



Almost Heaven ... Exploring New Vistas: MAC 2008, Morgantown, WV Posters Session II

Achieving Heaven Through Collaboration and Persistence: Go Local

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Objectives: To illustrate the collaborative initiatives taken by the District of Columbia Area Health Sciences Libraries (DCAHSL) to begin the creation of a DC Go Local consumer health database

Methods: In December 2004, DCAHSL members applied to the National Network of Libraries of Medicine Southeastern/Atlantic Region (NN/LM SE/A) for Go Local project funding. Although the initial proposal was approved, members had to find funding to support the proposal's required project coordinator. All members were asked 1) to inform their organization about Go Local's importance and to request institutional funding support and 2) to indicate what individual assistance they would provide. Individuals volunteered to search for additional funding opportunities; write grants; and utilize their professional and personal networks to find other contributors.

Results: At DCAHSL bimonthly meetings, members provided action updates; however, we were not able to secure additional funding before the funding acceptance period expired. From February 2006 to December 2007, we applied with six granting organizations for coordinator salary support and were turned down. Re-assessment took place; new alternatives were suggested; NN/LM changed their funding criteria; and DCAHSL members approached their organizations again. Finally, a new Go Local proposal was submitted and accepted on November 27, 2007 with funding to begin in January 2008.

Conclusions: It can be done! After three and a half years, through dedication, persistence, and collaborative initiatives, DCAHSL members achieved their dream of obtaining Go Local project funding. During this period, the project coordinators learned the value of perseverance, innovation and determination and applied these lessons to the challenges of hiring part-time assistants; working with organizational bureaucracies; and critical documentation. They utilized relationships that were formed in DCAHSL program meetings to obtain support from new organizations and individuals, such as non-profits, city agencies, and students. Stay tuned for more on Healthy DC – Go Local.

Using RefShare to Compliment Resource Guides

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Objective: Our library provides Resource Guides in many subject areas to help guide patrons to library and WWW resources on their topic. We explored various Web 2.0 tools that allow more interaction, search and download capabilities. Would library users benefit from using bibliographies in RefShare more than using library resource guides?

Methods: We first collected resources in Neurosciences and put them in a RefShare folder available to all university users* and a Neurosciences Resource guide. We then looked at statistics to compare usage between the Resource guide and the Neurosciences Bibliography in RefShare. We are also looking at a second Resource Guide, Health Disparities, which has an added RefShare bibliography.

*Our library provides RefWorks/RefShare free to all university members and supports its use.

Results: Since January 1st 2008, we have had 2790 hits on the Neurosciences Bibliography and 246 on the Health Disparities Bibliography, in the RefShare account. During the same period, we have had 1089 hits on the Neurosciences Resource Guide and 1080 hits on the Health Disparities Resource guide.

Conclusions: Both the Resource Guides and the RefShare Bibliography showed good usage but the Neurosciences RefShare Bibliography had a lot more use as seen in the results, showing that it is a good complimentary tool.

Exploring New Vistas on Campus: Connecting with Users on their turf

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Objective: Services at the our library have evolved to include a variety of outreach initiatives to increase our visibility on campus. This poster highlights the outreach and education initiatives our library supports in an effort to connect with our affiliated users.

Methods: Each year, the number of resources and services our library offers electronically continues to increase. The result of this increase is that fewer users are visiting our physical location. So how do you meet the information needs of your affiliated users if they do not visit the library? What do you do to ensure that your users are using library resources effectively? In response to these questions, our library developed a suite of initiatives to build relationships with our users in new vistas on campus in addition to raising awareness about library resources, collections, and services. We developed an outreach plan, established goals and objectives, and clarified our target audience. A variety of practical initiatives were created including a library liaison program, a scholarly circuit librarian program, theme-based lecture series, special interest groups, a technology fair, and a research day.

Results: The library has an outreach plan that enables librarians to plan strategically and budget for outreach expenses. The plan ensures that our initiatives support the strategic goals and objectives of our library and the university. Many library outreach activities such as National Center for Biotechnology Information training, and public health lectures are attended for professional development by our users. The growth of library outreach has resulted in the creation of a separate outreach services department.

