

2014

## Creating tangible connections using the intangible library

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# Creating Tangible Connections Using the Intangible Library

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ACADEMIC LIBRARY ASSOCIATION OF OHIO, SANDUSKY, OH

NOVEMBER 14, 2014

# Eastern Michigan University

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Comprehensive university

Located in southeastern Michigan, east of Ann Arbor

~23,000 students

Undergraduate, graduate, PhD, EdD

200+ majors and minors in five colleges, plus an Honors College

~700 full-time faculty

Member of the Mid-American Conference in sports



[doubleknot.com](http://doubleknot.com)



[en.wikipedia.org](http://en.wikipedia.org)

# Biographical Information

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Currently the Health Sciences Librarian (HSL)

22 years of experience in this role

Faculty member

Former medical librarian in a hospital setting; ~2 years

Library Liaison Team Leader



# Similarity Between eBooks & Liaison Relationships

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Lack concrete tangibility

Need to be discovered

Easily overlooked

Easily forgotten

Resources the library must invest in and build

Once found, have the potential to open new doors & opportunities



[www.thecreativepenn.com](http://www.thecreativepenn.com)



[www.karencioffi.com](http://www.karencioffi.com)

# The Story

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wallpapersinhg.com

2010 - New Physician Assistant program in the College of Health and Human Services

Mostly a story of a collection development and relationship building process

- Creating a collection that did not exist before
- Specifically, the development and impact of a collection of electronic books that was branded as the *Digital Health Sciences Library (DHSL)*
- Provided an opportunity for conversations between the library and academic colleges and departments that had not occurred before

# Background Story – The stars were aligned...

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New University President - 2008

New Dean of the University Library – 2010

- Return to a former organizational structure in the library administration
- Passion for building relationships in the academic setting
- View to rejuvenate and expand the existing library liaison program

New University Provost - 2012

- Promotes engagement between the campus and local & state organizations
- View to expand programs in the health sciences
- Interest in information literacy; awareness of the cost of library materials



# Background Story – The stars were aligned...

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State of Michigan was developing new medical schools around the state to better distribute primary care providers & specialists to rural and outlying areas

Tap into the need for more primary health care providers by creating a Physician Assistant program



[polysyllabicprofundities.com](http://polysyllabicprofundities.com)

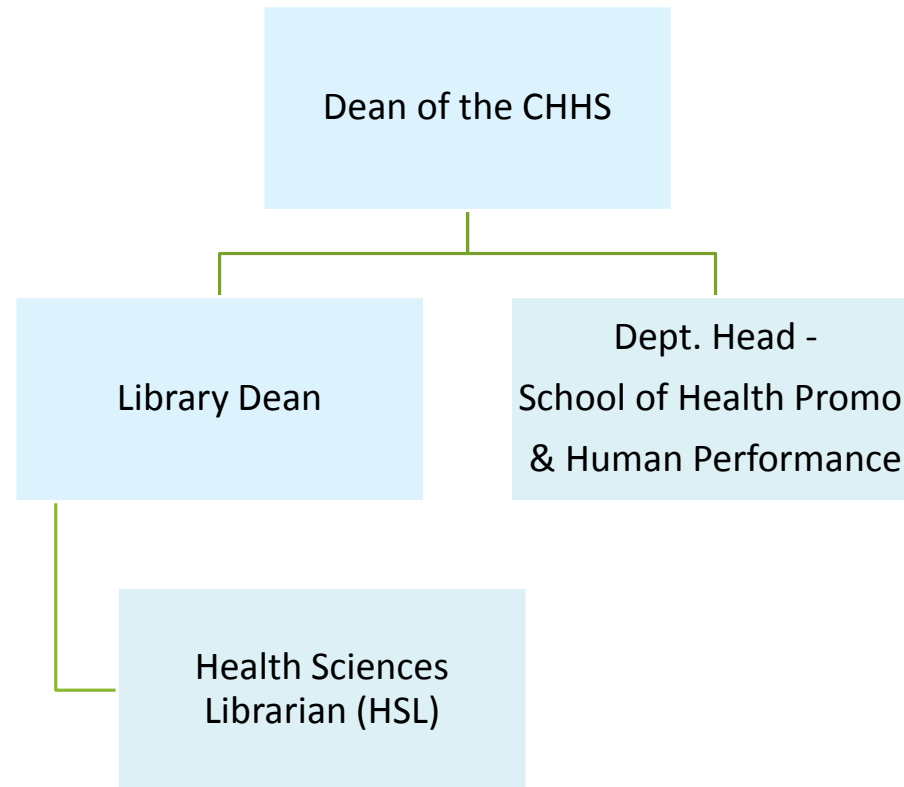
College of Health & Human Services (CHHS) had been expanding for the ~last 10 years



# New Physician Assistant (PA) Program Announcement

## The Conversations start...

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# The Conversations...and New Connections

## Health Sciences Librarian-to-Medical Librarian

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rallyengine.com

**Met with the medical librarian from the likely hospital site for PA student clinical rotations**

Discussed:

- Parameters of our individual librarian roles
- Opportunity for sharing resources & vendor contracts ☹️
- Core databases, journals & books
- Vision to provide same medical research tools at both the clinical and academic sites

# The Conversations...and New Connections

## Health Sciences Librarian-to-Medical Librarian

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rallyengine.com

Midwest Collaborative for Library Services (MCLS) – facilitate the sharing of resources

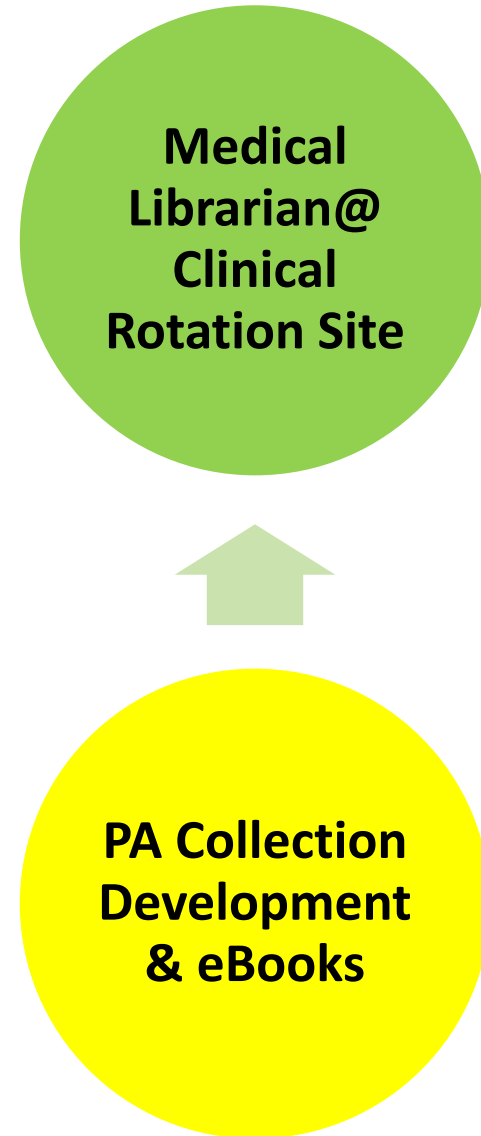
Local & statewide medical library associations

