



THE ACADEMIC TANGO: IMPROVING THE FACULTY/LIBRARIAN RELATIONSHIP




Jocelyn Kennedy, Head of Circulation and Reference Librarian
University of Michigan Law Library




FRAMEWORK

- Direct Faculty Services at the University of Michigan Law Library
 - Research
 - Document Delivery
 - Course Support
 - Reference
- Marketing Faculty Services at the University of Michigan Law Library






DIRECT FACULTY SERVICES @ THE UNIVERSITY OF MICHIGAN LAW LIBRARY



- 5-6 Student Research Assistants
- Supervising Librarian
- In FY 2008-2009:
 - 88 Faculty
 - 40 Projects/month (average)
 - 188 hours/month (average)



RESEARCH SERVICE

Available to all full time, emeritus and teaching faculty in the law school.

Projects involve legal and non-legal research.


50 State Surveys

International and Foreign Research


Bibliographies

Legislative Histories

Literature Reviews



- 5 Students (50 hours/week)
- Supervising Librarian
- In FY 2008-2009
 - 124 Faculty
 - 383 requests/month (average)
 - 4594 documents delivered



PHONE PAGE DOCUMENT DELIVERY

Retrieves documents from all libraries on campus, and from electronic sources.

Bibliographic research.


Deliveries 3x/day to faculty offices.

Web delivery of electronic documents.


Photocopying and scanning of print documents.

Customized delivery

Initiates Interlibrary Loan requests



- Course Pack Quality Copying
- C-Tools
- Electronic Course Reserves
- Traditional Course Reserves




COURSE SUPPORT

The Law Library provides "clean" copies for inclusion in course packs.

Locate and upload documents to course websites.

Maintain library course reserves.



Reference Staff
 Kincaid Brown
 Jenny Selby
 Jocelyn Kennedy
 Xiaomeng Zhang




REFERENCE SERVICES FOR FACULTY

- Training for faculty, faculty Research Assistants (RAs) and Faculty Assistants
- Bibliographic sessions in upper-level law classes
- Research Consultations with RAs
- Research Guides
- Setting up Alerts
- Book lists
- Faculty Purchases
- And...so much more!

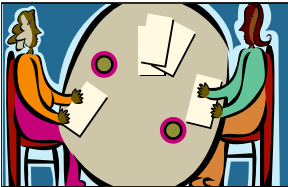




MARKETING TO THE FACULTY




- o **New Faculty Orientations**
 - Include visiting faculty!
- o 30 minute meeting to introduce the library and the library's services.



SELLING YOUR LIBRARY'S SERVICES

- Time and information overload.
- How do you get noticed in the deluge?
- Know your faculty – names and faces.
- Introduce yourself (over and over).
- Be aware of their research areas.
- Ask Questions.
- Listen.



Faculty Services
at The
University of Michigan
Law Library

☛ Phone Page ☛
☛ Document Delivery ☛
☛ Research Service ☛
☛ Research Instruction ☛
☛ Course Support ☛

www.law.umich.edu/library/faculty




FOR MORE INFORMATION VISIT:
www.law.umich.edu/library/faculty

BOOK MARKS AND BROCHURES

Time and information overload.
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Ask Questions.
Listen.




- Attend faculty talks, lectures and lunches.
- Attend job talks for prospective faculty.
- Say hello in the hallway.



ATTEND FACULTY EVENTS


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Introduce yourself (over and over).
Be aware of their research areas.
Ask Questions.
Listen.




- Targeted emailing
 - June –
 - We're here to help with your summer research...
 - August –
 - It's time to set up your course reserves/website....
 - September
 - Welcome back
 - Service reminders
 - And all the other months of the year...
 - Book Lists
 - New Resources
 - News

TARGETED EMAIL

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Listen.




o www.law.umich.edu/library



WEB PRESENCE

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Introduce yourself (over and over).
Be aware of their research areas.
Ask Questions.
Listen.



o Find a marketing or communications expert and ask for help.

o Design marketing tools that appeal to faculty

o Ask your faculty what they need.

o Listen to the answers.

ASK AN EXPERT

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Ask Questions.
Listen.

