2011

Himmelfarb Library Annual Report 2011

George Washington University, Himmelfarb Health Sciences Library

Annual Report

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The George Washington University Medical Center
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Mission

The mission of the Himmelfarb Health Sciences Library is to meet the information needs of the faculty, staff, and students in the George Washington University Medical Center's educational, research, and patient care programs by:

- providing resources and services that meet users' needs
- making available automated information systems which support users locally and from remote sites
- creating an educational environment that promotes independent learning and fosters informed users of information and information / educational technologies
- providing access to resources not held at the institution.

Resources to Meet Users' Needs

The Library strives to understand and respond to users' information needs through a variety of avenues for evaluation and planning. These include analyses of collection utilization and interlibrary loan requests, input from faculty and students received via comment/request buttons on the web page, regular faculty consultations, e-mail and in-person feedback, input from the Library liaison program, and surveys. During 2009/2010, students

were surveyed extensively about space and study needs. Several small surveys were conducted during 2010/2011 to assess specific program areas such as interlibrary loan and outreach to new faculty. The faculty of all three schools—Medicine and Health Sciences, Nursing, and Public Health and Health Services-- were also surveyed about Library services and use. See below for results. Plans are underway for a new venue for planning and evaluation of Library services—the Deans' Library Council. A product of the Shared Services planning process conducted during spring 2011, the Council will provide a new venue for obtaining input on users' information needs.

*Q**uote, 3rd year medical student:* "…I just had the chance to look through the 3rd year resources and you did an amazing job putting this all together! It is so thorough and organized. I just wanted to say a big thank you…"

Faculty Survey

There were no major changes to the Library's collection in 2010/2011. Instead a number of steps were taken to fine tune the collection to meet current needs and enhance its usage. Most of these changes were driven by two projects—the faculty survey conducted in fall 2010 and the journal assessment project begun in 2009.

During the fall of 2010, the Library surveyed faculty in the Schools of Medicine and Health Sciences, Nursing, and Public Health and Health Services regarding their use of Library services and resources. One hundred thirty faculty members replied. Overall they reported satisfaction with the support and services provided both to themselves and to their students. Faculty members are heavy users of library resources; nearly 70% of respondents reported daily or weekly use of the Library website. However, far fewer visited the Library itself preferring instead to access resources remotely. Not surprisingly, remote access and the use of electronic updating tools were issues of concern. Another area of interest is accessing electronic resources from handheld devices. Sixty percent of respondents reported using a "smart" handheld device. Surprisingly few respondents reported using Google as their primary search tool. PubMed and Ovid Medline were the overwhelming favorites. However, in the comments section, respondents reported a number of issues with linking to full-text journal articles from databases or identifying electronic titles owned by the Library. There were fourteen comments stating that the respondents would like to see broader access to journals. A further analysis of survey comments indicated that many of the concerns expressed reflected growing pains on the part of both faculty and librarians as we move to a fully-electronic collection. Many of the links and journal titles requested are actually already in place and a program to simplify and encourage patron feedback as well as enhance knowledge of the Library's electronic resources has been initiated in response to the faculty survey. The Library was able to address a number of these concerns in early spring by:

- Redesigning and/or repositioning radial buttons (to request new titles, report a broken link, or request help) to improve their visibility on the Library's webpage
- Making outreach and instruction a major focus for 2010/2011 starting with the following initiatives:
  - Tool of the Week, a top page blog feature highlighting a different resource or subject area each week. Topics have ranged from evidence-based medicine tools to scholarly research tools such as *Journal Citation Reports* and *Scopus Analytics* (http://www.gwumc.edu/library/blog/client/index.cfm/Tool%20of%20the%20Week)
  - Increased use of the blog and monthly departmental e-mails to highlight updates/enhancements to popular online resources such as RefWorks and Dynamed
  - Enhanced schedule of departmental visits by library liaisons
  - Introduction of a revamped Library newsletter
  - Conducted a concerted effort to introduce all new full-time faculty to information resources available via Himmelfarb through a series of welcome postcards and follow-up e-mails
- Creating and promoting research guides in key areas such as statistics, health policy and mobile/handheld resources
- Providing additional linkages to titles and databases subscribed to by other campus libraries in interdisciplinary areas such as economics, education, political science, social science, and policy
- Creating cross-links within the Library's web page to ensure that resources are available from more than one access point
- Revising the Library's marketing plan
- Enhancing access to full-text content in the SportsDiscus, Health Policy Reference Center and CINAHL (nursing) databases

