



ROBERT B GREENBLATT, MD LIBRARY

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2003/2004**

MEDICAL COLLEGE OF GEORGIA
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SECTION 1 Executive Summary - As an academic center of learning, discovery and access to quality filtered health information, the Library serves the Medical College of Georgia through the delivery of high tech/high touch programs and services in support of education, research and patient care. Amidst a rapidly changing technological environment and increased customer expectations, the Library continues to anticipate and respond to evolving needs of the MCG community and beyond within a challenging economic climate. The following overview reports environmental issues and operational changes related to personnel, services, collections, technology, and facilities. A review of statistical trends and their impact on operations is included.

Personnel

Following an extensive period of stability, several personnel changes occurred the last part of the year. The Head, Education and Instruction (E&I), resigned in February to accept a position with McLennan Community College in Waco, TX as Director of Library Services. Two other key faculty announced resignations to accept new positions with the National Institutes of Health as informationists, the Clinical Services Librarian for June and the Digital Cataloging Librarian for August 2004. The informationalist role emerged to help fill the gap between medical knowledge and practice. Librarians with biomedical subject knowledge and backgrounds are a natural for the new position, along with their information expertise and skills to find, analyze and synthesize information in support of decision making. Knowing they will be missed, the Library is proud that MCG librarians are paving the way for this innovative new role at NIH.

Two information technology positions were dissolved and a new position was classified to meet changing infrastructure and strategic needs for the evolving digital library. A key business services support staff member was unexpectedly short-term when hired in December as she resigned in August with personal cause.

An E&I staff member resigned in October and was replaced in December by a new shift of early afternoon to late evening for more continuity between day and evening staff. Two part-time employees, one in Collection Services and the other in Special Collections, resigned to take full time positions on campus. Charts detailing personnel and restructuring actions, organizational structure and staff roster are reflected in Appendix A-C, respectively.

The Library continued to strengthen a culture of learning and staff development. Two new initiatives were implemented especially for staff, including a quarterly Town Hall Forum and an employee electronic bulletin board to facilitate internal communication to and from all Library personnel. A quarterly Town Hall Forum series provided opportunities for staff to get together as a whole to meet with the director rather than exclusively within their departments. In January the director presented a "State of the Library" address and promoted exchange of staff kudos. A staff retreat was held in April to identify Library priorities across departmental lines. In July an MCG Benefits counselor presented a catalog and update of staff benefits. As a boost to morale, the staff enjoyed providing ideas and activities for their forums and the faculty and department heads ensured Library service coverage during staff meeting times.

Faculty and staff actively participated in training and planning meetings, including the University System Annual Computing Conference, Endeavor Users Group Meeting, GIL Users Group Meeting, Georgia Consumer Outreach Planning Meeting, and research library consortium meetings for collaborative negotiation and licensing of electronic resources. Several teleconferences were hosted in the Library for local librarians and interested staff on the topics of information literacy, digital reference, and the expert searcher. The tech team offered a series of classes to strengthen the technical expertise of Library staff fielding sophisticated or emerging technology queries from Library users and to prepare staff for leading technology trends customized for the MCG community.

Collections

The Library provided access to electronic databases, online journals, books and other resources to support learning, discovery and evidence-based care. Our electronic collections received 121,000 full text hits, with 35,000 internal and external circulations of printed materials (representing 73% and 21% respectively of total collection usage). Collections access through document delivery reflected the remaining 6% of total collection usage.

Faculty enthusiasm for electronic resources, especially online journals, continued to escalate. Amidst a volatile publishing environment, the Library provided leadership in advocating changes in scholarly communication and promoting alternatives to the traditional model. The Library introduced and promoted lively dialogue about the open access movement through inclusion in teaching, leading small discussion groups and providing one-on-one consultation. Specifically the Library presented open access publishing to the Academic, Biomedical Research, Deans', and Research Support Councils and the School of Medicine (SOM) Faculty Senate.

