KEEPING YOUR FOOT IN THE DOOR:

101 WAYS TO CONNECT WITH YOUR CLIENTS

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October 2006
Day 18 (November 22nd):

“The walk to Thyangboche is one of the most pleasant in Nepal. The trail meanders easily around the ridges and Everest can be clearly seen on the horizon ahead before we descend through splendid rhododendron forests for lunch...”
Outline

• A little history
• Information literacy movement
• Good information literacy
• Good liaison
• Liaison guidelines
The Information literacy movement

- Embedding is best
- IL standards into university strategic plans
- Top-down efforts
- Successes usually small
- Is information literacy dead?
- Not enough focus on liaison
Good information literacy programs

- Assessment tasks requiring IL skills
- Well-timed workshops
- Assessment drives learning
- Not so good examples
- An excellent IL example – thrown out
So what is good liaison?

• Nothing new really
• Many ways needed to connect
• One size does not fit all
• Get out of your comfort zone
Switching roles

- A perfect opportunity to reinvent myself
- Introduced myself in different ways
- Its all in the timing
- Don’t wait for them to come to you
Seize the moment

- Take advantage of the time of year
- Take advantage of new products
Any excuse will do

• Acupuncture anyone?
Get inside their heads

• Meet whoever will meet with you
• Take a trusty notebook
• Bury your head in their stuff
  ➢ Search for their publications
  ➢ Textbooks as bedside reading
  ➢ Email alerts for core journals
Get to know the organisational culture

- Attend departmental meetings
- Listen to gossip (but don’t spread it!)
- Who are the library advocates?
- Who thinks you are irrelevant to them?
- Understand the bigger picture
Get personal

- Avoid the global email
- Personalise all correspondence as much as possible
- Tick off each person you make contact with in a year
- Each has their preferred style of communication
Be professional

- Keep up with research in your own profession
- Use their language
Be social

- Attend book launches
- Meet them in the cafeteria
- Attend farewells in the department
- Have a drink after work
- Anyone for sailing?
Know where your students are coming from

- Understand different generations (Huntley 2006)
- Study the subject guides and assignments
- Imagine you are about to do their assignment
- Make all your classes ‘learner-centred’
Get involved in extracurricular activities

A great way to learn about fire ecology on a field trip to the Little Desert
Oops, sorry...
Be cheeky

- Suggest changes to their assessment tasks even when they haven’t asked you
Be humble

• Pushed too far?
• Know when to back off
• But think of a way to come back later
• Work with someone else in the same course
I’m not a handmaiden

- Go the extra mile, but make sure they know this and don’t expect it all the time
- Be strategic
Keeping your foot in the door

• Seize every opportunity
• Don’t rest on your laurels
Liaison guidelines?

A liaison dream?
• a (fulltime) subject librarian should be responsible for no more than 50 academic staff and their students. 35 academic staff … is probably a more realistic workload
• at least 75% of time should be spent on subject role
• no more than two subject areas (Bundy, 1992, p. 17).

A liaison coordinator?
Any questions?

Sorry… someone else will have to answer them.

Cheers!
References


• Huntley, R 2006, The world according to Y: inside the new adult generation, Allen & Unwin, Crows Nest, N.S.W.