- Presented at the statewide annual conference in 2014
- Chair of the Nominating Committee for the local medical library association

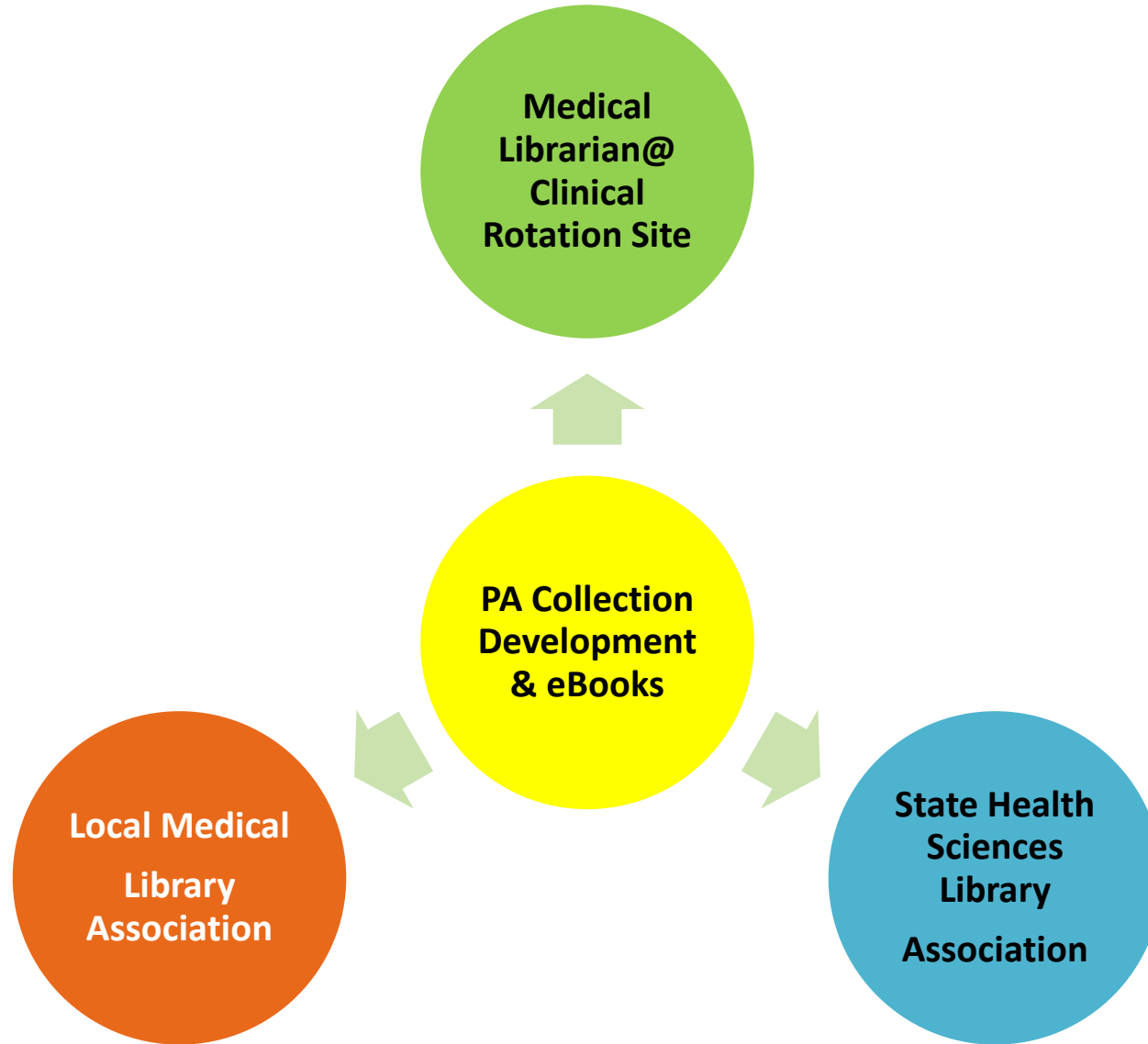
Point-of-care tools

**\*\*eBook collections\*\***

# ...New Connections



# ...New Connections



# The Conversations...and New Connections

## Health Sciences Librarian-to-Health Sciences Librarians

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Viewed their online holdings

Contacted other in-state academic health sciences librarians whose universities had PA programs

