Creating Tangible Connections Using the Intangible Library

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Creating Tangible Connections Using the Intangible Library

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NOVEMBER 14, 2014
Eastern Michigan University

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
Biographical Information

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

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
The Story

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...

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...

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.

College of Health & Human Services (CHHS) had been expanding for the ~last 10 years.
New Physician Assistant (PA) Program Announcement
The Conversations start...

- Dean of the CHHS
- Library Dean
- Dept. Head - School of Health Promo. & Human Performance
- Health Sciences Librarian (HSL)
The Conversations...and New Connections
Health Sciences Librarian-to-Medical Librarian

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

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

Medical Librarian@ Clinical Rotation Site

PA Collection Development & eBooks
...New Connections

- PA Collection Development & eBooks
- Medical Librarian@ Clinical Rotation Site
- Local Medical Library Association
- State Health Sciences Library Association
The Conversations...and New Connections
Health Sciences Librarian-to-Health Sciences Librarians

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
...New Connections

Medical Librarian @ Clinical Rotation Site

Local Medical Library Association

PA Collection Development & eBooks

Health Sciences Librarians @ Universities w/ PA Programs In State

State Health Sciences Library Association
The Conversations Begin in Earnest...

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

Health Sciences Librarian (HSL)
The Conversations...and New Connections
HSL & HP & HP Department Head

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
Conversations, back at the ranch...
HSL and the Collection Development Librarian

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

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

- Medical Librarian@ Clinical Rotation Site
- Local Medical Library Association
- State Health Sciences Library Association
- Health Sciences Librarians @ Universities w/ PA Programs In State
- Dept. Head HP & HP

PA Collection Development & eBooks
The Conversations...and New Connections
Health Sciences Librarian & the PA Program Director

**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

- Medical Librarian@ Clinical Rotation Site
- Health Sciences Librarians @ Universities w/ PA Programs In State
- State Health Sciences Library Association
- Local Medical Library Association
- PA Collection Development & eBooks
- Dept. Head HP & HP
- PA Program Director
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*
The Conversations…and New Connections
Physician Assistant Faculty-Information Literacy

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

PA Collection Development & eBooks

Medical Librarian@ Clinical Rotation Site

Health Sciences Librarians @ Universities w/ PA Programs In State

Local Medical Library Association

State Health Sciences Library Association

PA Faculty

PA Program Director

Dept. Head HP & HP
The Conversations...and New Connections
Library Staff Members

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
...New Connections

PA Collection Development & eBooks

- Local Medical Library Association
- State Health Sciences Library Association
- EMU Library Staff Members
- PA Faculty
- Medical Librarian@ Clinical Rotation Site
- Health Sciences Librarians @ Universities w/ PA Programs in State
- Dept. Head HP & HP
- PA Program Director
- New Connections

State Health Sciences Library Association

Medical Librarian@ Clinical Rotation Site

EMU Library Staff Members

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

**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

- 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

**Digital Health Sciences Library**

- **AccessMedicine (McGraw-Hill)**
  - *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

- **StatRef**
  - StatRef 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
Created Electronic Links

URL TO LIBGUIDE

http://guides.emich.edu/dighlthlib

QR CODE
YOUR DIGITAL HEALTH SCIENCES LIBRARY

• Access Medicine
• R2
• STAT!Ref

DHS URL: http://guides.amich.edu/digitalhealth

QR Code

Emily Driscoll & Elizabeth Buchanelli
Electronic Monitor Displays

LIBRARY OUTER ENTRYWAY

MAIN LIBRARY LOBBY INTERIOR
Posters, Flyers, and Pamphlets

FLOOR DISPLAY

REFERENCE DESK
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
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
Searchable Discovery – Databases

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

AccessMed

R2

STAT!Ref

Elizabeth Bucciarelli
...New Connections

- Local Medical Library Association
- State Health Sciences Library Association
- Library Users & Students
- EMU Library Staff Members
- PA Faculty
- PA Program Director
- Vendors
- Dept. Head HP & HP
- Health Sciences Librarians @ Universities w/ PA Programs in State
- Medical Librarian@ Clinical Rotation Site
- PA Collection Development & eBooks
Physician Assistant Program
Collection Development
Models Old and New
PA Program Collection Development Model for New Programs & Courses - Old

Faculty & HSL/Library

- Dept. Library Liaison or an individual faculty member brought CD needs to the attention of the Health Sciences Librarian (HSL)
- Completed new course/program proposals arrive at library

Library

- Health Sciences Librarian:
  - Evaluated the current book, database, and journal collections
  - Discussed the results of the evaluation with the Collection Development Librarian (CDL)
- Possible budget was developed

Library

- Collection Development Librarian (CDL) consulted the Acquisitions Librarian budget re: proposed HS purchases

Library

- Acquisitions Librarian ordered new materials or responded with explanation to faculty member if purchase(s) were not made
PA Program Collection Development Model for New Programs & Courses - New

**Faculty & HSL**
- Dept. Library Liaison, faculty program developers, program director, or dept. head contact the HSL before the proposal is completed.

**Faculty & HSL**
- Discussion btw. HSL and faculty program developers, program director, or dept. head.
- Discuss proposed new resources.
- HSL evaluates the current book, database, & journal collections; proposes other options.

**HSL & CD Librarian**
- HSL & CDL discuss proposed new resources & results of current collection evaluation to meet the needs of the new program.
- Product trials.
- Discuss possible budget.
- CDL consults with the Acquisitions Librarian re: budget.

**HSL & Faculty**
- Further discussions re: proposed library resources, spec. new library resources budget proposal.
- HSL provides a written proposal for a budget necessary to support the new program.
  - Faculty program developers
  - Department Head
- Further discussions cont.

**Library**
- Acquisitions Librarian orders new materials or responds with explanation to faculty/dept. head if purchases are not made.
Increasing the Awareness of the Library’s Collection Development Budget & Its Impact

Cost of Library Resources + Cost of Annual Inflation = Library’s Collection Development Budget

Student Learning & Research Support
Questions?
Image Sources

allposters.com
doubleknot.com
Elizabeth Bucciarelli
en.wikipedia.org
extremetech.com
karencioffi.com
moviestarmakeover.com
polysyllabicprofundities.com
rallyengine.com
southportlandlibrary.com
thecreativepenn.com
tomslatin.com
wallpapersinhg.com
vintageirvington.blogspot.com
zmescience.com


Schack, C., & Patridge, E. (2010). Promoting the Medical Library on the University of Texas Southwestern Medical Center Campus Through Outreach. Journal Of Hospital Librarianship, 10(1), 100-104. doi:10.1080/15323260903471140