*Q*uotes, from Faculty Survey: "I find the librarians and staff very helpful and willing to go out of their way to assist me…"

Collection Assessment

Spring 2011 also saw the final implementation of the collection assessment project begun in 2009. Using an algorithm based on usage, cost, academic standing, and extensive faculty input by subject, a number of titles were cut to make way for journals in new or expanding subject areas such as environmental health and telemedicine. Seventeen titles added to the collection in January 2011 completed the 2-year project. Regular monitoring of the collection continues. *JAMA*, *Nature*, *Health Affairs*, and *New England Journal of Medicine* remain the most heavily used titles in the collection. The top 100 most-heavily read journals averaged 2,400 uses each annually. To improve access

ELAINE SULLO
INFORMATION AND
INSTRUCTION COORDINATOR

to the full-text of journals, the Library implemented a new linking tool called 360 Link. The tool was chosen for its reliability and streamlined presentation of linking options. The number of electronic textbooks expanded to 600 plus. Those texts with mobile applications are highlighted in the Library's Research Guide on Mobile/Handheld Resources (http://libguides.gwumc.edu/mobile). In order to make all of these resources searchable from the top page of the Library's home page, a new search tool, 360 Search, was implemented. It allows visitors to the Library's home page to do a "quick-and-dirty" search of its databases, catalog and electronic book collections simultaneously and get a good overview of what is available in nearly any subject area. The Library currently provides access to 90 plus databases and over half a million database search sessions were conducted last year. PubGet, a Web overlay tool that gathers usage statistics for electronic resources was also installed. Finally, backfiles for forty electronic journal titles were added to provide electronic depth of coverage for journal titles housed offsite and the Library's heavily used collection of videos were all converted from VHS format to DVD for ease of access.

Two Himmelfarb librarians were asked to serve on a panel of experts at Academy Health to assist in the development of core library modules/resource lists for researchers in health policy, economics, and outcomes from December 2010 through March 2011. The panel consisted of librarians and researchers from around the country who met both in person and virtually to identify essential resources in these public health fields. The panel allowed the Himmelfarb librarians make a contribution on a national level while working with key GW faculty to review major resources, assess local holdings, and identify new resources for our own collection. Project results appear on the Academy Health page. Go to: http://www.academyhealth.org/Training/ResourceDetail.cfm?ItemNumber=2351 to see panel results.

Making available automated information systems which support users locally and from remote sites

The 2010/2011 academic year did not see any major systems or web page changes. It was a year for growth and expansion of existing systems and programs. A number of changes were made behind the scenes to make public interfaces more user-friendly. These include the following:

- Introduction of a mobile accessible version of the Library's website for our many "smart" phone users
- Initiation of drop-in office hours to support use of mobile technologies and Turning Point audience response system
- Implementation of 360 Link to improve access to electronic full-text

- Implementation of 360 Search to provide a single user-friendly search interface to the collections and improve identification of appropriate resources
- Creation of a disaster plan to ensure continued access to the Library's collections in case of an emergency.
- Completion of the "OCLC reclamation" project which updated our holdings records with the major national database for shared library holdings, providing better records for interlibrary loan usage and sharing holdings across campus libraries
- Implementation of PubGet PaperStats to simplify the collection and analysis of journal usage statistics
- Installation of 2 new high capacity printers for patron use on the third floor
- Created a web-based registration system for Library workshops
- Conversion of all VHS resources in the Bloedorn Technology Center to DVD format
- "Greening" the paper-intensive Interlibrary Loan Department (ILL) by switching paper files to a scanned database of documents

There will probably be major changes in Library systems in the upcoming academic year. Himmelfarb's ILS (integrated library system) is nearing the end of its life cycle and an extensive project to identify, compare and cost replacement systems is underway. A similar process was undertaken as the Library looked at "discovery systems"—next generation search systems for easily uncovering deep Web content from catalogs, databases and journals, and the Ebsco Discovery System (EDS) was selected for implementation in the 2011/2012 academic year.