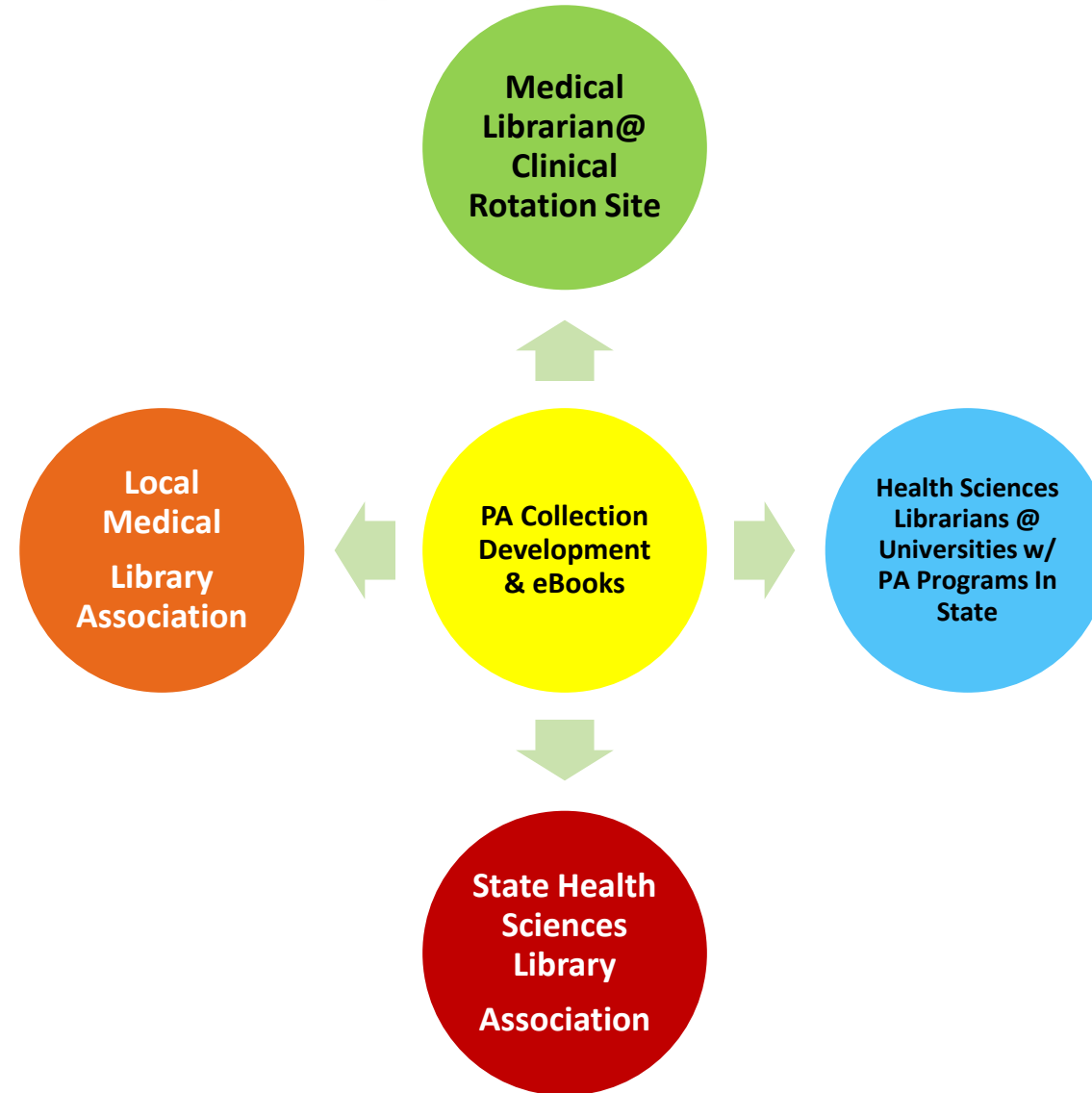
Spoke with them

- Most important resources
- Most used resources
- Most overpriced resources
- Most over-rated resources



[moviestarmakeover.com](http://moviestarmakeover.com)

# ...New Connections



# The Conversations Begin in Earnest...

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Department Head –  
School of Health  
Promotion & Human  
Performance (HP & HP)

Health Sciences  
Librarian (HSL)



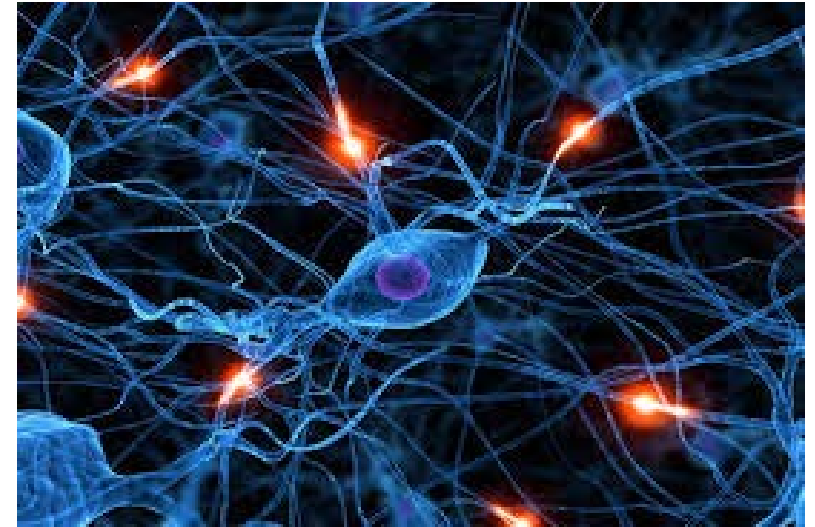
# The Conversations...and New Connections

## HSL & HP & HP Department Head

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**December 2011** –First meeting between the Department Head of the Health Promotion & Human Performance (HP&HP) Physician Assistant program

- Program timeline
- Class statistics
- Proposed curriculum
- Date of the accreditation visit – 2013
- Master's terminal degree
- Likely local hospital site for clinical rotations
- Board of Regents' approved a budget
- *Began first discussions of the role the library would play in accreditation process and in the support of the program*



extremetech.com

# Conversations, back at the ranch...

## HSL and the Collection Development Librarian

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December 2011 - Spring 2012 - HSL and Collection Development librarian begin weekly (and sometimes (multiple) daily) discussions re:

- Pricing electronic products via MCLS
- Plan to provide same medical research tools at both the clinical and academic sites
- Legal contracts
- Off-campus access – IP access vs. number of simultaneous users
- Impact of inflation
- *Print books vs. ebooks*
- *BUDGET*



# The Conversations...and New Connections

## Health Sciences Librarian & HP & HP Department Head

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Spring 2012 – Second Meeting