Conclusions: The success of library outreach initiatives can be measured in the number of new users reached and the number of new activities planned. Outreach initiatives enables us to gain recognition and to be sought out as partners by university administrators.

Health Literacy On the Horizon – A Proactive Role for the Hospital Librarian

- Elizabeth McTigue, Inova Fairfax Hospital, Health Sciences Library, Elizabeth.mctigue@inova.org

Health literacy has been defined as the ability to read, understand, and effectively use basic medical instructions and information. The Health Sciences Library of Inova Fairfax Hospital serves a diverse community consisting of physicians, nurses, hospital staff, residents, students, patients, and the community. Northern Virginia is a melting pot of cultures and native languages other than English. The librarians have been heavily involved in patient education for the last 15 years, serving on and directing the work of three different patient education committees within the Inova Health System. As a result, the library has sponsored two workshops in the last year, one an introduction to health literacy and the second on writing patient education materials in plain language. The librarians have been trained in promoting health literacy and work with Inova's Community Health Division to educate the nursing staff and physicians on the concepts of health literacy and to promote pilot programs throughout the hospital to implement these concepts in patient care. Library staff also created an online health literacy toolkit to make related resources available. In addition, there is a unique partnership with the Fairfax County Public Library to promote health information in the community. This partnership has currently expanded to include faculty from the George Mason University Department of Communication as well as additional Fairfax County agency staff who are combining efforts to improve the health literacy level of the entire northern Virginia region. Low health literacy can affect any educational, socioeconomic or ethnic group. The involvement of the hospital librarians in understanding the barriers to health literacy and helping to remove these barriers enables them to give better library service to all patrons and to have a positive impact on the care provided to all patients of the Inova Health System.

Burning the Midnight Oil: A Library Extended-Hours Trial

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- Grace A. Gmeindl, Circulation Coordinator, grace.gmeindl@mail.wvu.edu, Health Sciences Library, West Virginia University

Purpose: A trial to extend the medical library's weekend hours was requested by the School of Medicine to accommodate first and second-year medical students studying for Monday exams.

Setting/Participants: The Health Sciences Library at West Virginia University is an academic health sciences library that recently became part of a new learning center for the Health Sciences campus. Students immediately began booking the library's eight group study rooms, and medical students in particular began asking for extended hours.

Methods: Two trial periods were set up to extend the library's hours until 11:00 PM on Fridays and Saturdays, and to open the library at 10:00 AM on Sundays. The first trial period represented mostly medical students, while the second period was during a time that all health sciences students were present to take advantage of the extra hours. A temporary employee was hired to help cover the additional 11 hours of service/week. Circulation staff monitored the number of students using both the study rooms and the rest of the library on an hourly basis.

Main Findings: Users mainly wanted to access the study rooms and computers, not borrow library materials or obtain reference assistance. Although overall usage was low, there were a couple of popular time periods that could result in a change in the library's hours. Supervisors were concerned about the ability to permanently cover longer hours.

Conclusions: Despite increased publicity about the second trial, there was not a significant increase in patrons to justify the cost/benefit of having staff cover for extended periods. It was recommended that other areas in the Health Sciences Center be promoted as alternatives, or other options such as card access for medical students be considered. This project provided useful information about how usage of the library is changing, and will serve as a basis for future planning.

Development of Clinical Site Libraries for Third and Fourth Year Medical Students on Rotation.

- Elaine Powers, Director of Library Services, Edward Via Virginia College of Osteopathic Medicine (VCOM), epowers@vcom.vt.edu

Objective: This poster outlines the design and development of small resource libraries at the Virginia College of Osteopathic Medicine's (VCOM) 16 core clinical training sites.

Settings/Participants: VCOM Library, NN/LM Regional Medical Library and the 22 clinical sites. The number of sites has grown from 16 sites in 2005 to 22 in 2008.