The Library continued to work to promote scholarly communication across the three schools—Medicine and Health Sciences, Nursing, and Public Health and Health Services. Faculty publications for 2009 were compiled and uploaded to the GWUMC Faculty Publications database (http://www.gwumc.edu/library/facpubs/). The compilation of publications from 2010 and 2011 is in process. The Publications database itself is being revamped to improve searchability and provide links to full-text. Works by faculty were featured at a faculty authors table and exhibit presented as part of Research Day. A prototype institutional repository and submission policies were developed to create a Research Commons (http://aladinrc.wrlc.org/dspace/handle/1961/9) where faculty can deposit open access articles, presentations and posters for distribution via the Internet. Mary Corcoran, Clinical Research and Leadership made the first faculty contribution with her poster entitled, "Caregiving Styles: A Typology of Cognitive and Behavioral Processes Associated with Caring for a Family Member with Dementia." Andrea Balan, Heather Young, Linda Ojo, Jennifer Keller, and Sharon Maynard, Epidemiology and Biostatistics, also deposited a poster entitled, "Angiogenic biomarkers for risk stratification in women with suspected preeclampsia." The Himmelfarb Library director worked with various University constituencies to prepare a policy on posting copyrighted materials in BlackBoard (http://www.gwumc.edu/library/services/reserves/copyright_blackboard.cfm).

In an interesting turn of events, the Library was able to test the utility of its Disaster Plan during the local power outage of May 2011. All of the Library's electronic resources were maintained and remained accessible through the Library's web page, and patrons were offered virtual reference services for 1.5 days. There was no break in service or access to resources even though Ross Hall remained closed.

*Q*uotes from Faculty Survey: "The personal instruction to students for literature searches is much appreciated!" "Please keep up the excellent support service provided to faculty."

Creating an educational environment that promotes independent learning and fosters informed users of information and information / educational technologies

Physical Space

The Library continued to operate on a 24/7 basis for most of the year, with overnight usage remaining highest shortly after midnight and during early morning hours. Old tables in third-floor group study rooms were replaced. A small classroom was added on the B1 level and room B106, formerly Library storage, was converted into the Ross Hall server room. Caged stacks were reconfigured to accommodate materials housed in B106.

Nineteen flat panel monitors were added to most second-floor group study rooms. First and second floor bathrooms were completely renovated. Use of Library space remained high throughout the year, with some overcrowding apparent during exam periods. To deal with this heavy usage, the Library remained closed to the public and undergraduate students. A number of initiatives were undertaken to restrict unauthorized library usage, including expanded ID checks and library sweeps for

FLAT PANEL MONITOR

abandoned items in study rooms. A turnstile system has been ordered for installation at the entrance to the Library in fall 2011.

Virtual Library

Patrons now expect 24/7 access to both the physical library and all of its collections, and reaching out to users at the point-of-resource-use is a top priority for the Library. To meet the needs of distance education students and onsite but busy researchers and practitioners, several new initiatives were begun to reach out to Library patrons outside of the physical library. (These initiatives are in addition to the efforts undertaken in response to the faculty survey and outlined above.) Five librarians were embedded in 11 distance education classes to provide reference, and research assistance with projects/papers from directly within individual course frameworks. Several pilot projects offering students online reference hours and individual one-on-one consultations using both Skype and Elluminate Live were successfully conducted and well-received by students. The success of these pilots led librarians to teach one of our traditional in-person workshops on spreadsheet applications online to a packed group of attendees who followed along with instructors at their own desktops. The recently introduced multi-media cart, featuring a digital camcorder, 2 laptops with editing software, and 2 digital audio recorders for creating online content, will allow both faculty and librarians to explore new ways of presenting information and resources to students both online and in the physical classroom. Librarians are also testing the "informationist" concept where librarians provide information services alongside health professionals with the department of Medicine and working with researchers across all three schools to explore ways to support the systematic review process on high profile topics.