PA Program Director hired

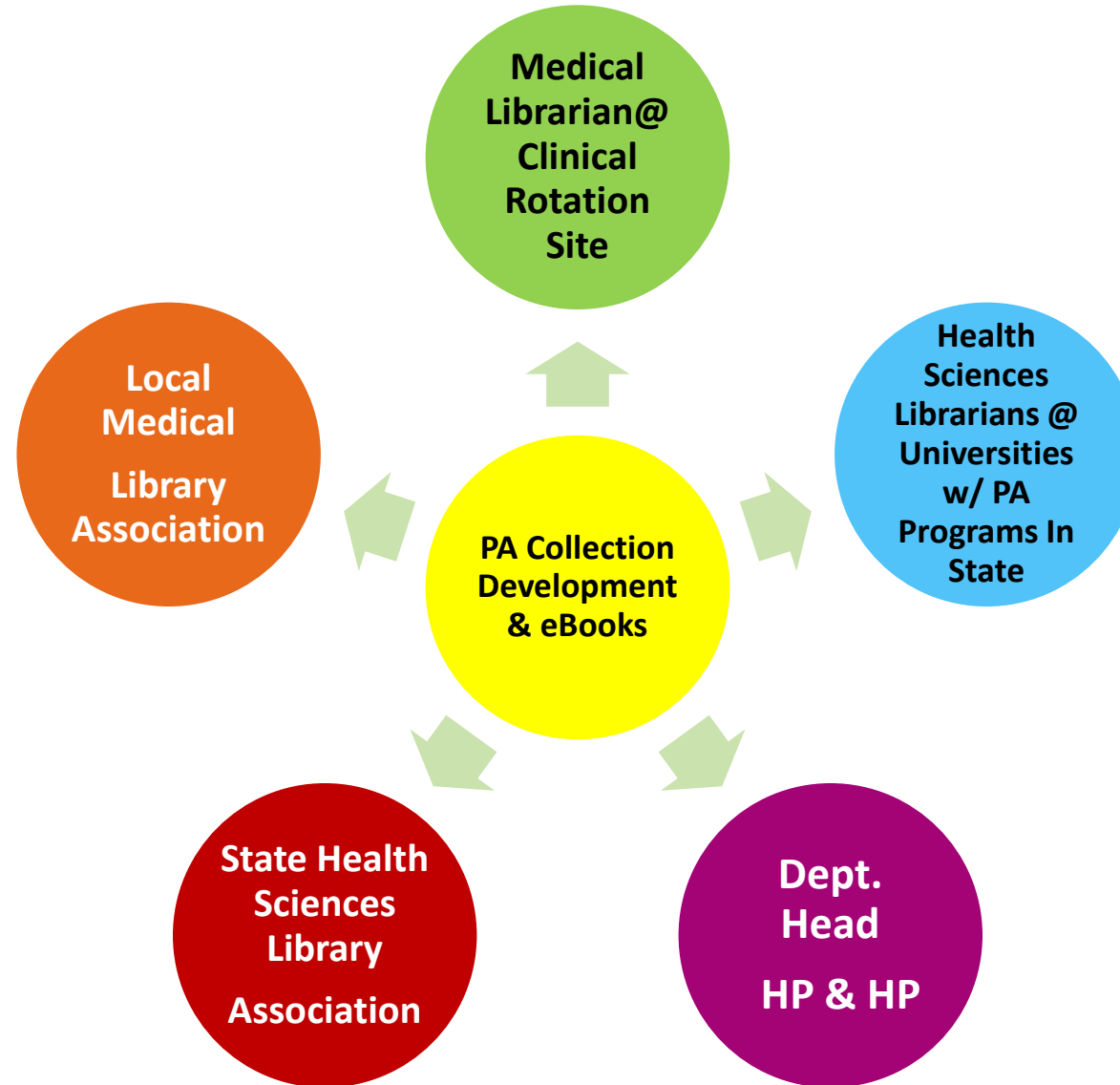
Finalized site of the students' clinical rotations

Health Sciences Librarian

- *Explained the cost of the library resources necessary to support the new PA program; detailed the impact of annual 5-9% inflation*
- *Proposed specific products for the electronic book collections*
- *Requested meeting with the new PA Program Director*
- *Requested a larger collection development budget*



# ...New Connections



# The Conversations...and New Connections

## Health Sciences Librarian & the PA Program Director

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### June 2012 - First Meeting

Library resource budget for the PA program

Preference for ebook collections

Preference for point-of-care tools

Library resources necessary for the accreditation visit in 2013

*Consideration of iPad or tablet as a mandatory tool*

### October 2012 – Second and Subsequent Meetings

Preference for point-of-care tools

Library resources necessary to accreditation visit in 2013

Components of curriculum

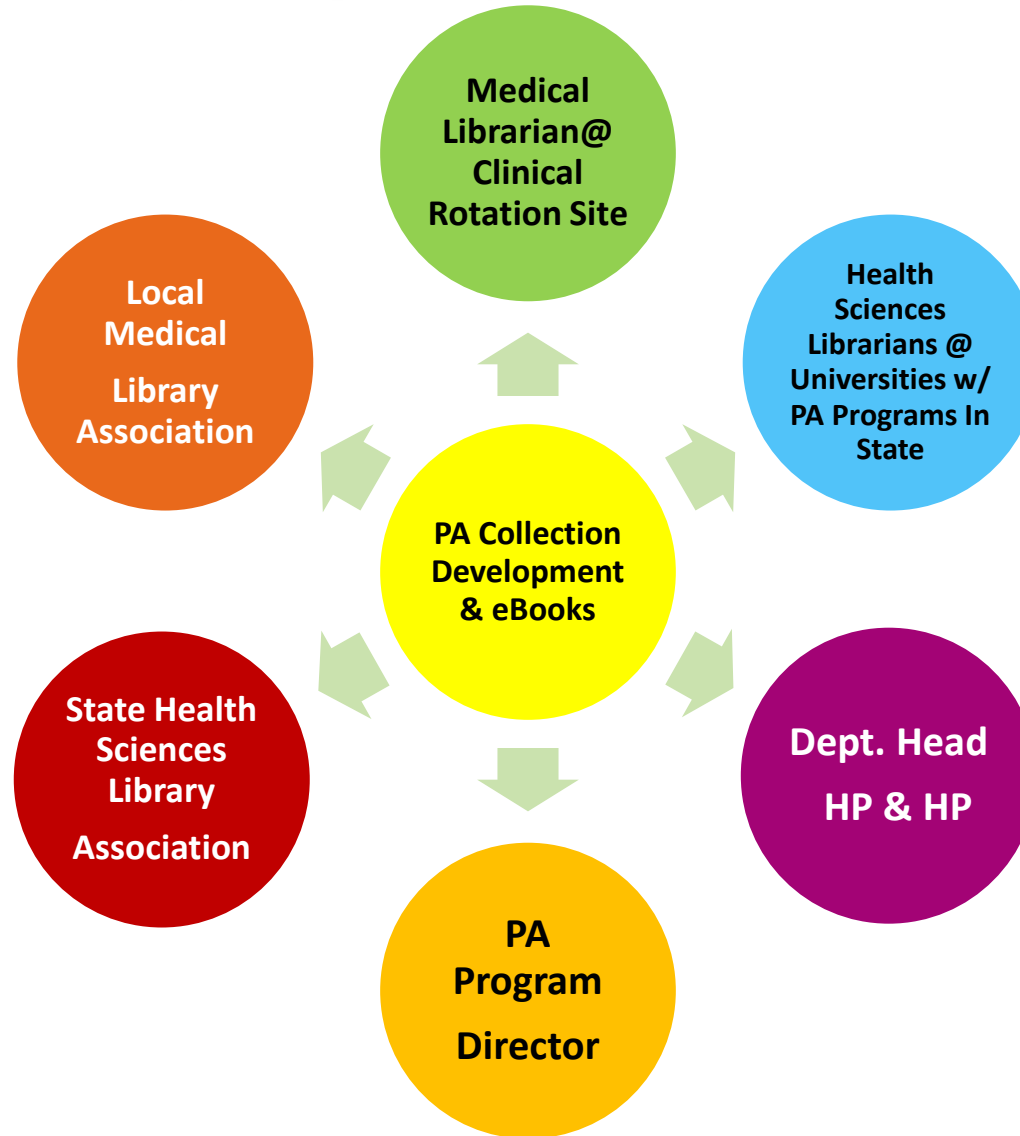
Role of the HSL in information literacy & research instruction

