

University of California, Berkeley
The Library

Library – Faculty Communications: Guidelines for Library Liaisons

Communicating timely, accurate, effective information to faculty is critical to the Library's mission. Library staff who serve as liaisons have primary responsibility for providing library information and services to Berkeley's faculty. Effective communications may be formal or informal. Methods, content, amount and frequency of communications vary depending on the subject discipline and the faculty members' needs.

1. Library liaisons will initiate contact with all faculty members at least once per academic year to provide basic information about collections and services, including what to expect from (and how to reach) the collection specialist, how to order materials for the collections, and how to resolve library-related problems.
2. Library liaisons will make special effort is made to contact recently-appointed faculty in person.
3. The Library encourages academic departments to designate a faculty liaison, or appoint a faculty library committee, to maintain and develop contact with the library liaison.
4. The Library encourages academic departments to invite library liaisons to department meetings at least once a year, preferably at a meeting early in the Fall semester. It is hoped that a graduate student representative would be present at this meeting between the faculty and the library liaison, and that he/she would communicate to the graduate student population of the Department the name and contact information of the Department's library liaison.

Some suggested methods for library liaisons to communicate:

1. Annual message (via letter or email) to all faculty with basic collections and services information.
2. Personalized telephone or email contact with recently-appointed faculty.
3. Library newsletter with updates on personnel, budget, policies, new collections, consortial activities, electronic resources, etc.
4. Occasional faculty surveys to determine needs, opinions (requesting a response to a question about instructional needs, exhorbitant journal prices increases, etc., provides feedback about the effectiveness of communications, attentiveness of faculty).
5. Seek opportunities to increase library visibility by such activities as attending departmental meetings, seminars, colloquia.
6. Liaisons should work with their academic partners to have reciprocal web links, specifically links leading from the library to the academic program and from the academic program back to the pertinent information that the Library can offer. The goal is to create an arrangement where the Library and the academic community have easily navigable channels between the services that each provides.
7. Coordinate communications with other library units (e.g., circulation, ILS) in order to alert faculty to impacts of policies and new developments.
8. Co-sponsor events (e.g., Morrison lecture series, exhibit openings).