Brief Description: The project began with an application to the NN/LM for a grant (awarded 1-15-04) to provide digital libraries at 8 core library sites. This initial grant provided funds to purchase computers, printers and some books for each of the sites. An Appalachian Region Commission grant (awarded 8-1-04) provided further money to add four critical access hospitals to the number of sites. The project has 22 sites to date with 2 more to be added in 2008-09.

Objective: The overall goal of the project is to provide basic print resources for 3rd and 4th year medical students as well as Internet connectivity for access to VCOM's electronic library. The print books are selected by VCOM's discipline chairs. Books are chosen for their usefulness as clinical tools and for their value as review aids for students studying to pass their medical boards (USMLE and COMLEX).

Results/Outcome: The site libraries provide on-site resources to not only the 3rd and 4th year students but also to their site preceptors. The site libraries have provided common resources linking the preceptors to the program at VCOM.

Helping Nurses Reach for Magnet Status: Facilitating Collaboration and Information Sharing.

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Objective: St. Mary's Hospital, part of the Bon Secours Health System in Richmond, VA, set up an Applied Research Council (ARC) to foster unit-based performance improvement as part of the hospital's goal to achieve Magnet recognition. The System Librarian was asked to participate in the Council to help with the information needs of this program, including literature reviews, setting up resource collections and training in literature searching and using online resources (most of the books and journals are electronic and available online through eLibrary on the hospital intranet). The System Librarian had recently participated in the MLA Web 2.0 101 course and realized that the information needs and some other ARC goals, such as interdisciplinary problem solving, visible areas to display research, lectures and programs, and a venue and

method to discuss unit-based issues that impact staff satisfaction, productivity and clinical outcomes, could be combined effectively in a wiki.

Methods: The System Librarian set up a free Wetpaint wiki but has now found, after initial testing and a favorable reception from ARC members, that the privacy policy for Wetpaint is not adequate for a site that might contain patient information. The health system communications administrator suggested an internal collaboration program, which is being used by a few other groups, to allow ARC team communication and collaboration, as well as links to information resources.

The System Librarian and Consulting Librarian will set up the new collaboration site, including past presentations, emails, etc. as well information resources, and provide training on this collaboration system in August or September. The training will also involve an assignment to encourage participation. Nurses will fill out surveys before and after this assignment.

The poster will cover the background and methods for setting up the collaboration, as well as results from the surveys and exercises.

Renovations to Improve User Satisfaction

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Purpose: This poster reports on the successful redesign of the main service floor of the library, which includes the reference desk.

Background: With the relocation of some student services into the Library, we were given the opportunity to reconfigure the main service floor to improve its layout. The floor, which stretches the length of a city block, includes an art gallery, two service desks, 35 computers, photocopiers and printers, a reference collection, print indexes, study tables with power and Internet connections, and comfort seating. To accommodate renovations on upper floors of the Library, we were required to incorporate current journal shelving into the redesign.

Method: In response to patron needs, we identified successful existing spaces within the library, e.g., the art gallery, and collaborated with the renovation architects to improve the remaining space. We considered users' requests that service desks be close together, that computers be near the entrance of the building, and that a separate computer area be designated for visitors' use. The architects helped design the new reference area including the repurposing of a compact computing assistance desk. By discarding indexes, we reduced index shelving 75% and, by relocating many titles to the circulating stacks, we reduced reference shelving 50%. Public computers and study tables were relocated as current location of power and data allowed. We will report on our project plan and usage statistics before, during, and after the renovation.

Reference at your Fingertips: Developing New Technology to Increase Access to Reference Services

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- Tierney Lyons, University of Maryland, Baltimore, tlyons@hshsl.umaryland.edu

Objective: The Reference Staff wanted to be more accessible to patrons in the library building, in particular those working on different floors than the Reference Desk location. During a Library renovation, the Reference

Desk was displaced from the main service floor and public computers were only on the second through fifth floors. At this time of change, we launched a new technology allowing patrons to easily reach us.

