

Embedded Business Librarianship Action Plan

Developing an Embedded Business Librarian role at your library may seem overwhelming! Use this worksheet to spark ideas and guide conversations with your colleagues and managers so you can start taking action.

Embedded Business Librarianship: the basics

- Why is this role important to you, your library, and your community?
- What do you hope to learn about your library and community in this role?
- How will your library transform? How will your community benefit?

Gathering your resources

- What opportunities do you see in your community?
- What organizations, businesses, and committees do you want to develop relationships with?
- Who in your library can participate in this initiative?
- What equipment, scheduling adaptations, and staffing needs do you foresee?

Goals and expectations

- How will you track data for this role? (number of connections made, events attended, change in programming attendance, etc.) How important are these numbers to you and your library? (*Tip: it can take time for this role to really 'take off.'* Be realistic about expectations and focus on consistency and longevity.)
- What do you hope to accomplish in your first few months? In the first year?

Getting support

- Who in your organization do you need to get approval from to get going?
 - How can you ‘pitch’ this concept and show its value?
 - How can staff support this role consistently throughout the year?
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Get going

- Develop an action plan so you can move forward.
 - Include a 30-day, 6 month, and year goal.
 - How will you accomplish these goals while also being flexible to new opportunities?
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Helpful tools

- If making a presentation to the board or management, visuals make a difference! Check out <https://piktochart.com/> for colorful and engaging infographics!
- Trello is a great resource for making collaborative to-do lists and action plans: <https://trello.com/>
- If you are going to create a designated e-mail list for businesses, organizations, and other groups that you’re collaborating with, MailChimp has free, easy-to-use platforms: <http://mailchimp.com/>
- Broadcast your presentations to the community with SlideShare. Create a portfolio for job seekers, business owners, and entrepreneurs tailored to their needs: <http://www.slideshare.net/>