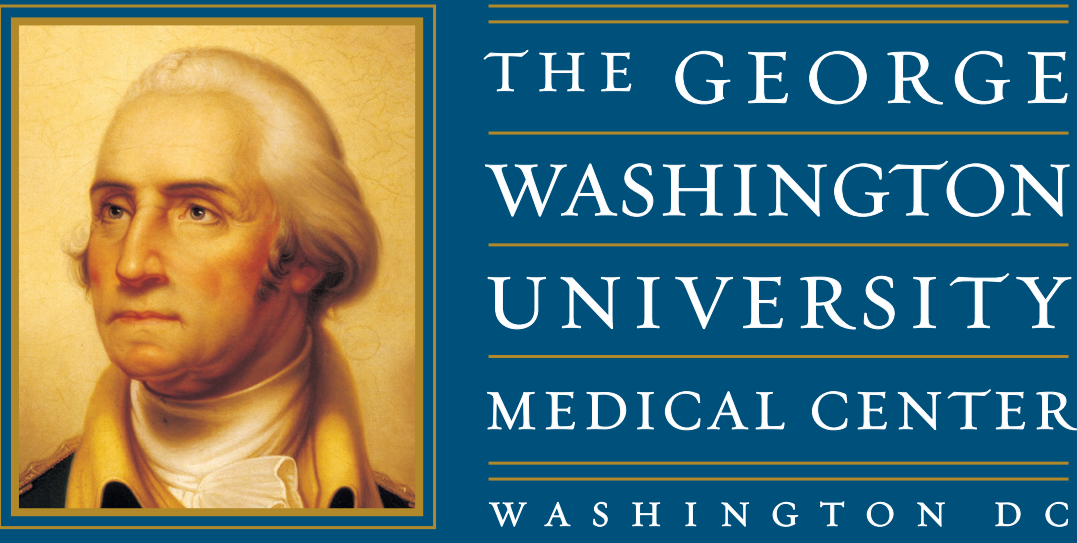




HIMMELFARB Web 2.0 TOOLS AND OTHER TECHNOLOGIES: CONNECTING WITH PATRONS

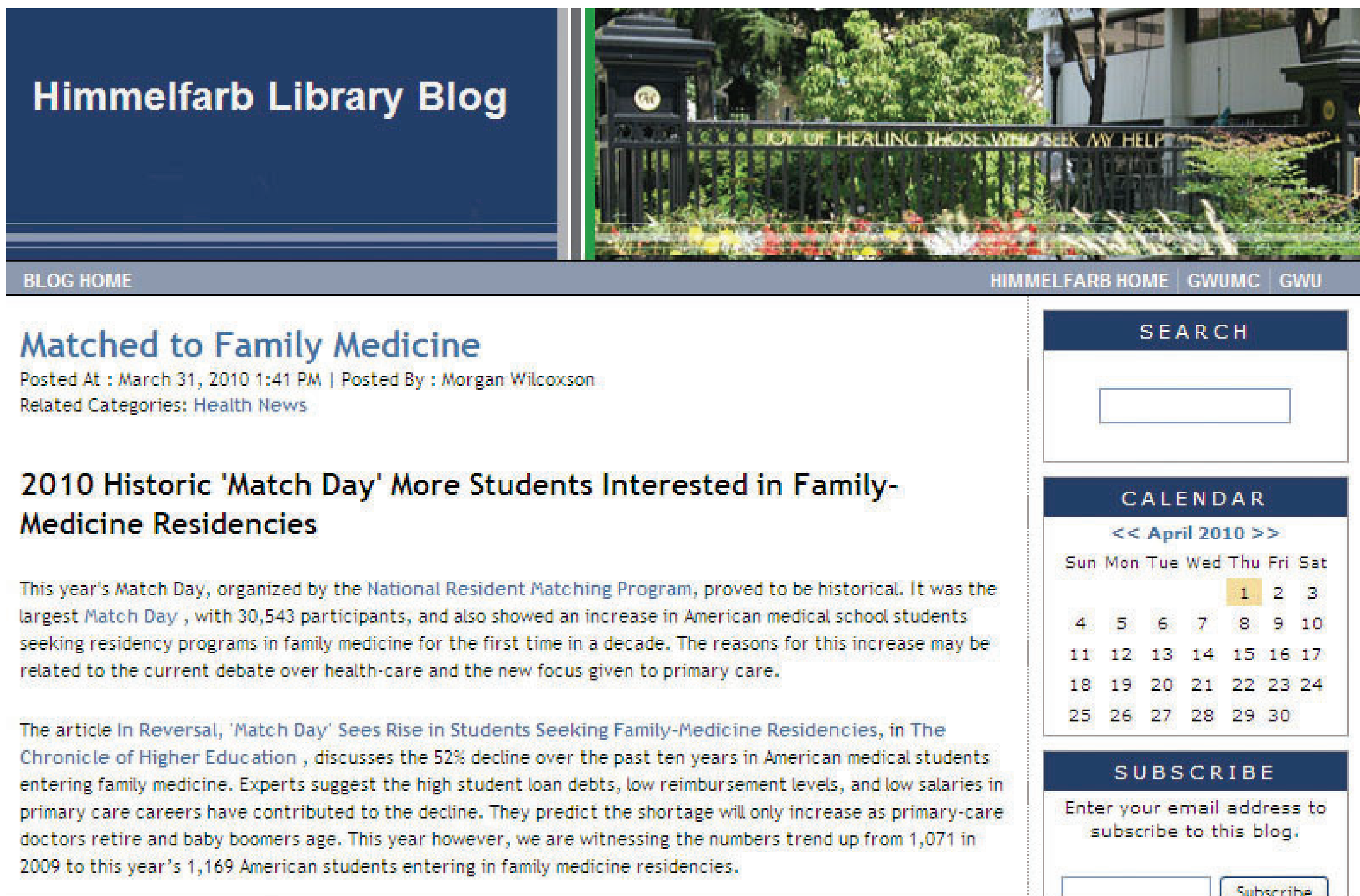
ELIZABETH PALENA HALL, *Web Services Coordinator*; ALEXANDRA GOMES, *Associate Director, Technology and Curriculum*; ELAINE SULLO, *Coordinator, Information and Instruction Services*; PAUL LEVETT, *Reference/Instructional Librarian*; LAURA ABATE, *Electronic Resources and Instructional Librarian*; KATHE OBRIG, *Associate Director, Collections and Access Services*; JO LINDA THOMPSON, *Systems Librarian*; CYNTHIA KAHN, *Reference/Instructional Librarian*, HIMMELFARB HEALTH SCIENCES LIBRARY, THE GEORGE WASHINGTON UNIVERSITY MEDICAL CENTER, WASHINGTON, DC

OBJECTIVE

Patrons expect dynamic tools that they can utilize in other venues. To meet that expectation and best deploy library resources, the library has adopted many Web 2.0 tools. These range from blogs, really simple syndication (RSS) feeds, Camtasia tutorials, to LibGuides, a multi-database search tool, and Facebook.

HIMMELFARB BLOG AND RSS FEEDS

The way in which the library has communicated news to its patrons has evolved over time from static to interactive messages. Topics range from posts on GW authors, and information about resources, to class exercises, and facility announcements. The current news blog and associated RSS feed allow for timely, two-way communication. Since moving to the web-based blog format, entries have generated approximately 1,200 unique page views per month. Top entries receiving comments include: Is abortion a dirty word? (7), E-Journals Trivia Questions (5), and the Annual Book Sale (3). In March of 2010, the library initiated a reoccurring Tool of the Week blog entry to highlight specific products and services. The latest statistics show approximately 30-60 unique page views per week for each Tool of the Week entry.



CAMTASIA

Camtasia tutorials have enabled the library to provide a visual means of instruction to patrons upon demand. Topics covered include: Ovid Medline Searching, Scopus, Web of Science Cited Reference Search, Searching FIRST-Consult and MDConsult, Finding the Full-Text of an Electronic Journal Article, Global Health Search Instructions, Library Orientation, Himmelfarb Access: An Introduction, and Using the Multidatabase Search Tool.

