



STEM Info Pros in 2022

Mary Ellen Bates

BatesInfo.com

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What this is based on

Conversations with info pros in various STEM info centers:

How has advanced tech changed how you collaborate with R&D?

What is the value proposition of the library for R&D groups?

What outreach and marketing has been effective with R&D staff?

White paper of insights at tinyurl.com/stem-info-pros



Three key challenges

Being seen as trusted ally; collegial relationships

Need to demonstrate value & impact of info pro's collaboration

Ongoing need to market to R&D staff



Becoming trusted allies

“You’re the subject expert; we’re the info experts”

Walk them through why an approach won’t work

Be mindful of power dynamics

**When troubleshooting, “Show me how you got here”
rather than “What did you do?”**



Becoming trusted allies

Show up in unexpected places – Python user group, employee affinity group, etc.

Encourage long-time employees to introduce new hires to the library – instant cred!



Demonstrating info pro impact

Use operational data for strategic planning

Be involved in info vendor negotiations

Info pro perspective different from users'

Address the “one tool that does everything” myth

Show library's analytical tools, semantic enrichment



Marketing info services to R&D staff

Have a presence where the users are

On the R&D group's intranet site

On Slack channels

At hackathons, in-person events



Marketing info services to R&D staff

Push / Pull / Wait

Push out a new tool, pull people in to compare, wait for the right opportunity for impact

Reach out to key user groups when evaluating a subscription renewal

Better idea of use cases, show how resources are evaluated



My conclusions

Info pros' value is in understanding users' info needs and info-seeking behavior

Info pros can serve as trusted advisors and allies

Use proactive approach to get included in advanced technology projects



Questions?

Mary Ellen Bates

Bates Information Services

mbates@BatesInfo.com

Markus Kaindl

Springer Nature

markus.kaindl@springernature.com

White paper at tinyurl.com/stem-info-pros