



**Almost Heaven ... Exploring New Vistas: MAC 2008, Morgantown, WV
Contributed Papers
Session II**

Community Health Education Center (CHEC) at Five

Dana Ladd, Monica Leisey

Question: This paper reviews CHEC's development and challenges faced throughout its first five years as a hospital-based consumer health information center. **Setting/Participants/Resources:** The Community Health Education Center is located in an urban academic medical center.

Method: Current major stakeholders were interviewed to understand the creation of CHEC and the challenges faced throughout the first five years of its existence and how they are being addressed. Narrative analysis was used to blend the recollections shared into a cogent story.

Main Result: The development of a consumer health information center in a hospital is an exciting endeavor; but requires a lot of commitment and hard work. While CHEC's three partners were enthusiastic about the idea, a top priority has been to continue to help others see that providing consumer health information is a valuable service- a guiding principle as design decisions were made. All three partners have worked collaboratively in order to ensure CHEC's success. For instance, remaining true to the mission of providing consumer health information and not patient education, has been a difficult and fine distinction to maintain. Additionally, the challenges of operating a small center have required close attention by the librarian. Being sure that patients, family members, and community members recognize and use CHEC as a resource has sometimes been complicated by the perceptions and expectations of some hospital staff and users.

Conclusion: Exploring the development of CHEC through the eyes of those who were instrumental in its development provides the unique opportunity to explore not only how CHEC was created but also the opportunity to probe the expectations and intentions of the Center's many stakeholders. Valuable lessons can be learned from the founding creators' oral histories and shared challenges to assist others interested in beginning such a center.

Keeping Patrons Happy: Data-driven Collection Management

Karen Stanley Grigg, Marcos A. Rodriguez, Richard A. Peterson, Patricia L. Thibodeau

Purpose: Describe the methods employed by an academic health sciences library to gather and utilize data from a variety of sources to drive monograph purchasing decisions. Due to spartan book budgets and increasing prices, the library must approach spending with a more systematic, data-driven approach.

Methodology: The Library mines data from a variety of sources. The Library's ILS has been utilized to track circulation activity of new purchases by discipline. Data collected from recent surveys and focus groups has helped to identify user preferences for formats and subject areas. The WorldCat Collection Analysis Tool provided data to compare its collection in respect to overlap and gaps with consortia and peer institutions. Data from book vendors provided information on titles purchased and the amount spent by discipline. Data were analyzed for cost per use by subject area. Lastly, usage statistics for e-books has been analyzed for renewal decisions. The Library wants to ensure that the materials it selects are the ones that are needed and used; therefore providing the best return on investment for its book dollars while keeping the patrons satisfied with the quality of the collection.

Results/Conclusion: Due to greater analysis of available data, DUMCL is able to spend more effectively and more responsively. DUMCL is increasingly able to be more accountable to stakeholders and can better ration a limited monographs budget so that titles purchased are ultimately those likely to be used. DUMCL librarians will compare usage of materials after data-driven approach has been applied to previous usage. A task force will be assembled to assess success of approach via statistical analysis and to gather patron feedback. A balanced scorecard may ultimately be employed to set goals of increasing circulation of purchased monographs.

When Constellations Align: The Library Leads a Biomedical Communications Technology Service

Dorothy A. Spencer, Susan Nash Simpson

Question: What are the benefits to an academic health center when its academic health sciences library assumes leadership for division-wide biomedical communications technology services?

Setting: East Carolina University's (ECU) Laupus Library in Greenville, N.C. supports an expanding Health Sciences Division as well as its hospital partner PCMH/UHS. Together these dynamic organizations comprise eastern North Carolina's newest academic health center. In September 2007, ECU's Brody School of Medicine's (BSOM) Center for Health Sciences Communications (CHSC) was integrated into the Laupus Library's IT Systems Department and the expanded department was re-named Multimedia & Technology Services (MTS). MTS now provides support for the entire Health Sciences Division enabling efficiencies and economies of scale in delivery of services. The new MTS serves ECU's distance learners, off site service learning centers as well as growing classes in the basic and clinical sciences throughout the Division.

Method: Adding MTS to the library operation has had positive outcomes. The library's existing IT Systems Department had a skilled staff of 10 FTE's and a strong service orientation but provided limited services beyond the immediate library. With the addition of 14 technical staff from CHSC, MTS can now provide access to technology and services throughout the Division. MTS budgeting and planning functions were reviewed and reconstructed by the library's administration. The library's administrator championed upgrading and updating of technology in MTS to enable them to provide quality service now, and in the future.

Results: The integration of the Multimedia & Technology Services with the Laupus Library has raised the library's visibility and increased the library's participation in Division wide planning. The additional technically expert staff and the management of technology and infrastructure also improved the perception of the library by faculty and university administrators. The library now has greater involvement in the planning of clinical service learning centers for the new dental school and recently announced expansion of the BSOM. This broader service role also involves the library in more interdisciplinary curriculum planning.

Conclusion: The inclusion of multimedia and technology services provided by a biomedical communications department under the organization of Laupus Library has resulted in improved services throughout the Health Sciences Division at ECU while improving the strategic position of the Library within both the Division and the University.

The Ripple Effect: The Benefits of Focused Resource Initiatives

Susan Swogger, Barbara Rochen Renner

Objective: To build relationships with and provide improved service to a small Division by creating a special, highly focused resource page.

Setting: Large academic health sciences library serving 5 schools and a teaching hospital. Initiative: A prior collection development project for the Rehabilitation Counseling & Psychology Division convinced us of the need for a specialized, highly focused research tool to replace training in the use of a broad range of standard, more generic resource pages. We hoped that collaboration with this new Division of just four faculty would make them feel more valued as a user group, as well.

Main Results: Meeting with faculty on several occasions to discuss design and to ensure all desired resources were included, we built strong relationships. The increased, collaborative interaction helped us develop a more nuanced understanding of the faculty's specific interests. Faculty felt encouraged to approach us about a broader range of needs and to refer students to us. In addition to expressing their appreciation to us, they have shared their experience with faculty beyond their Division. As they and others have become aware of the Library willingness to invest such effort when needed--even in smaller units--they have begun to ask us for materials and services they had been reluctant to request in the past. We have begun to work on similar resources with other small Divisions with similar needs.

Conclusion: An investment of time and effort, when needed, into a tiny group of library users can have a disproportionately large return for the Library, beyond the original small user audience and initial project.