

## Embedded Librarians: Reaching People Where They Learn



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April 27, 2012 Sacramento, CA

### The future of embedded librarianship: best practices and opportunities

As more libraries adopt embedded librarian initiatives, what can we learn from their experiences? This presentation will explore innovative models of embedding library instruction in multiple institutions. Find out how librarians are establishing long-term ties with courses and departments through ongoing targeted instruction. We will examine ways in which different libraries tailor their embedded instruction offerings based on local staffing and resources, and discuss strategies for creating a scalable approach to embedding. Finally, we will look at how to assess the impact of your embedded instruction program.

### An outcomes-based approach for developing effective and entertaining instructional videos

Instructional videos, while offering attractive features such as ease of scalability, remote and asynchronous instruction, and consistency of user-experience, can be challenging to produce and maintain. The technologies necessary to create and implement video have become increasingly affordable and easy to use, resulting in an increase in instructional video production across a variety of institutions. To be most effective, however, video producers must follow best practices for the development of all instructional materials, as well as provide viewers with an enjoyable experience. Because the content of instructional videos can be less than stimulating, videos should be able to capture and maintain the audience's attention. A boring video doesn't get watched, and even worse, can be an outreach nightmare. This presentation will outline an outcomes-based approach for developing instructional videos, offer a list of best-practices, and engage participants with an exercise for generating entertaining content for use in videos, or other instructional contexts.



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### The Embedded *Library*: How the University of Arizona Libraries are Taking it to their Users

This presentation will detail the genesis, for the University of Arizona Libraries, of the core concept of "embeddedness" – articulated by Dean Carla Stoffle as "Everywhere you are, the Library" – and how that principle has since been manifest in the design and delivery of many of our library services. Central among these is the library's new CMS "SuperWidget," which has been designed to push course-appropriate library content and services into all courses sites on campus. This approach of "taking the library to the user" not only gives the library nearly 100% penetration of the UA "student market," it also engages the teaching faculty within their instructional context, providing us with a firm foundation for any further faculty/librarian instructional collaborations.



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Register online: [ccli2012.eventbrite.com/](http://ccli2012.eventbrite.com/)

Early registration (through 3/27): \$60, After 3/27: \$70,  
Student rate: \$45. Registration fee includes lunch  
buffet and light refreshments

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