The service model of librarianship has long presented challenges to librarians in cultivating the equal teaching partnerships. Particularly now, as such relationships are vital to curricular integration of information literacy, we must question ways that a service-centered approach can devalue and obscure the unique contributions librarians can bring to supporting student learning. This presentation will explore social, cultural, and structural challenges to librarians working as equal partners with faculty, productive ways that our profession is cultivating more open dialogue with faculty, and the potential for building on such efforts.