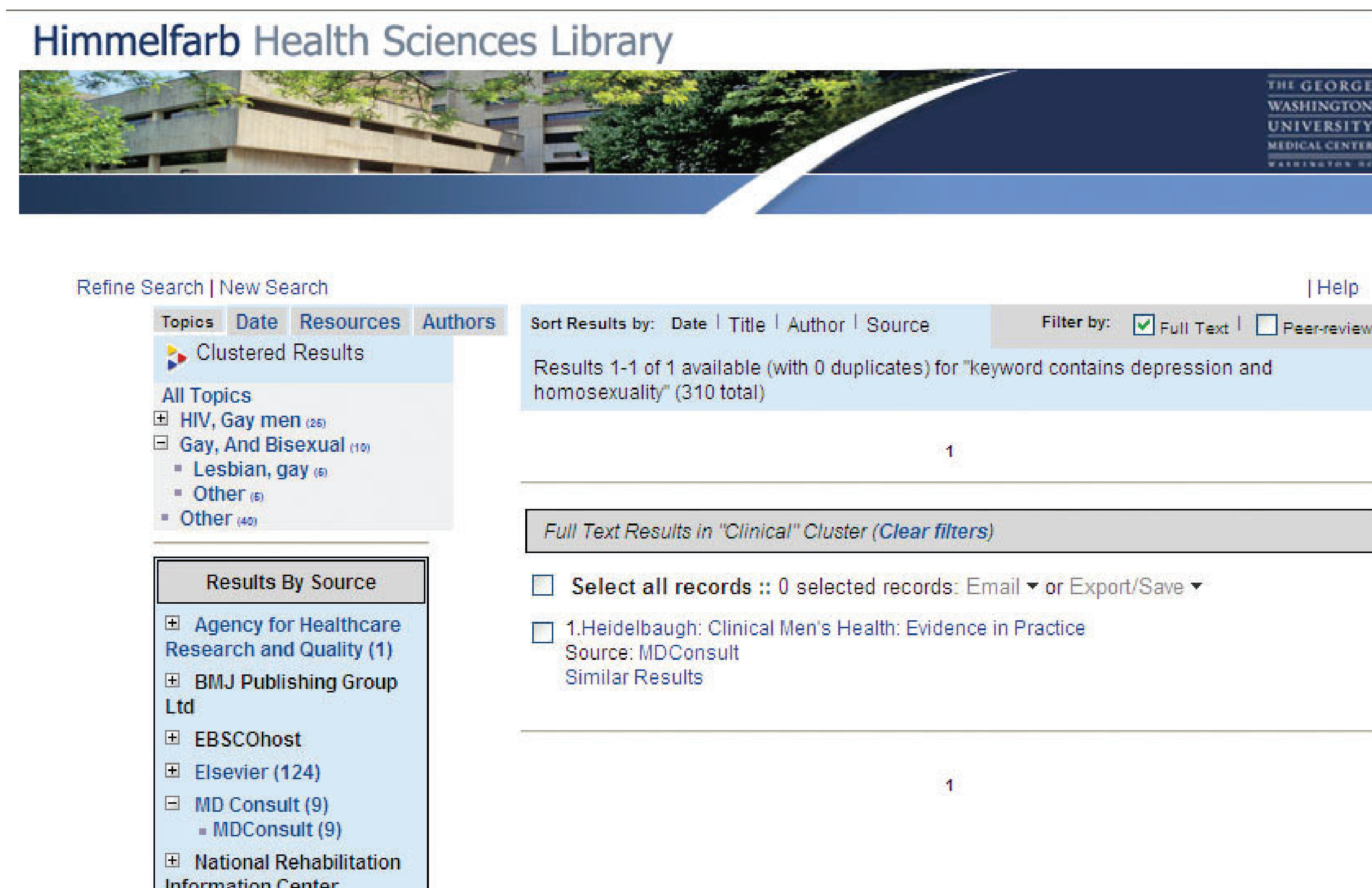
LIBGUIDES

LibGuides were introduced to library users in the Summer of 2009. They are geared toward students in medicine, public health, or health science programs and cover a wide range of topics from epidemiology and biostatistics to clerkships and board review materials. The library staff is pleased with the success of LibGuides. In 2009, the 33 public guides received more than 10,000 hits over the course of the year.



