most important thing and I was really hurt by the comments and I thought yes, of course I think the library is important. yes, of course I think the library is important. It is my job to showcase it. Like the Austrian culture is we are not so used to it. Our internal service is doing lunch and learns. Talks about services all the time and something I want more for our customers. In the U.S. I'm shocked at how often the waiters come here and to be customer oriented especially in librarianship. I'm not afraid of being downsized or fired all the time you have to have a lot of good answers the more people you know and know you and not just going to a library it is the most important thing. Show your success and impact and I think that's one of the most important things. That was my was my quick talk I'm always interested if you have any questions. In Austria we have no media and I have questions being so low. You can always write me an e-mail. Back wonderful. Thank you so much, Lisa. I'm opening the floor for any questions and comments. I did want to highlight Jim from Minnesota the Department of central is here. And the police this was in part of your presentation when you're talking about your graduate degrees and your master degree. And Jim's comment is that it's a common reaction. In her country people don't realize that librarians have graduate have graduate degrees also you hit record there. I want to bring that to your attention. And on the subject of your masters degrees, Lisa. I had a couple of questions you had initially as I mentioned in the virus receive your MA in art history from the University of Innsbruck. Did you have art rather did you have artistic ambitions. When did you go down the path of being a librarian and learning your masters and that subject.

I wanted to study art history really, really young. He wanted to know if I wanted to study history or art history. When I was writing papers, I was writing papers for my art history studies I always hit the right papers and they love to do research it has no idea about the library and face-to-face and I and I love that. I was writing my thesis in Holland and I was young thinking of stuff and I realize I don't want to be in art history teacher and I love to do research and provide a service. I had a student show up that had no idea they had a library. When there was a chance to be a librarian I really jumped I really jumped into it.

That's great. I still think you put you put your artistic background to and effectively use. Lisa did design the logo on display on the sides here specifically for the library. I did want to mention that too. Thank you for answering my question. I see there is a question here and it is Lisa, do you have a regular backup to handle work when you go on vacation for example?

In theory no but the office manager of my department has access to my credit card and stuff and he knows how to help people and nobody knows what I'm doing all the time. Unfortunately knock on wood I'm really healthy. I think ahead and I also like to take a lot of short vacations and I think it's a huge solo program at a huge problem and I see it in myself that the library is my baby and I have to separate more. Should be possible to be away for four weeks or five weeks. Everyone in Austria has five weeks of holiday.

Out.

We asked the question here and it says I see on your website that made has many locations. Do you have patrons from those locations visit you at your library?

I am not really traveling and I've been fortunate I can go to the U.S. It's expensive to go overseas but because it's their headquarter everyone is coming here and it happens and people say a check will come to you in December and only around a thousand, 500 books. My main customers are spoken from those abroad and it's really convenient because of the big players come to Innsbruck sometime.

. Industry. Not that I want to take over too much time here but I did want to go back to what you said. I'm talking about competition within an organization and it's one of the things to do to bear in mind and the efforts to network effectively within an organization. That one definitely caught my attention, Lisa. I appreciate you could expand on that more. I think you mentioned about the e-learning division if I'm talking about correctly. What was it like, and not that you have to go through a lot of detail. The network or the cities trying to establish some kind of relationship or linkage with that group of people. I guess what was the starting point. How did you begin to make that link there?

A really good question. For me when I started I was really interested in what does the corporate Brya Berry really do and I was preparing for the interview and I realized in Austria and Germany literature of finer is not allowed. I was trained at the academics library with university library and then corporate libraries and intelligence and we really looked and they are a lot to research. And then I realized there are so many jobs I could do and when I started I was the first full-time position there was so much work to do and to realize it's a whole pattern. There is some enduring competitive intelligence. What else there is for me and I could find this out it could be something for a librarian everybody was saying what? Really? We never thought about that. When a company grows as much as Meadows did and it's difficult to take. What I did for whole year and they went to every single department at the library and we did it 48 times or something like this. And we wrote everyone with a main hello I want to represent the library and everyone thought it was positive and that's how I could be there and talk to them and talk to them and say can we not do that. Or she was the custom of the library and I laughed and people would see the library and the Internet page because it's all about the e-learning and I could provide the papers. Always be charming and in my case this case this whole year it was a lot of work and I was running back and forth to departments and it was a huge learning experience because I went to every department and how to see the different rooms because of the buildings and I wanted to do this early on. I trusted it. Most people are nice. People that want to know why do you want you want to come up with the library. It takes time but I could really recommend it to all of you. If you have the possibility do it. I did that for people in Brazil and Madrid.