While open access emerges as a highly promising means of addressing the fundamental needs of science and medicine in a digital age, the pressure to publish materials in electronic form, as well as print, likely will continue for many years. While open access publications and online repositories offer a practical alternative with less reliance on commercial publications, the core of such an evolution requires cultural change driven by scientists and viable business plans to deal effectively with publication charges, advertising, philanthropy and institutional memberships.

In March the Library subscribed to InfoPOEMs, an online evidence-based medicine tool that helps answer clinical questions and includes a PDA module with *Griffith's Five Minute Clinical Consult* and several calculators. Health Reference Center, a Gale database with full-text nursing articles, was discontinued due to reduced usage and increased availability of other consumer health materials via MedlinePlus and GALILEO.

Several additions were made to the Ovid license of databases and full text journals near the end of the fiscal year. Lippincott, Wilkins, and Williams (LWW) Total Access journal collection was added to Ovid, greatly increasing the electronic in-scope full text titles available. SPORTDiscus, an index of the sports medicine journals, was added and PsycINFO and PsycARTICLES were moved to Ovid from a GALILEO license at a cost savings to MCG. Evidence-based search hedges were added as limits to the Ovid MEDLINE search interface.

GALILEO, the University System of Georgia's framework for electronic databases, suffered because of flat budgets and rising database prices. While GALILEO is not the primary site for the Medical College needs, three science databases used for MCG's Summer Education and Enrichment Program (SEEP) initiative were cancelled by the state: Basic BIOSIS, General Science Index, and Biology Digest.

A GALILEO committee reviewed and approved a request by the Greenblatt Library to break out the EBSCOhost resources *Clinical Pharmacology* and *Clinical Reference Systems* into separate databases. Labeling these databases separately aids nursing students in finding patient handouts from those sources. The committee also approved listing *Clinical Pharmacology* and *Clinical Reference Systems* under the "Nursing and Allied Health" subject tab in GALILEO.

Licenses were reviewed or negotiated for continued access to Web of Knowledge, the Nature suite of journals, Science Online, Wiley InterScience, American Medical Association suite of journals, Elsevier ScienceDirect, Kluwer Online, and the ePublications database software replacement. This provided more electronic content than ever before at reasonable rates and conditions within the electronic market environment.

In transition from printed to electronic materials, acquisitions activities evolved from the traditional book approval plan to targeted collecting and replacement of print and other traditional resources. Shifting and weeding projects took place as part of the ongoing maintenance of the collections. More than 3,000 books and audiovisual items were weeded and bibliographically removed from the online catalog GIL@MCG and OCLC, the cataloging utility. In mid-year, a new production schedule of an additional 6,000 volumes to be weeded by December 2005 was agreed upon to facilitate planning for compressed shelving.

Hundreds of monograph series volumes were recataloged and processed as serials and hundreds of serials donations were evaluated and added to the collection to fill gaps, usually in electronic archiving. Collection Services cataloged over 100 English language and foreign language titles from Special Collections (some of it requiring *original* cataloging), bound over 100 Special Collections items, and reprocessed hundreds of MCG author titles.

In September a donation of 845 books, which were out-of-scope to our collection, was sold to a book dealer. Dating from the 1880s to the 1960s, these were donated from the scholarly library of the late Dr. Hervey Cleckley. A library donation of about 1,000 teaching slides and associated materials of the late Dr. Steve Kolas were transferred to Oral Pathology for use in their curriculum.

A proposal was made and accepted to participate in the SOLINET CPMP7 National Endowment for the Humanities (NEH) microfilm project to preserve valuable and brittle older materials. Materials relating to medical history, particularly of the South, were identified that met the criteria for inclusion. Special Collections also received a \$3,500 Georgia Historical Record Advisory Board (GHRAB) grant for organizing and improving accessibility of the Robert B. Greenblatt, M.D. Collection.

Several historically important donations were accepted, including a scrapbook donation from Dr. Russell Moores, Professor of Medicine, nursing yearbooks, and printed materials belonging to Alice Stewart, a WWI nurse who documented her war service in France. The Stewart materials were added to the Library's highly researched Alice Stewart scrapbook collection.