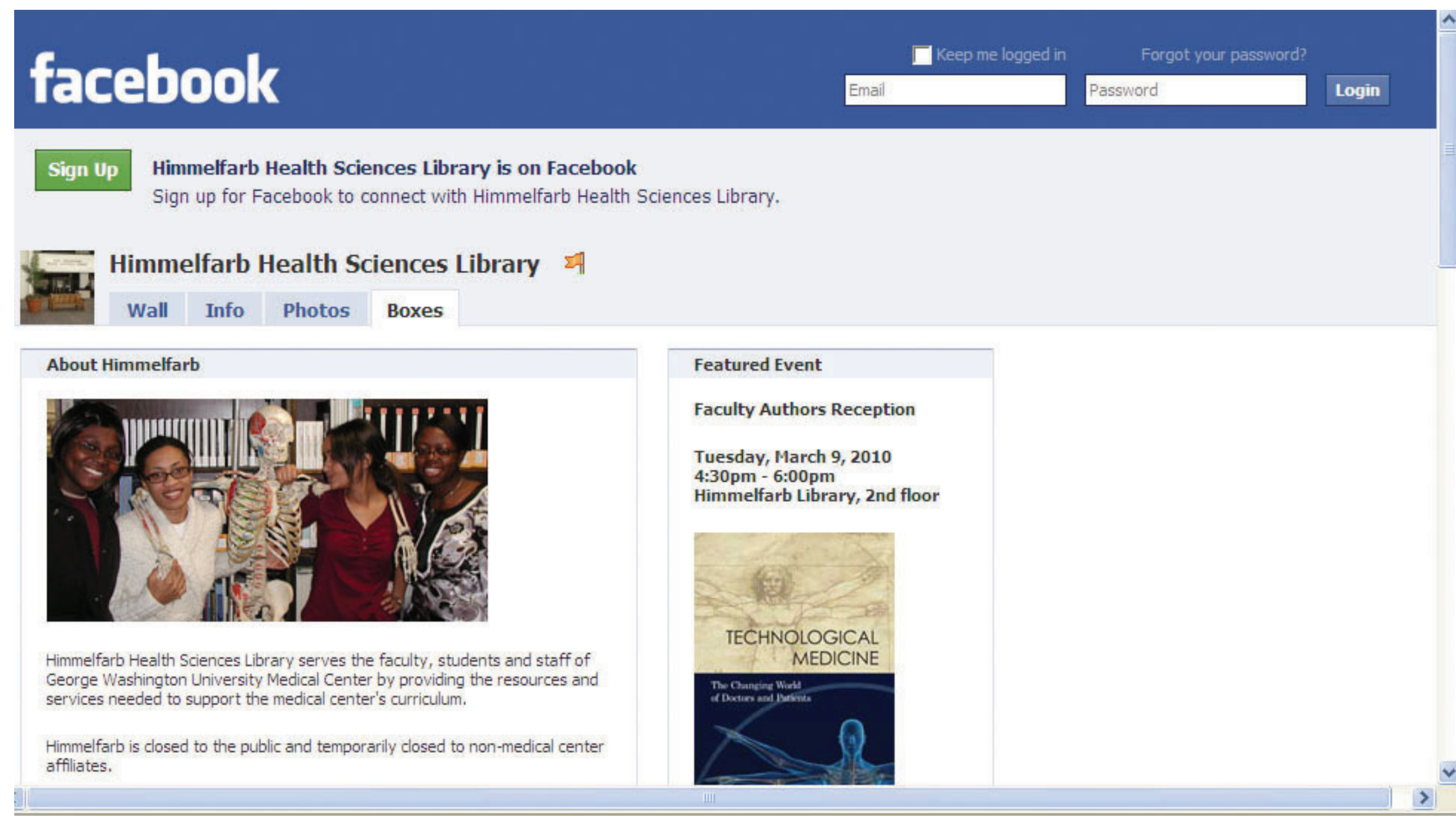
MULTIDATABASE SEARCH

The multidatabase search located on the library homepage has connections to over 40 databases and full-text resources including MEDLINE, Ebrary, R2, MD-Consult, Scopus, Academic Search Premier and the library catalog and has facilitated resource discovery. From January-December of 2009 there were approximately 42,000+ searches using the multidatabase search tool, powered by WebFeat Express, with 13,000+ requests for full-text. The library has also started customizing and testing the new Serials Solutions 360 Search product and will launch as soon as all the database connectors and search boxes are available.



