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Informationist or Embedded Librarian? A Case in Point
Eileen Boswell, Community Transportation Association of
America

Informationist or Embedded Librarian?

A Case in Point from the Transportation Division

Eileen Boswell
Community Transportation Association of America

Presentation to the Transportation Librarians Roundtable

November 18, 2010

Overview

- Disclaimers
- My traditional library duties
- My non-traditional library duties
- Embedded? Informationist?

A Series of Fortunate Events

- CUA
- TRB
- “Embedded Librarian”
- TLR

Community Transportation Association of America

- Membership
- Technical Assistance
 - Rural
 - Tribal
 - Senior
 - Veterans
 - Medical
 - Employment
 - Paratransit
 - Volunteer drivers/insurance
 - “Coordination”
- Magazines

“Information Specialist”

- Grant-funded
- Web development
- *Tappy Grams*

Traditional Reference

- “How many bus fleets in the US have fewer than 100 vehicles?”
- “I heard Exxon is getting out of the retail business. What can you tell me about this?”
- “How many paratransit rides in Florida last year were rural?”

“Don’t Catalog”



Eileen Boswell's Top Tags

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embeddedlibrarian Type a tag Tags 1092

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Characteristics of Informationists

“Linking literature directly to practice ”

- Originated in medical settings: “The medical profession falls far short in its efforts to make the critical link between the huge body of information hidden away in the medical literature and the information needed at the point of care.”
- ✓ “...Over time [the informationists] even began to infer questions from the discussion and bring literature forward on their own.”
- ✓ “Clinicians need concise, synthesized review of literature that is readily available.”
- ✓ “Education and teaching skills, Political and negotiation skills”

Sources:

Davidoff F, and Florence V. *The informationist: a new health profession?* Annals of Internal Medicine 2000; 132:996–998 <http://bit.ly/b1GkAY>

Giuse N B, Sathe N, Jerome R. *Envisioning the Information Specialist in Context (ISIC) : a multi-center study to articulate roles and training models.* Task Force on the Information Specialist In Context (ISIC) Final Report. Chicago, IL: Medical Library Association, 2006.

http://www.mlanet.org/members/pdf/isic_final_report_feb06.pdf

Characteristic of Embeddedness

Embedded Librarians...

- ✓ Collaborate on their customer groups' work
- ✓ Meet with regular customers to discuss information needs and results
- ✓ Provide training away from library facilities
- ✓ Meet with customer executives, managers, supervisors to discuss information needs and services
- ✓ Attend meetings, class, or conferences devoted to their customers' area of expertise
- ✓ Attend customer groups' meetings to learn about their work and information needs
- ✓ Contribute to their customer groups' electronic communications

Source: Shumaker, D., & Talley, M. (2009). *Models of embedded librarianship: Final report*. Alexandria, VA: Special Libraries Association.

<http://www.sla.org/pdfs/EmbeddedLibrarianshipFinalRptRev.pdf>

**“Not Service...
Collaboration!”**

**National Resource Center for
Human Service Transportation
Coordination**

- Attend weekly team meetings
- Anticipate information and web development needs
- Layout/edit *Myths and Realities* series
- Produce online resource collections
- Report on emerging research
- Maintain events calendars
- UnitedWeRide.gov web content
- Collaborative workspace project
- Marketing and promotional items

www.NRctransportation.org

RE: Greyhound plans route through Arkansas Valley - Las Animas

Democrat Inbox | X



Jeanne

to boswell

[show details](#) 5:12 PM (17

Thanks Eileen. I was aware this was coming but did not know it was to begin today. Thanks. Jeanne

Jeanne

Coordination-UWR Ambassador Region 8

Joblinks Employment Transportation Center

- Attend weekly team meetings
- Advise on information organization (internal files, web)
- Advise on social media projects
- Marketing*

Other Staff

- Tech Team (software training, file management, social media)
- Research for magazines
- Print library
- EXPO
- Notary Public

ROADEO!



C.

Your First Step Toward

THE



(800)
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“We Know Training



2010

Embedded Librarian

- “Information literacy” in our specialty
- In-depth topical research
- Relationship-building
- “Working in the white spaces”

Informationist

- Be where they are.
- Anticipate info needs.
- Teach.

Happily Married

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