Evaluation of approximately 1,000 books in the Special Collections storage room, with the assistance of Dr. Bleakly Chandler, Professor Emeritus and Chair of Pathology, facilitated retention decisions. Over 1,000 photographs were rehoused into proper archival materials, preservation copying was completed for several boxes of newspaper clippings, and original materials were removed from quick reference files for proper housing. Duplicates were weeded from selected collections of archival documents and proper provenance was recorded for selected materials.

Services

Librarian service was changed to a "just-in-time" schedule, based on internal statistics. The new schedule reduces scheduled hours at the desk physically, but increases "on call" times for librarian referrals. "On call" means the librarians can be at their offices rather than the LInC desk, but available to help customers at the LInC with reference questions referred to them by the staff person at the desk. In conjunction with the change, training took place for all LInC staff, covering common requests, interviewing users, and how to refer. Also in conjunction with the change, Library Technology Services (LTS) staff began monitoring the computer lab, deflecting technical questions from the desk, and were removed from the regular LInC desk schedule. These changes will be monitored, reviewed and assessed for FY05 to optimize customer service with the most efficient use of personnel resources.

MCG evidenced a national trend toward a decrease or steadying of in-person reference requests. Remote usage of the Library continued to increase, with needs of the Library's on and off campus users becoming blurred. Email reference requests increased indicating that chat reference may also provide a good access point for users to contact the library. Review of *virtual* reference software was evaluated resulting in a recommendation for *LSSI/Tutor.com*. Exploration for a library partner with matching interests in products and services with which we could share costs and hours of coverage was not fruitful. Implementation for MCG was slated for FY05.

The GIL Express service will inaugurate in Fall 2004. This service, which allows both walk-up and online ordering of books from participating University System of Georgia (USG) libraries, allows distance education students in Georgia to request books from the Greenblatt collection and have them delivered to another USG library for pick-up.

Several enhancements, which began at the close of the fiscal year, will improve user access to the electronic collections. The ePublications list will be using the EBSCO A to Z interface, which will be both friendly to users and less labor-intensive for library staff to maintain. It also will list peripheral titles accessible through consortia. Ovid access is available by IP filtering and when the statistics page is reconfigured, it will remove a significant access barrier for customers and password administration for the technology team.

Fewer users were interested in signing up for fixed, scheduled classes for database use instruction. The Library offered customized classes based on what was important to the customer (evidence-based medicine, EndNote, PDAs, etc.) and their specific circumstances. The Library continued to support SEEP by providing an orientation and teaching weekly classes to small groups.

A more significant challenge has been to have librarians active in the curriculum, teaching lifelong information literacy competence, especially for the School of Nursing and School of Allied Health Sciences. The Library has had notable success for many years with the School of Medicine teaching the advanced library skills module of the “Essentials of Clinical Medicine” course. Also for two years, the Dental Information Management course has been taught by librarians and is evolving to be integrated into the Research Design & Critical Thinking course which will be taught jointly by Dental and Library faculty. A successful graded library assignment and hands-on teaching session was held for the Physician Assistant “Introduction to Research” course in the Spring 2004, which could lead to more success in other departments in Allied Health.

The services offered to MCG clinicians became well established and grew in popularity. “Office hours” were kept in the Pediatric Library located in the Children’s Medical Center and the Department of Medicine’s library on the 5th floor of the hospital. Rounds were attended in the Pediatrics Department and Morning Reports in the Departments of Pediatrics, Family Medicine and Medicine. Questions were noted that arose during rounds, searches were conducted on the topic, and results emailed to the clinical team. Examples of courses taught directly to clinicians related to efficient literature searching, a Complementary and Alternative Medicine Information Resource class for nurses, an introduction to Evidence-Based Medicine (EBM) in Family Medicine, short lectures during rounds on library resources like MedlinePlus, Ovid@Hand for PDAs and an Evidence-Based Medicine pilot curriculum for pediatric residents.