New PA faculty hires

Product preferences for point-of-care tools

Pricing and budget

# ...New Connections



# The Conversations...and New Connections Physician Assistant Faculty

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December 2012 - Initial meeting and discussion with 3 of the 5 new faculty

- Gather and review the profile of the typical EMU PA student
- Review of their preferred clinical tools
- Library services & resources overview
- HS information literacy
- PA graduate research project and requirements
- Shared perceived needs for research support tools for the students
- *Invitation to meet for a more formal overview of the research tools available at the EMU Library*



[vintageirvington.blogspot.com](http://vintageirvington.blogspot.com)

# The Conversations...and New Connections

## Physician Assistant Faculty-Information Literacy

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April 2014

### Library resources hands-on workshop

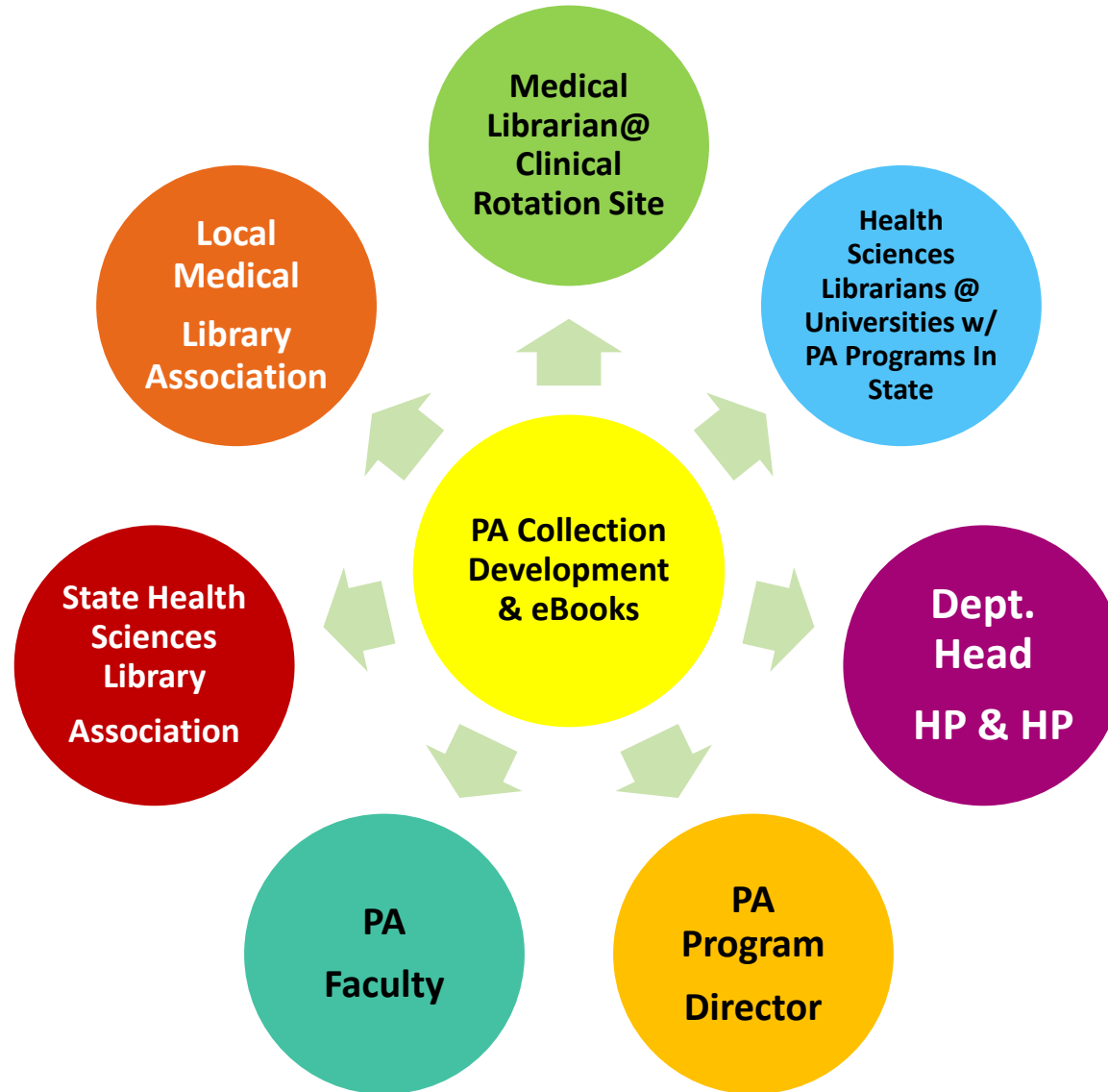
- Taught the faculty as I would a library research instruction session
- Explained the tiered-model of information literacy used
- Components of the *PA Research Guide* (via LibGuides)
- Emphasis on searching, linking, and using the ebook collections in courses

### Met with the PA faculty who teaches the research methods course

- Shared teaching philosophies
- Problem-based learning methodology
- Goals & objectives for the students at the end of the library research instruction session
- Library support for students during the graduate research project



# ...New Connections



# The Conversations...and New Connections

## Library Staff Members

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### Graphic Arts graduate assistant

- Branding the new medical ebook collection for ease of promotion
- Design an electronic banner
- Design a print banner

### Library staff members in charge of social media accounts

- Facebook
- Instagram
- Twitter



[southportlandlibrary.com](http://southportlandlibrary.com)

# ...New Connections



# The Conversations...and New Connections Library Users and the eBooks (*DHSL*)

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**Branded** the collection with a title for ease of promotion

## *Digital Health Sciences Library*

Created a LibGuide for the *DHSL* and linked it in most class research guides

Embedded hands-on instruction with the *DHSL* books in most health sciences library research sessions

Demonstrated the *DHSL* at

- Faculty meetings of the schools of the CHHS
- Library liaison meetings

Linked it in the library's faculty e-newsletter

# Table Display

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Emily Driscoll & Elizabeth Bucciarelli

## Banner

- **Located in library lobby entryway**
- **Table content**
  - Search guides from each database
  - Pamphlets
  - Swag

# Created a Singular LibGuide Page for the *DHSL*

-Sent this link to the  
department library  
liaisons for distribution  
to their faculty

EASTERN MICHIGAN UNIVERSITY LIBRARY

## RESEARCH GUIDES

EMU Library » Research Guides » Digital Health Sciences Library [Admin](#) [Sign In](#)

### Digital Health Sciences Library

Health & Medical eBooks Search:  This Guide ▼ Search

#### Digital Health Sciences Library

- [AccessMedicine \(McGraw-Hill\)](#)  
McGraw-Hill's AccessMedicine is an electronic collection of current medical books.  
  