How has that turned out? A good response to those? It all depends on communication and if there was no Caremark everything it is sometimes be difficult in the state to state meetings were better in in my case but it depends.

Is a seer has a question here and I'm assuming it's about what you were just talking about she was asking along your presentations were and what was the overall timely. 15 or 20 minutes. That was important for me. My thing was every was every department has department meetings and like my department invites other people and that's what they were doing and I could say what you think I will discuss quickly and I think that was the most important thing. It was quick and have and have to admit for some departments gave off the presentation and then I said goodbye and left. And I think it was a good outcome overall. They took a light of time.

Sarah has a follow-up question. Are your online webinars available for us to view? No. In the corporate field I am not allowed to post anything. I would be happy to show you my wonderful Internet. The only thing I can show you is the logo.

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Carrot has a question here about online availability. Would you be able to share photographs of your library with all of us.

I can do it but I don't think they really mentioned it. That's a problem of mine that I am not in the not in the main building . The books are spread all over. I only have 400 books in my office. my office. That's the goal I'm working on. That is true and that is just history. I really don't have a nice physical library. Some researchers have more books in their library.

I appreciate your asking the question and we have time for the questions and comments. Speaking of comments and in addition to the great questions you been receiving from our other participants here. You've received positive feedback on your presentation there are several here. From the Minnesota Department of Transportation indicated you brought great points. If you ever want to change you can come work here in the U.S. or Canada. Everyone will miss you back in Austria, including your boyfriend and mother. We just wanted to mention just wanted to mention that.

Yes. Getting another shop somewhere and I was really sad to hear the people ask you if you have a degree and they had job descriptions to be information official in the U.S. Navy has a better signature and maybe that my profession and every public library in a small town is run by a teacher. Only big cities like Vienna and they work out of the University library and they have no library degree at all and it's not the best salary in Austria to be a librarian.

Right. And thankfully at this stage I don't think you quite qualify as an elderly librarian back that's just a few.

A year ago we got a new employee from the U.S. She called me and said I have to I have to meet you. That was a first for me because what I am what I am also doing in our company sometimes when a new researcher sends an e-mail out. And I already have prepared a hello and welcome and working from the library and they seem like a stalker. I'm there right away to work on them because it almost never happens that people starve and say. Is there a librarian? I want to get to them early on and we have a

welcoming back for orientation and it's a small part where the library is mentioned. Human resources and I hope people read that but that's an important thing to market.

Rate. And thank you for that. I don't know if we have any other questions and comments. I want to go back to during the course of your presentation you are trying to talk about competencies and interests that you have developed during your time there. It talked about your strong interests and technology in the technological aspects of your position of the technological possibilities and he talked about developing a strong knowledge base when it comes to open access. This is looking ahead further down the road. Do you have any big goals in terms of other competencies or competencies that you would like to bring more fully into your daily responsibilities. Anything over the horizon you want to pursue? Yes. Maybe in the long run Stu more hands-on training but you have to know your clients. In my case of not working with 18 -year-olds who don't know how to research. And working with people who have two PhD's and it was a realization that you don't always need the library but they don't know always the best way to do a good search my goal is to be involved in systematic reviews. Gesturing to do more. It's another problem. It takes a lot of time and I'm still doing the enormous service. I hope in the long run it will evolve into something like that.