Initiatives begun in prior years were also expanded to increase outreach and use of information resources and to support preparation of educational materials. Eight new online tutorials were introduced for student and faculty use 24/7 (http://www.gwumc.edu/library/tutorials/index.cfm). Fifteen new research guides (http://libguides.gwumc.edu/browse.php?o=s), customized to specific classes and fields of study, were created. The research portal was completely updated and refreshed. (http://www.gwumc.edu/library/portals/research/index.cfm). New workshops in Adobe Acrobat Pro 9 and RefWorks were added to the roster of Library offerings. Two new online information communities—in genetics and internal medicine—joined the nursing community in BlackBoard. Office hours for drop-in support on mobile technologies and the Turning Point audience response system were offered on a regular basis. The Library continued to host a member of the Help Desk from Student Technology Services once a month and reached out to the Writing Center to create a similar service for students in fall 2011. Librarians continued to participate in PCL1 as tutors and helped revised PCL2 cases.

Social networking and emerging health information technologies were cutting edge fields in 2010/2011 and Himmelfarb librarians had the opportunity to take a lead in both areas. Working with the POM (Practice of Medicine) director, librarians created a required online module to introduce all second-year medical students to the purpose and use of the

electronic health record. The module was generally well received. Comments ranged from "I thought that it was very valuable to learn the basics of TouchWorks before third year clerkships begin" to "The presentation on EHRs was succinct and contained enough information to give us basics on an important medical information technology." Also working with a faculty member, who had expressed concerns about student's understanding of online behavior and its impact on professional life, librarians created a workshop on e-professionalism. Originally billed as a noon time workshop for students and faculty to discuss how "to avoid posting content that may be detrimental to your professional career while developing a positive online presence…," this workshop has been incorporated into in-class sessions and discussion for nursing and physician assistant students. Future sessions with medical and public health students are planned and subject matter has been expanded to include additional topics such as plagiarism.

*N*ote to embedded librarian: "Thank you for all of your help! Navigating research databases can be a challenge."

Providing access to resources not held at the institution

Over the past several years, the Library has made a concerted effort to build a strong collection in biomedical research and public health. More recently, nursing materials at the research level have been added. However, due to the growing demand for interdisciplinary research materials, the Library continues to provide access to resources not held through interlibrary loan (ILL) and reciprocal borrowing agreements with local academic and health sciences libraries. The Library processed approximately 350 requests for faculty and students last year. The biggest obstacle to use of ILL services is cost. With no budget line to subsidize borrowing requests, the Library charges requestors for these services. Go to (http://www.gwumc.edu/library/services/docdelivery/ill_service.cfm) to view the complete fee list. Income from these charges is used to cover the fees billed to Himmelfarb by lending libraries.   Income has offset costs for the last two academic years at approximately $15,000 each. Over the last year, ILL staff has examined requests from GW faculty and students, reviewed requests from outside borrowers, surveyed regular ILL users, and sampled non-users about impediments to borrowing—all with the purpose of identifying possible ways to reduce or eliminate the cost of ILLs for our faculty and students. One option is to increase revenue from outside sources such as contract and Loansome Doc users. ILL staff are currently exploring the feasibility of this option and reviewing any policy changes which would need to be enacted to support free ILLs for the faculty and students of Medicine and Health Sciences, Nursing, and Public Health and Health Services. The OCLC reclamation project described above will result in more accurate holdings information in national ILL

databases about Himmelfarb's collections and could possibly drive increased income from other libraries due to an increased number of requests.