Subjects: Health, Diseases, Drugs, Medicine  
Info type: Medical texts, thousands of images and illustrations, interactive self-assessments, case files, diagnostic and point-of-care tools
- [R2 Digital Library](#)  
The R2 Digital Library is an electronic collection of current health and medical books.  
  
Subjects: Health, Diseases, Drugs, Medicine  
Info type: Medical, nursing, and allied health e-books
- [Stat!Ref](#)  
STAT!Ref is an electronic collection of current health and medical books covering all aspects of medicine and allied health.  
  
Subjects: health sciences, medicine, nursing, nutrition and dietetics, allied health, orthopedics, basic science  
Info type: ebooks, exam prep resources for boards and licensing exams, an evidence-based point of care database (ACP PIER), and Joint Commission resource

[Comments \(0\)](#)

Last Updated: Nov 11, 2014 | URL: <http://guides.emich.edu/dighlthlib> | [Print Guide](#) | [RSS Updates](#) | [Email Alerts](#)

# Created Electronic Links

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## URL TO LIBGUIDE



Elizabeth Bucciarelli

## QR CODE



<http://guides.emich.edu/dighlthlib>

# The Main Banner

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Emily Driscoll & Elizabeth Bucciarelli



# Electronic Monitor Displays

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## LIBRARY OUTER ENTRYWAY



Elizabeth Bucciarelli

## MAIN LIBRARY LOBBY INTERIOR



Elizabeth Bucciarelli

# Posters, Flyers, and Pamphlets

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## FLOOR DISPLAY



Elizabeth Bucciarelli

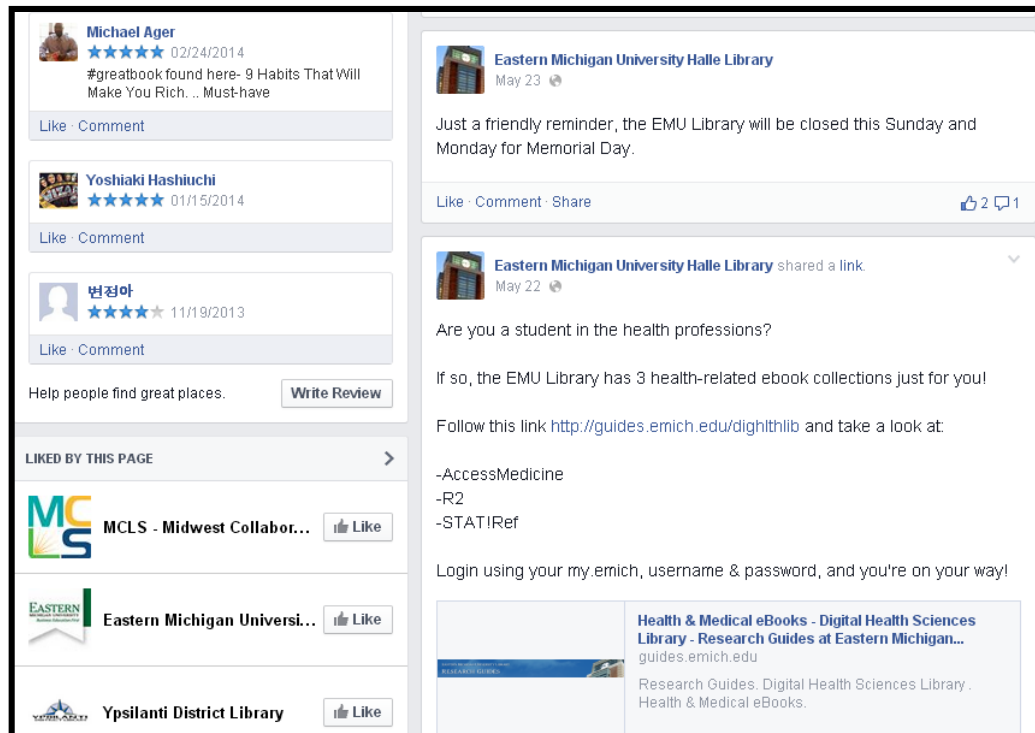
## REFERENCE DESK



Elizabeth Bucciarelli

# Social Media – Facebook & Twitter

## Facebook



## Twitter

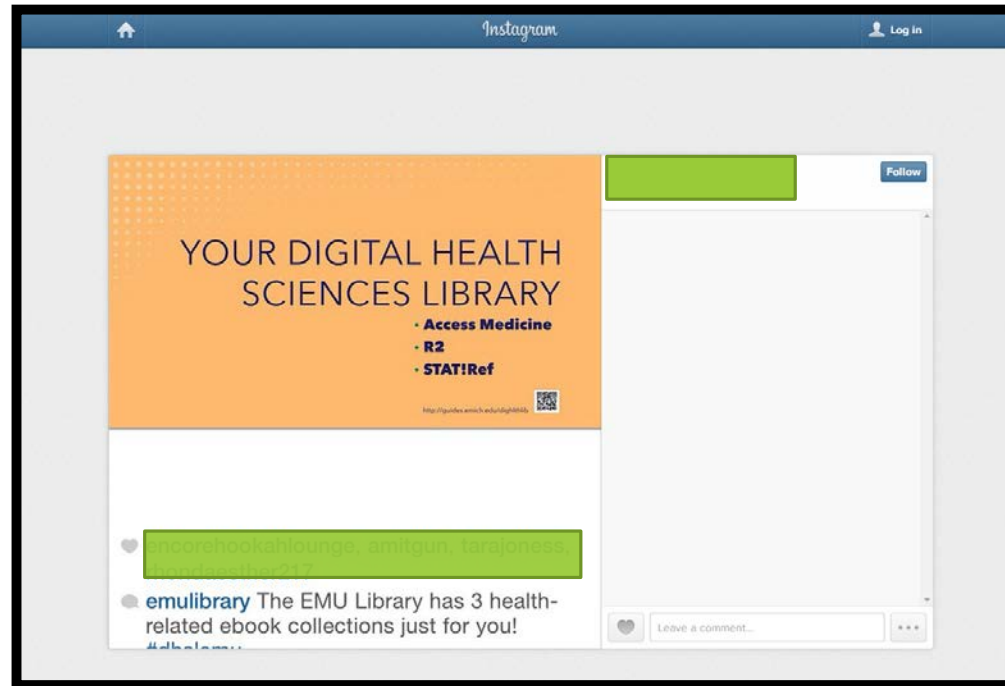
**“Are you a student in the health professions?  
Then the EMU Library has 3 health-related ebook  
collections just for you!  
Follow this link <http://guides.emich.edu/dighlthlib>  
and take a look at:**

**-AccessMedicine  
-R2  
-STAT!Ref.**

**Login using your my.emich, username & password,  
and you're on your way!”**

# Instagram

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# Searchable Discovery – Summon & Library Catalog