Methods: Working with the library's IT department, a program was created and corresponding quick help icon was placed on the main screen of all public desktops in October 2007. An alert program was also created. The alert program was put on Reference Desk computers. When a patron clicks on the quick help icon on their computer, an alert message appears on all reference computers simultaneously. The alert message indicates the computer number where the help is requested, as well as time of request. Computer numbers help to indicate the floor and location of patrons in need of assistance. This call button enables us to offer in-person attention to patrons on all five floors.

Results and Conclusions: With renovations complete, the reference desk and computers are now accessible again on the first floor and the Quick Help program has now been installed on all Library computers. This new service gets used several times a day. Questions are as wide-ranging as the ones we get at the desk. We are now double-staffing the desk facilitating faster service to the upper floors. Patrons like it and did not need training or encouragement to use it. Results on usage available October.

Bioinformatics Research, Service, and Training (BIRST) Program: New horizons—outreach to bioinformatics researchers within a university environment.

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Program Objective: BIRST collaborates with campus experts to proactively provide research expertise, training, and other services to bioinformatics-supported sciences distributed across the university campus. BIRST reaches out beyond traditional academic and clinical populations to partner with and to support researchers and laboratories in information access, discovery, curation, organization, and management.

Setting: Academic health sciences library serving a large state university containing multiple health professional schools, hospitals, biomedical research facilities, and campus-wide bioinformatics initiatives.

Program: The BIRST Program is staffed by health sciences librarians, and faculty and graduate students in information and library science. It is cooperatively supported by a health sciences library, a school of information and library science, and a genome sciences center. BIRST provides informatics consulting services and a website of bioinformatics resources including potential collaborators, and bioinformatics databases and analysis tools, hosted both locally and on the web. BIRST coordinates and actively promotes bioinformatics training services offered by campus units to university faculty, staff, and students. BIRST also selects free, high quality training resources from non-campus sources, such as National Center for Biotechnology information, Open Helix, and others.

Results: The BIRST Program developed and implemented a website of bioinformatics resources, solicited feedback from the bioinformatics community, and made website revisions to better serve their needs. To inform the program and the health sciences library of researchers' information needs, the unit also conducted an initial study of library use and desired use by bioinformatics researchers. Finally, BIRST launched a program that provides informatics consultation, training, and data management support to researchers campus-wide.

Conclusion: BIRST offers an example of library and information support services developed to meet the needs of researchers, particularly in the basic biomedical sciences. It serves as a catalyst to develop collaborative working relationships and build a community of practice among a distributed research community.

Reaching out by sitting in: successful outreach incorporating information literacy skills.

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- Carol Vreeland, Associate Director, William Rand Kenan, Jr. Library of Veterinary Medicine, North Carolina State University, Carol_Vreeland@ncsu.edu

Program Objective: In an effort to support long-term career success for Library clients, a variety of outreach initiatives have been employed to increase usage of Library staff expertise, resources, and technology.

Setting: The William Rand Kenan, Jr. Library of Veterinary Medicine at North Carolina State University supports the research and curriculum of the College of Veterinary Medicine and responds to the information needs of North Carolina veterinarians. Changes in Library leadership brought initiatives to develop relationships and promote the Library in new ways.

Participants: Faculty, research and clinical staff, students, and participants in continuing education at the College of Veterinary Medicine.

Program: A variety of strategies have been implemented to promote the Library as a tool for success. Library staff members regularly attend house officer, student, and continuing education seminars to inform clients about Library support. Emails offering specific Library support are sent to upcoming presenters. Improvements and new course-specific guides have been made to our online instructional materials. Posts to the Library's news blog have connected Library resources to relevant events.

Main Results: Preliminary results indicate that students and faculty respond to in-person initial contact which is then successfully continued with email. These contacts have led to short presentations in courses, questions about copyright and sourcing, invitations to develop web pages for specific courses and on presenting and publishing. Web usage data on new web pages will be examined and follow up will be done with those not taking advantage of Library overtures.

Conclusion: Integrating the Library's resources, people, and technology into the College of Veterinary Medicine's daily practice takes time and personal effort. Attempting a broad range of strategies combined with evaluation has illuminated efficient and effective outreach methods that may be useful to other health sciences libraries.