Community and International Initiatives

The Library's main focus remains meeting the information needs of Medical Center faculty, staff, and students. However, it has been privileged to participate in a number of activities outside of the Medical Center in the last year. These include the following:

- Participation in the MILL Project, an initiative out of Walter Reed Army Medical Center to send a portion of the contents of the Army Medical Library to the newly-opened medical library at the University of Liberia
- Collaboration with the medical libraries at the University of Massachusetts, Amherst, and Howard University to create a training program for health sciences librarians in Liberia
- Participation in the Academy Health Core Library Panel for Health Outcomes, Economics, and Policy
- Hosted the Annual Art Show featuring creative works of faculty and staff
- Collection of 8 boxes of canned food items for a local charity as part of a "Food for Fines" program at the end of the spring 2011 semester
- Presentation on Medline Plus to the Nurse Practitioner Association of DC

ALEXANDRA GOMES: GLEN COE ART SHOW 2011

Future Plans

A number of the initiatives outlined above will remain ongoing priorities in 2011/2012. The Library will also be undertaking a thorough review of its mission and planning processes as a result of its new service agreements with the Schools of Nursing and Public Health and Health Services.

Ongoing high priority projects include the following:

- Expanded outreach to users at the point-of-resource use
- Implementation of the Library's updated marketing plan
- Continued enhancements to/revision of the Faculty Publications database
- Provision of additional online workshops
- Evaluation of technologies such as Skype and Elluminate Live to deliver reference, consultations and instruction to faculty and students
- Selection of a new integrated library system
- Implementation of the resource discovery system (EDS)
- Installation of a turnstile at the entrance to the Library
- Increased support for the compilation of systematic reviews
- Continued efforts to promote e-professionalism

New priorities will include the following:

- Spring 2012 pilot of free Interlibrary Loan Service
- Incorporation of QR codes as access points for library resources for mobile users
- Exploration of methodologies for evaluating library service and resource use
- Hosting a scholarly panel during Open Access Week
- Repurposing of space within the Bloedorn Technology Center (without a reduction in seating!) to create a multimedia development room for faculty and students wishing to prepare online educational content

LIBRARY QR CODE

- Creation of a data management portal offering resources and best practices for researchers preparing data management plans
- Collaborate with the Research and Instructional Technology Committee to host a session on research and data management
- Conduct a survey of students regarding library services and resources
- Prepare a strategic plan for 2013-2018

Quick Facts

Himmelfarb Health Sciences Library by the Numbers, 2010/2011

3,377 accessible electronic journals

745 electronic textbooks

3,265,000 web page views

13,282 reference questions answered

744 classes/orientations with 11,953 attendees

681,247 in-person users

Document delivered: 334 documents requested for faculty from other libraries

     1,827 documents delivered to other libraries

     531 documents retrieved from storage

Appendix: Professional Participation and Accomplishments

Committees

Librarians served on the following Medical Center and University committees

- University Hospital's Patient Education Committee
- Medical Center's Web and Classroom Planning/Facilities Group
- School of Medicine's Curriculum Management Group
- School of Medicine's POM Group
- University's Research and Instructional Technology Committee
- University Committee on the Status of Women Faculty and Librarians
- The George Washington University's Committee on Human Research/Institutional Review Board, Panels #1 and #2
- School of Medicine's Research in Medical Education Group

Librarians served on the following national committees:

- AAMC Group on Information Resources
- MLA Joseph Leiter Lecture Committee
- MLA Annual Meeting Review Committee for Contributed Papers
- Academy Health Core Library Module Panel on Health Economics, Outcomes, and Policy

Papers

Abate, L.E., A. Gomes, and A. Linton. (2011). Engaging Students in Active Learning: Use of a Blog and Audience Response System. *Medical Reference Services Quarterly* 2011 30, 12-18.

Gomes, A., E. Palena-Hall, L. Abate, E. Sullo, P. Levett, & M. Wilcoxson. (2011). Connecting to our community: extending librarians' roles through collaboration. *Journal of Hospital Librarianship*, *11*, 165-174.