Okay. We have time for a few more questions and comments if anyone has anything for Lisa. I did want to ask this you something on a professional level but a personal level with the coronavirus situation. I know for weeks now you've been in lockdown and it starts lifting the restrictions. Last week we had the dry runs for today's session you mentioned how all of you are not even allowed to go out and walk through the mountains in that area they have people standing guard there to make people stay away from there. I felt bad about hearing that and have those restrictions been lifted yet? When will they move back to the mountains there the restrictions are now better. It was really for four weeks you could only go outside if you go grocery if you go grocery shopping or to work or if you have to help someone like an elderly person. Every day I was inside. The mountains are beautiful here. We can tour some sport and not hiking in the mountains and maybe even going skiing. Also for safety reasons we need all the emergency people not in the mountains. I will be more at home. I'm going outside but in the last four weeks grocery shopping was a huge deal and was really awesome. grocery shopping was a huge deal and was really awesome. And I have not used my car in five weeks.

Okay. I am in the same situation with you too. I certainly hope continue to improve there. I admire your patience and persistence with that. Speaking on behalf of myself I like to think a lot of people here it's a lot easier said than done.

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Austria was one of the first countries during the lockdown because it was so close and we saw how horrible it is in Italy and it's like a war zone. We have 8 million people and we only had 300 deaths so far.

Okay. It's been a rough road there. I did want to highlight a comment from Jim from Minnesota. He states while at Medtronics they conducted all kinds of searches including chemical structuring and patent structuring and other specialty databases and I strongly suspect you share common ground as far as that is concerned.

Yes. We do all these different kinds of searching and I'm doing, is my thing, the head of the patent department lost the library and book so I'm helping him search and I'm doing research and that's good. Another relationship that took some years to establish.

Okay. Well thank you for that comment meant Jim and services those are excellent numbers. You get a round of applause from Sarah there.

Jim has added keep up the good work.

Thank you.

I don't know if we have any other questions any other questions and comments. Usually I asked our speakers but you already made it clear you have not just one e-mail address but two that people can use for that but two that people can use for that thanks me for saving the trouble of having to bring to bring that up and they did want to mention we are approaching the close of the hour and I did want to mention just because you made reference to the sound of music and I will show my age when I say this. The first Austrian person is Maria von Trapp. For number of years now seeing her family operated a large state of Vermont and she of course passed away four years ago this year. Her own family operates in part. My family and I were there during the 1970s and they talk to Mrs. Von Trapp and she came to the dinner table and that's the first time I spoke with someone with someone from Austria. Maria von Trapp kept her Australian accent and she was very pleasant with us. She did She did not sing and I was surprised about that and I'm surprised that she didn't sound anything like Julie Andrews. The and after all these years I spent quality time with quality time with another noteworthy system . I did have to mention that.

It is so funny because no one watches the sound of music. I learned about the sound of music in English class. A friend of mine asked me about the sound of music. It has no relationship to us at all. That's very interesting.

It is indeed. I'm coming to the close of the hour. It has been a It has been a wonderful presentation and I don't know if she wants to complete that sentence are not. I will wait and see what happens. Thank you for a wonderful presentation and they mentioned at the top of the hour not just because of the coronavirus situation but the restrictions we are dealing with but the fact that we are doing this after hours and purging 9:00 now. I really appreciate your sharing your insights and your information and it's really a topic that has universal meeting. Even for those of us who might not be technically labeled as solo librarians or embedded librarians it still has a lot of application for us. There's us. There's always a need to establish those strong relationships and linkages within our respective organizations. In order to better serve those people. What you had to share has universal meeting. I do thank you for that.

Thank you so much and thank you for having me . The conversation can continue. Just let me know if you have any questions.

Okay. Again along with thanking our distinguished speaker Lisa Weinberger Sam and I want to extend our appreciation to all of you for being wants and I hope you all continue to have a good week and also being wants and I hope you all continue to have a good week and also continue to stay as strong and sane as possible despite the current challenges that we are dealing with, each in our own way. Just to let you know the next transportation library and roundtable will take place Thursday April 13th. We will give you information on that section and I will include something on their session that that takes place on Thursday June 18. It's Thursday June 18. It's on Thursday. By the time I scheduled this speaker several of us would be at the FLA conference which has been postponed. And I will include information on that

again many thanks for joining us and I hope that all of you continue to do continue to do well. Thank you. Goodbye.

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