Search via *Esearch* (Summon) by:

- Collection, e.g., *AM*, *R2*, *SR*
- Book title
- Topic within title



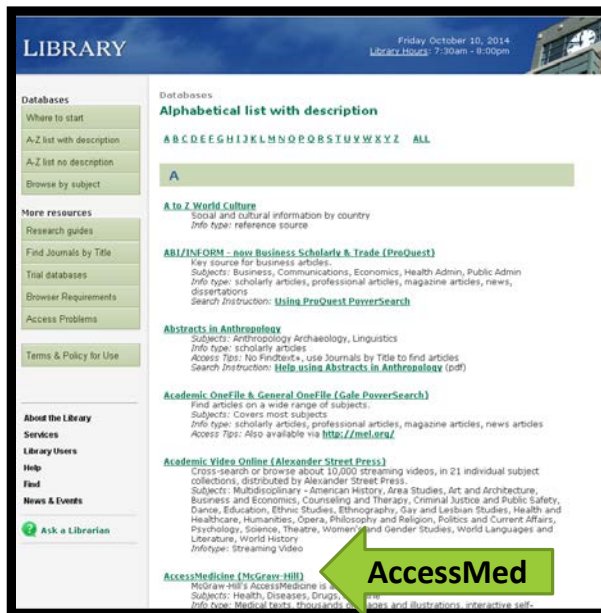
Library Catalog (*Voyager*)

- Collection, e.g., *AM*, *R2*, *SR*
- Book title

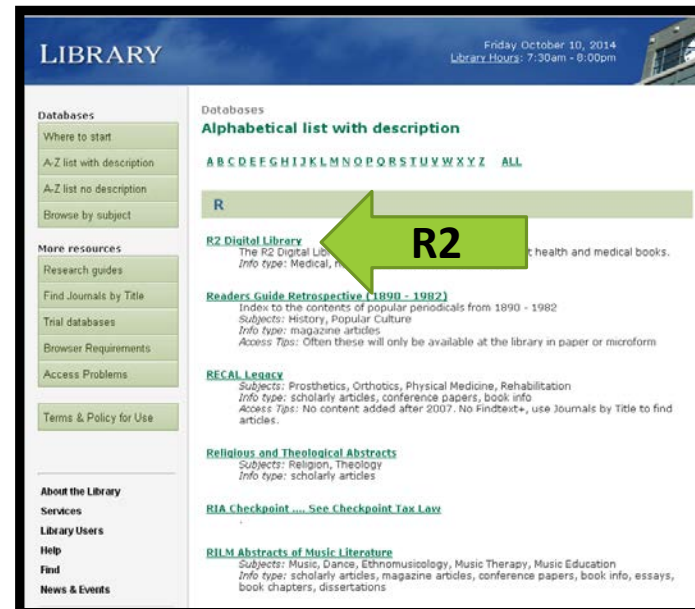
A screenshot of the Eastern Michigan University Library Catalog interface. The header is green with "EASTERN MICHIGAN UNIVERSITY" and "LIBRARY CATALOG" in white. Below the header, "LIBRARY" is written in large black letters, followed by a navigation bar with buttons for "Search", "My Searches", "My List", and "My Account". The "Basic Search" section is highlighted in pink. Below it, there are tabs for "Basic", "Advanced", "Subject", "Author", "Course Reserve", and "New Books". The "Basic" tab is selected. The search area includes a "Search:" input field, a "within" dropdown menu set to "Keyword Anywhere", a "Limit To:" dropdown menu set to "All Material", and a "Records per page:" dropdown menu set to "50 records per page". A "Search" button is at the bottom left. A "Search History" link is at the top right of the search area.

# Searchable Discovery – Databases

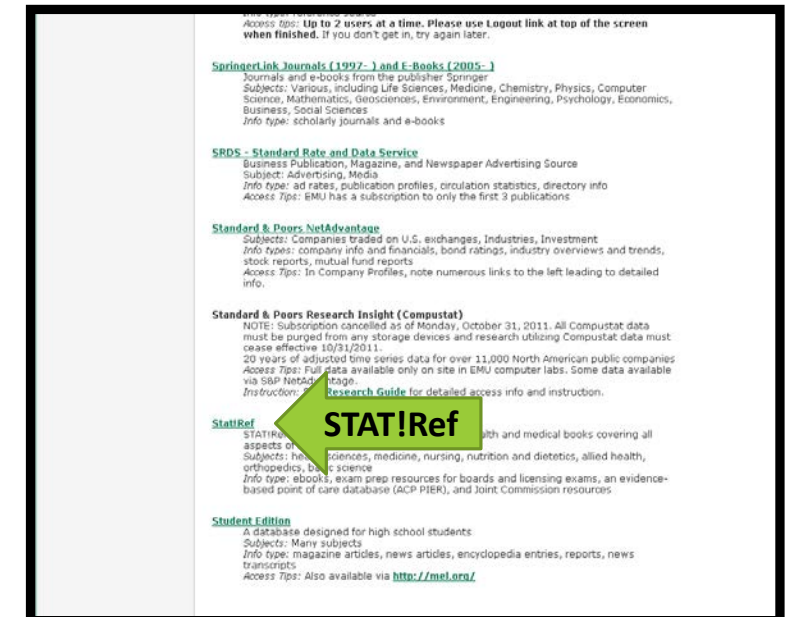
Alphabetically by collection title under the *Databases* tab on the library's main page -  
<http://www.emich.edu/library/index.php>