Obrig, K., Y. Lee, S. Yohannes, S. Brown, and L. Williams. (2011). Conducting a Journal Assessment Using an Enhanced MS Access Database. *Journal of Electronic Resources in Medical Libraries*, 8, 35-49.

Aukerman, D., D. Lewis, & E. Sullo. (2010, December). What is the best nonsurgical therapy for carpal tunnel syndrome? *Evidence-Based Practice*, *13*(12), 1-2.

Presentations/Posters

Medical Library Association Meeting, May 14-18, 2011

- Rethinking Our Mobility: Supporting Our Patrons Where They Live
  Alexandra W. Gomes, MSLS, MT, Associate Director for Education, Information and Technology Services; Elizabeth Palena Hall, RN, MSIS, MBA, Web Services Coordinator; Laura Abate, MSLS, Electronic Resources and Instructional Librarian, Himmelfarb Health Sciences Library, The George Washington University Medical Center, Washington, DC
- Rethinking Library Service to Distance Education Students: Analyzing the Embedded Librarian Model
  Elaine Sullo, MLS, MAEd, AHIP, Certificate of Advanced Study in Health Sciences Librarianship, University of Pittsburgh; Alexandra Gomes, MSLS, MT, AHIP; Tom Harrod, MS, MS; Gisela Butera, MLIS, Himmelfarb Health Sciences Library, The George Washington University Medical Center, Washington, DC
- Revising, Improving and Using a Locally-Developed Worksheet for Multiple Journal Requests to Simplify the Review Process
  Steven W. Brown, Serials and Systems Librarian; Kathe Obrig, Associate Director, Collections and Access Services, Himmelfarb Health Sciences Library, The George Washington University Medical Center, Washington, DC

Mid-Atlantic Chapter/Medical Library Association Annual Meeting, 2010, October 13-15, 2010

- Implementation of 24/7 Library Hours Provides Stronger Support to the Library's Mission
  Kathe Obrig, Associate Director Collections & Access Service, Catherine Harris, Circulation Coordinator; Kathy Lyons, Circulation Desk Supervisor; Sherida Powell, Night & Weekend Supervisor Circulation Desk, Himmelfarb Health Sciences Library, The George Washington University, Washington, DC
- Use of A Locally-Developed Worksheet for Multiple Journal Requests to Simplify the Review Process
  Steven W. Brown, Serials and Systems Librarian; Kathe Obrig, Associate Director, Collections and Access Services, Himmelfarb Health Sciences Library, The George Washington University Medical Center, Washington, DC
- Taking a Global View: Working with Cunningham Fellows
  Alexandra W. Gomes, MSLS, MT, Associate Director for Technology and Curriculum; Anne Linton, MS, Director; Kathe Obrig, MLS, Associate Director for Collections and Access, Himmelfarb Health Sciences Library, The George Washington University Medical Center

- Are We Ready? Building Librarian Skills to Ensure Success in PCL
  Alexandra W. Gomes, MSLS, MT, Associate Director for Technology and Curriculum;
  Anne Linton, MS, Director; Laura Abate, MLS, Electronic Resources Librarian,
  Himmelfarb Health Sciences Library, The George Washington University Medical
  Center
- Going Mobile: launching a mobile website and other mobile resources
  Elizabeth Palena Hall, RN, MSIS , MBA, Alexandra W. Gomes, MSLS, MT, Laura Abate,
  MSLS, Paul Levett , MSc, Morgan Wilcoxson, MHA, Steve Brown, MLS, JoLinda
  Thompson, MLS, John Lopez, and Velda Jones, Himmelfarb Health Sciences Library,
  The George Washington University Medical Center
- Focus on Your Users: Using PubMed Filters to Support Your Users and Promote
  Evidence-Based Medicine
  Laura Abate, MSLS, Electronic Resources & Instructional Librarian, Himmelfarb
  Health Sciences Library, The George Washington University

Honors

Paul Levett, Graduate, Master Teacher Leadership and Development Program
Elaine Sullo, Certificate in Advanced Studies in Health Sciences Librarianship, University of
Pittsburgh