Survey your campus when seeking to create new partnerships for embedded librarians. The university or college website, campus maps, and word of mouth can all serve as excellent resources.

Determine your intentions before approaching potential partners. Are you fulfilling a mission of your institution or library? Is this an expected part of your job? Are you responding to unmet student needs?

Do you seek a short term project? An annual program? A series of programs?

Consider the following for potential partnerships:
- Student affairs
- Intercollegiate athletics
- Registered student organizations
- Greek organizations
- Student housing
- Writing centers

**Identifying and creating new partnerships**

**Establishing embedded services - consider the following**

- Be aware of students in each space and cultural differences.
- What are the academic challenges faced by students in this space? The needs of students in campus housing may differ significantly from student athletes.
- Determine the best days and times to provide services. Speak with building supervisors for assistance.
- Survey the space to identify potential spaces in which to provide embedded service. Is a computer lab the best option or do you need a private office?
- Will your services be by appointment or walk-in or a combination of both? What are the advantages/disadvantages of each for your population?
- Market. Market. Market. Determine the best marketing strategies. Use the personnel who work regularly with the specific student population. They may have an existing means established for regular communication.
- Keep a service log of questions asked each week. Include information about student level, the specific class assistance is needed for, and length of time spend on the question. This information will be invaluable in assessing your service.
- Assess. Assess. Assess. Evaluate the service at the conclusion of each semester. Examine your service log to determine patterns in the service that indicate successful elements and those that need further review or tweaking.
- Persist. Persist. Persist. Successful embedded librarians will tell you it can take several semesters for the service to catch on. Don't throw out the baby with the bath water!