Rethinking the Archives: History Lecture for the Health Sciences
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**INTRODUCTION**

Historical Collections & Archives (HCA) is a repository of campus archives, rare books, and medical artifacts on the Health Sciences campus of Augusta University.

To promote HCA, in 2012 the library developed and implemented a History of the Health Sciences Lecture Series. The series educates the University and community at-large about the history of the health sciences by offering quarterly, one-hour lectures held in HCA.

**METHODS**

Reviewing HCA’s current inventory led to collaborative planning to showcase a variety of lectures.

- Local medical historians spoke on topic of their choosing
- Tied lecture to key collections in HCA
  - Manuscript collections
  - Rare books
- Lecture compliments the National Library of Medicine’s Traveling Exhibitions
- Lectures on the historical overview of medical fields or procedures such as nursing anesthesia or dialysis

**MARKETING the LECTURE SERIES**

- Created a brand for the lecture series
- Used fliers, libraries’ digital signs, campus calendar, campus publications, and community-wide promotion
- Involved library liaison/embedded librarians informing their departments and colleges
- Designed web page and/or research guide
- Generated QR codes
- Posted announcements on the library Facebook page and library blog

**ASSESSMENT**

Short survey given at the end of each lecture intended to evaluate the interest level and gain insight to new lecture topics. Questions included:

- Overall, how would you rate this event?
- Based on your experience at this event, how likely are you to attend future Augusta University Libraries events?
- How did you find out about this event?
- What did you enjoy most about the event?
- How could this event be improved?
- Any other suggestions or comments to help us improve future events?

**RESULTS**

In the four years of History of the Health Sciences Lecture Series, there has been an increased interest in the content held in HCA as well as historical research opportunities. By rethinking the archives and its importance, the library considers this lecture series a permanent library service.

Data collected: 16 lectures; 366 University and non-University attendees.