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To: Board of Directors
From: Research & Development Committee
Date: 7 December 2007
Re: SLA Research Grants

Recommendation: The Research & Development Committee recommends that the SLA Board of Directors award two 2007 SLA Research Grants: one to Michael Fanning for "*Impulse for Growth!*" *Laying foundations for SLA membership acquisition and growth in Germany for 2008*, and the other to David Shumaker and Mary Talley for *Models of Embedded Librarianship: A Research Proposal*.

Background Information: These are the first awards being granted by the newly constituted Research & Development Committee from the combined SLA Research Grant fund. Ten proposals for the 2007 SLA Research Grant were received. The committee recommends that the Board award two grants, one an association operation project, and the other for an evidence-based research project.

1. "*Impulse for Growth!*" *Laying foundations for SLA membership acquisition and growth in Germany for 2008.*

Problem Statement: Information professionals in business, the public sector and academia face numerous challenges adapting to the demands and pressures of the 21st century. Professional associations play a key role in providing orientation, focus and support. But such associations can only make a contribution where they are present and active in the market of their potential members. In Germany, there is a clear requirement for a proactive professional organization that represents the needs of information professionals in business yet at the same time helps build bridges to the public sector and academic world - particularly where the education of information professionals is concerned.

Stated Purpose: The aim of the proposal is to gather together in a single action or impulse a critical mass of contacts as well as a proven methodology of acquiring them and to transfer this knowledge to the current SLA representation in Germany.

Outcome: The project will provide the following outcome in four phases: a situation report with analysis which gives details of the formal (i.e. library associations) and the informal (i.e. Librarian "Roundtables") networks available to information professionals; the acquisition of at least 100 potential members from mainly but not exclusively the commercial sector; the extraction of a methodology and best-practice employed for the acquisition of potential members for the SLA.; and the transfer of the knowledge acquired from the project to the SLA and in particular to the SLA representative in Germany.

Significance to SLA: By bringing together information professionals in Germany in a single focused action, the project will lay down the foundation for further networking activities. These in turn will drive the quest for measurable benefits in terms of innovation and continuous learning, collaboration and the strengthening of strategic partnerships. By acting as a conduit to the SLA and its activities the project will enable IPs to access the distilled knowledge of their peers and thus develop their own professional and personal competencies.

Researcher qualifications: Michael Fanning is managing director of Online Consultants International GmbH, (OCI) which is based in Germany and the United Kingdom. OCI provides information and knowledge management services to industry and the public sector. The UK company was founded in 1988, the German sister company in 2003. Michael Fanning has over 20 years in the information industry and has held senior management positions at LexisNexis, Reed Elsevier and LEGIOS GmbH. Michael Fanning is also a Senior Analyst on the "European Online Information Report" produced yearly by IRN-Research Ltd in the UK. He is required to become an SLA member on being awarded a grant.

2. Models of Embedded Librarianship: A Research Proposal.

Problem Statement: As the rise of open Internet-based information resources expands the accessibility of basic information directly to the end user, librarians are moving into new roles that promise to deliver greater value to their customers. One way that librarians have tried to do that is to move to an embedded service model. Broadly, this model involves integrating librarians into customer organizations for the purpose of providing highly customized services to those organizations. A survey conducted in the early months of 2007 collected 240 usable responses from individuals labeling themselves as embedded librarians. Of those, the highest numbers, 43%, were employed in for-profit organizations. Twenty-six percent claimed over ten years' experience as embedded librarians, with another 40% claiming three to ten years' experience in this service model (Shumaker & Tyler 2007). As embedded librarianship spreads, librarians need evidence-based models to guide them in initiating, implementing, and evaluating this new role in their organizations. Such evidence-based models can help initiatives to spread and succeed, but to date there has been little work to develop them, especially in sectors other than health care. This proposed study addresses the need for evidence-based models of successful embedded library services programs.

Stated Purpose: The goal of this study is to develop an evidence-based model for the successful initiation, implementation, and evaluation of embedded library services. It will build upon the initial survey conducted by Shumaker and Tyler (2007) by achieving the following objectives: defining criteria of "embeddedness" for library and information service programs; defining indicators of success for embedded library services and identifying model programs outside the health-related sector; collecting data about the practices followed by these model programs in initiating, operating, and evaluating their services; and synthesizing collected an evidence-based set of recommended practices from the data that other librarians to use in their initiation, implementation, and ongoing evaluation of embedded library services.

Methodology: This project proposes an evaluation of embedded librarian service programs in for-profit and non-profit organizations, using a combination of quantitative survey methods (to identify and describe embedded librarians in successful programs), followed by the use of qualitative methods (to perform an in-depth study of a sample of successful programs). The end result will be a model for an evidence-based embedded library services program.

Significance to the Profession: This project proposes the first cross-organizational study to identify and describe embedded library services programs in non-medical special libraries based on a set of validated criteria. We will identify such programs that show evidence of sustained success over time, and collect detailed information on their experiences in initiating, operating, and evaluating their services. By documenting the history and practices of a range of embedded service programs that meet a consistent set of criteria for "embeddedness" and success, we will develop an evidence-based model to guide librarians who are considering or planning a shift to an embedded model.

Researcher qualifications: David Shumaker is Clinical Associate Professor, School of Library and Information Science at The Catholic University of America, Washington, DC. Mary Talley is Project Director, Axelroth & Associates, Silver Spring, MD (a library and information management consulting firm serving a nationwide client base).

Financial Impact Statement: Mr. Fanning has requested €7,030 to cover the personnel costs, translation services, travel and accommodation and materials. This currently equates to just over \$10,000. We recommend that the grant be awarded in the sum of \$10,000 as the funds available are in US dollars. Shumaker and Talley have requested \$25,000 to cover web-based survey costs and incentives, project staff costs, travel costs and costs of materials and printing.

Prepared by: Eileen Abels, Chair, R&D Committee

Reviewed by: John Latham