

# Conceptualizing the Librarian Liaison Role

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Using a concept mapping approach to organizing liaison activities provides a frame of reference for planning outreach to build relationships with faculty and students. Activities were grouped by four main elements of proactive customer service: visibility, relevance, usefulness, and timeliness. Liaison effectiveness can be enhanced by choosing complementary activities from each of the four elements of proactive customer service. The best options for engagement will vary depending upon the type of customer, setting, and disciplines.

