

Academic BRASS

Published by the
BRASS Business Reference in Academic Libraries Committee

Vol 9 (2), Fall 2014

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The Embedded Librarian in the Career Development Center at NYU Shanghai

This past year I had the opportunity to collaborate with our Career Development Center on building and implementing numerous projects and programs. In some way, this partnership allowed me to be their “embedded” librarian where they would refer students/faculty or contact me for library-related questions. As one of the reference and research services librarian, we designed together several programs that allowed us to cross promote our services and resources successfully. We were also able to meet our some of our departmental goals as part of the result of these collaborative projects.

First we identified and assessed their needs. Based on our students’ major interests, we found that many students declared their majors either in Business and Finance, Economics or Marketing. Since we are a brand new university, we only have first and second year students; we do have some study abroad students from 3rd and 4th year. The Career Center and the librarian met monthly for programming meetings and discussed upcoming opportunities. The first approach was that we started to build our collections to support their interests. Apparently many students are interested in reading biographies of Steve Jobs, Bill Gates, and Richard Branson and so forth. Essentially, they wanted to read more about highly successful entrepreneurs and they told the career center folks. This was an opportunity for us to build that collection and keep them informed whenever new books arrived.

Second, the Library designed a LibGuide for the Career Development Center to promote our programs, resources and services. This was a relevant site that was often used as the resource page for teaching workshops to students interested in career-related research. The workshops we taught in Fall 2014 include: Using Lynda Effectively, Researching Company Profiles and Industry News, Introduction to Financial Literacy, and Careers in G.I.S and G.I.S. Day.

Some of these workshops are relatively simple and they drew many interested students. For example, we offered a one-hour session on using Lynda.com that the university

subscribes. Lynda.com is an online video training resource with over one thousands of videos and courses to take. They offer online lessons on the latest tools, software, and techniques in business, photography, digital media and more. We showed students how to access Lynda, what they can learn in Lynda (for free) and how they can effectively use its features such as taking notes, recording their sessions and pacing their learning.

Another program we offered is “Researching Company Profiles and Industry News” where we taught students to conduct career research by exploring business databases such as IBIS to learn more about hedge fund or investment banking, Factiva to find out relevant and recent articles about specific companies such as Google and Microsoft. We also showed students how to access *Harvard Business Review* to find articles on salary negotiation, job interview tips, and other pertinent articles for their career interests. The Career Development Center team found these databases and articles to be very helpful for them to coach students in the future as well.

In another workshop, we planned and implemented a financial literacy program to talk to students about the importance of saving and budgeting in an international city like Shanghai. Many students who come to study abroad might find it difficult to save money since they feel that things are “cheaper” here than the U.S. or where they come from. However, that is not the case: Shanghai is quite an expensive city and it was important for us to make sure that students start developing healthy habits while studying in Shanghai. For the Library side, we introduced several websites that offered budgeting spreadsheets, calculators and other tracking tools.

In 2014, November 19 is known as G.I.S Day or Geographic Information Systems Day (where institutions from around the world organize G.I.S programs and workshops) to celebrate G.I.S. At NYU Shanghai, we offered workshop on G.I.S where we had faculty who incorporated Geographic Information System into their research to share how and why G.I.S is important. We demonstrated a few easy mapping tools that students can play around. [The G.I.S. Day site](#) also had videos on careers in G.I.S such as climate scientists where we played a few to let students know about these opportunities.

These collaborative programs allowed us expand our services to students and experiment on the content as well. We found students to be very interested in our workshops based on a short survey that the Career Development Center maintains. To further engage with the Career Development Center, I am subscribed to their newsletter, I often email them updates on library news, or resources relating to building new skills, I also meet with them monthly or attend their staff meetings. This is a great opportunity for any business or reference librarian to be embedded in; I have described our first collaborative programs and plan to expand them more in the future. I hope these ideas will help you create your collaboration with the Career Center.