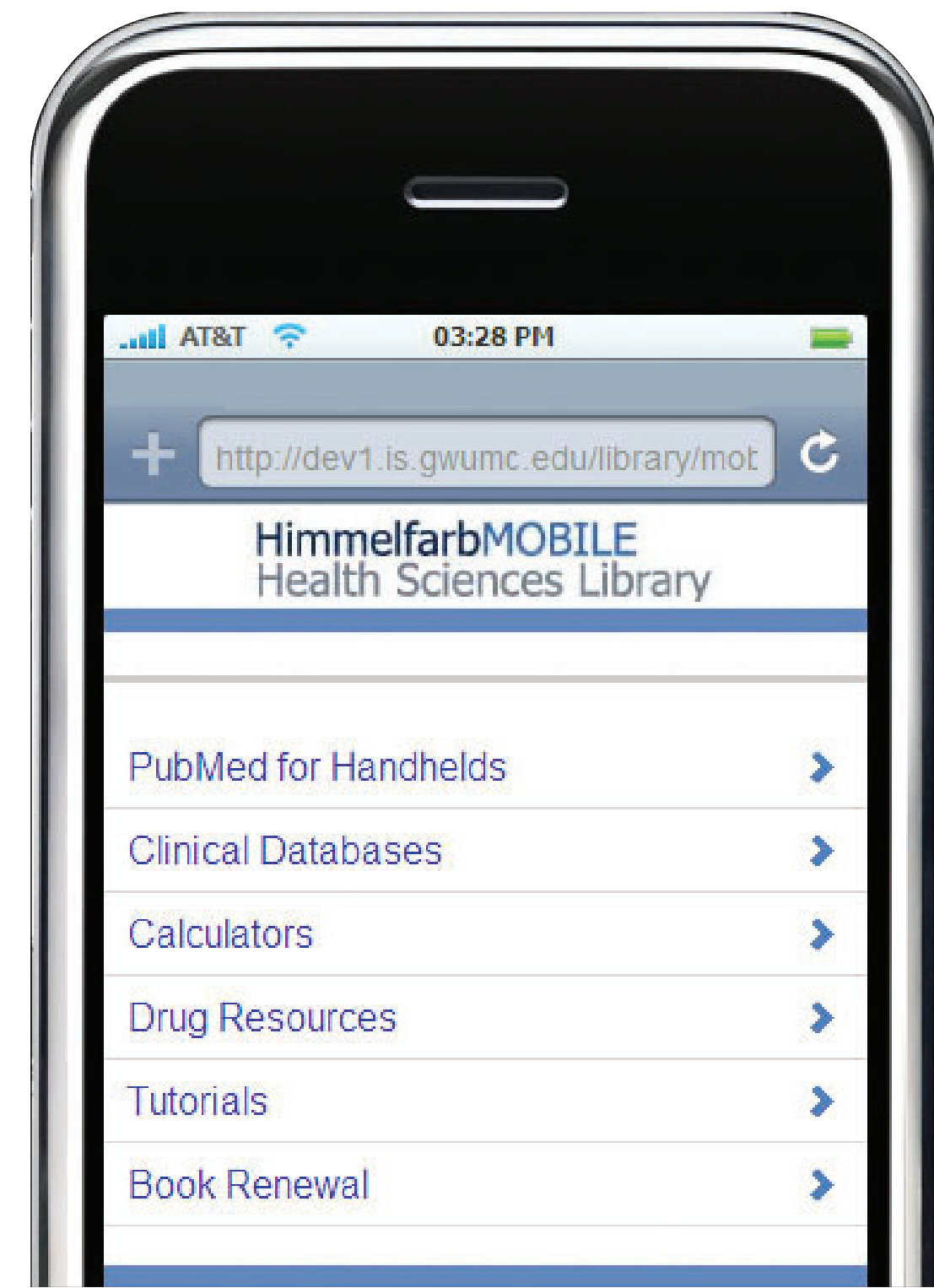
FACEBOOK

Facebook extends the reach of the library website into the environment where our student patron base resides. Current library events, links to IM chat, LibGuides, e-resources, featured books, and blog entries are all available. The Himmelfarb Library Facebook page currently has 97 fans and averages about 50-150 visits per week.



MOBILE WEBPAGE

Looking to the future, the library is in the process of establishing a mobile web presence to provide further access to library resources and services wherever patrons may be. Focus groups with medical and public health students will be conducted in Spring of 2010 to evaluate the mobile applications and websites students feel are useful to their work and study. In particular, the sessions will assess the demand for various mobile clinical and research databases, drug resources, calculators, catalog links, and public health resources.



CONCLUSIONS

- As we look for ways to connect with patrons, we will continue to evaluate the effectiveness of our current products and offerings through metrics reviews, survey feedback, focus groups, and usability testing as well as evaluate upcoming technology.
- In the near future, we plan to make revisions to the library website and will analyze and compare statistics and feedback from our Web 2.0 tools to make informed decisions on future changes.