AccessMedicine



R2 Digital Library



STAT!Ref

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# ...New Connections





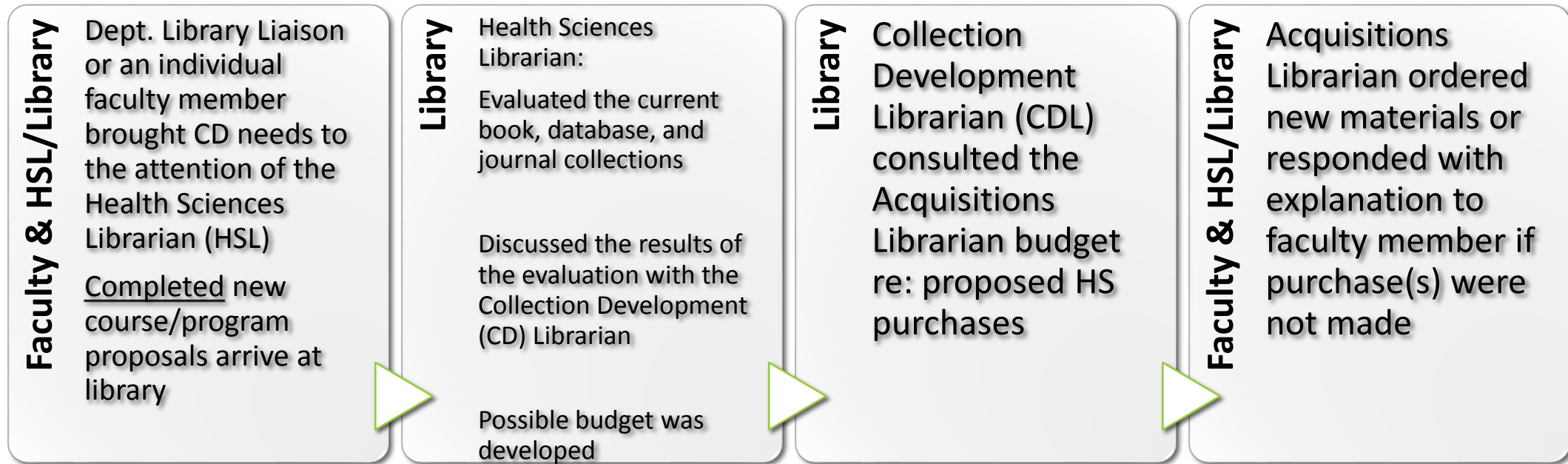
# Physician Assistant Program Collection Development Models Old and New

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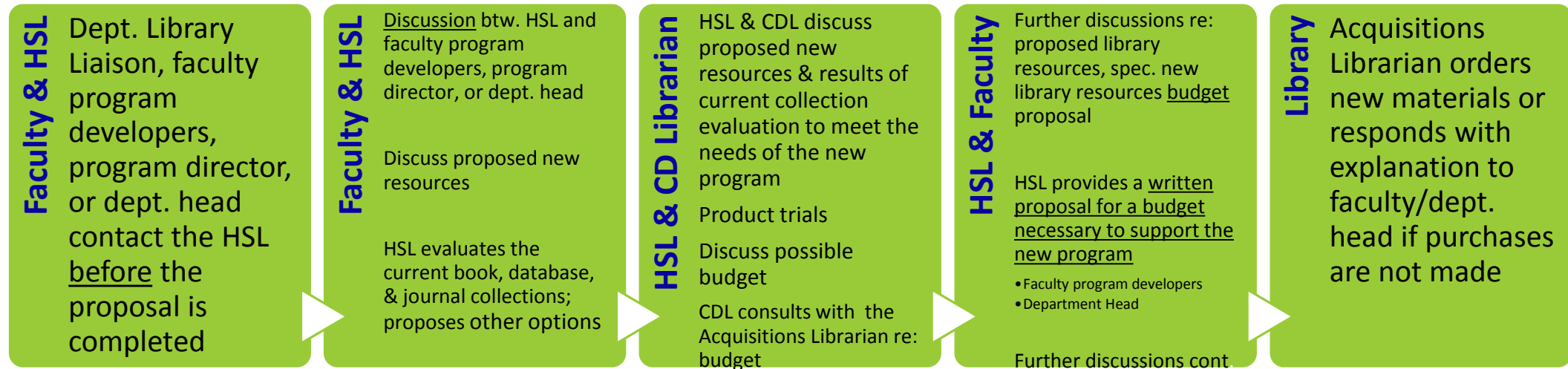
# PA Program Collection Development Model for New Programs & Courses - Old

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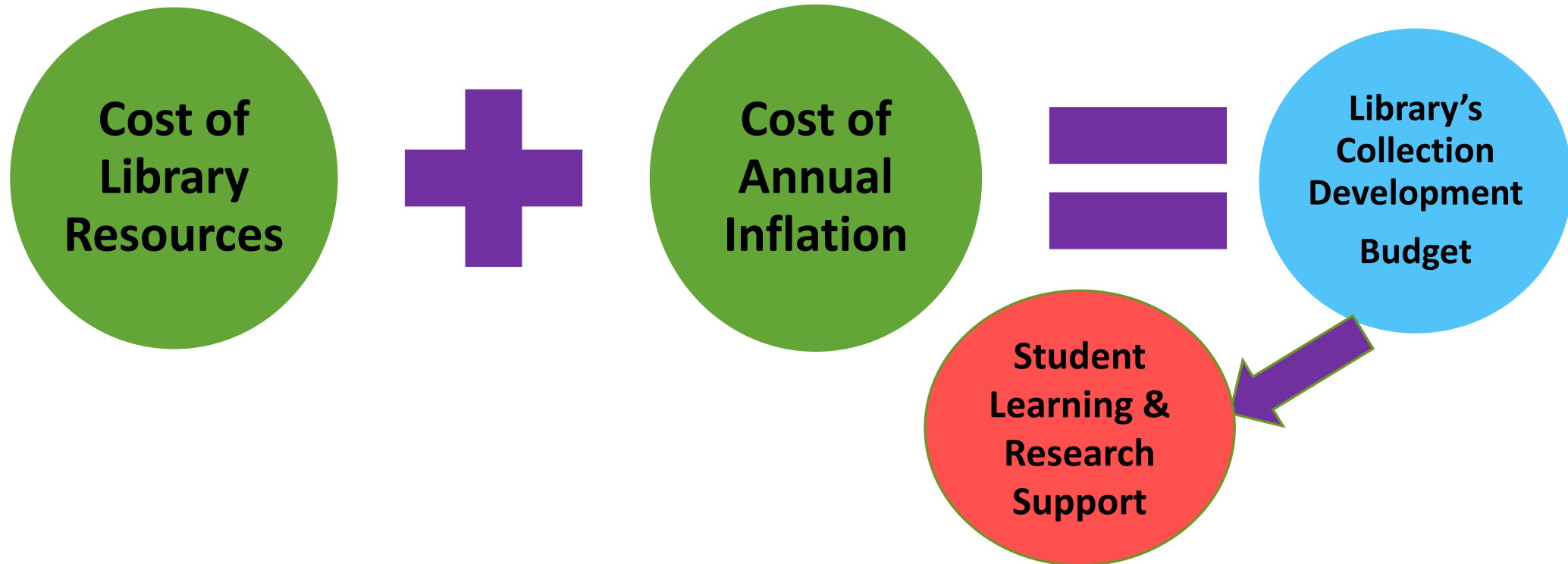
# PA Program Collection Development Model for New Programs & Courses - New

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# Increasing the Awareness of the Library's Collection Development Budget & Its Impact

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# Questions?

# Image Sources

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[allposters.com](http://allposters.com)

[doubleknot.com](http://doubleknot.com)

[Elizabeth Bucciarelli](#)

[en.wikipedia.org](http://en.wikipedia.org)

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# Further Reading

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