Users’ needs were supported by reference assistance service, fulfilling requests for image reproduction, and assisting research and publishing endeavors as related to the history of the health sciences and of MCG. Among those served were administrators in the Office of the President, Office of External and Governmental Relations, and the Office of University Advancement. Also assisted were the MCG Medical Historian in Residence, MCG faculty and staff, and students from other schools doing papers on medical care during the Civil War, World War I and WWII. Individuals outside the MCG community were assisted with genealogical and personal research on MCG physicians from the past. This support resulted in the production of published histories, departmental histories, books and documentaries in progress on various medical history topics and/or biographies, presentations, and better handling and preservation of historical items. Of particular note was assistance given to Dr. Cay-Rudiger Pruell researching Dr. Raymond Ahlquist, to Dr. Jan Lambertz of the Bergen-Belsen Memorial Museum in Germany regarding Dr. Virgil P. Sydenstricker’s WWII scrapbook on pellagra, and to Dr. Daniel Sullivan for his speech on Dr. G. Lombard Kelly.

The AHEC Learning Resource Center (LRC) continued to provide Ovid access to current AHEC preceptors, including MCG community-based faculty, and students affiliated with an AHEC center. Two AHEC Centers were connected with the Library’s Interlibrary Loan Department to

set up *Loansome Doc* accounts. MCG community-based preceptors continued to be supported in accessing electronic resources from the Greenblatt Library.

BioMed Central was added to the Library's electronic resource suite in November to implement an institutional membership in support of MCG faculty participation in *open access* publishing. Information was provided to the campus on copyright compliance and *open access* publishing by presentations at committees and departmental meetings, inclusion in teaching material, leading small discussion groups and providing one-on-one consultations. Specifically, presentations on *open access* were provided to the SOM Faculty Senate, Biomedical Council, Research Support Council, Academic Council, and Deans' Council.

Technology

The Library worked collaboratively with MCG's Information Technology Division (ITD) throughout the year in refinement and improvement of campus infrastructure. In January the Library's Technology Services (LTS) team worked with ITD and facilities to plan for the Library's electrical and network upgrade to ensure minimal system downtime. The network upgrade laid the foundation for monumental benefits to include the efficiency of Web applications, speed data and voice communications traffic, and room for growth of new technologies.

The Library faced significant challenges to provide access to resources because of long-term instability of the campus firewall. The changes related to institutional firewall implementation had not been tested sufficiently against Library systems and service was unacceptably hindered. Maintenance of servers was grueling for the LTS team and frequently the only resolve was to move systems from behind the firewall and consequently face major systems reconfiguration. The redesign and maintenance of the campus firewall were outsourced eventually to provide an environmental balance of security and mission critical resource access essential for an academic enterprise.

In May six new Cisco wireless access points were allocated to the Library through student technology funding to replace and expand the Library's two aging Lucent access points. The new points provide improved range, speed, management and security and a further wireless upgrade standard was planned for FY05.

The Library continued to promote the advancement of handheld computing on campus and the hospital. LTS staff provided considerable input into developing the campus standard for PDAs and served as *smart phone* consultants for senior administration. Quality-filtered PDA resources were updated and expanded by school discipline. MD Consult (MDC) released a Pocket Consult with more features and increased stability as part of the Library's database subscription. The Pocket Consult provides access to *Mosby's Drug Consult*, citations and abstracts to over 400 journals, 20 medical calculators, drug updates, and the ability to store, record and initiate searches in MDC. The tech team continued a regular column, "In the Palm of Your Hand," to cover PDA applications, databases and emerging trends for the Library's *Access* newsletter. One-on-one training opportunities were provided for subscribed PDA applications.

GIL Express continued to be plagued with lingering technical problems and remained in testing phase with a soft launch in June. The system's media scheduling module was expanded to include booking technology equipment for better control over locations, circulation periods and users, improved monitoring of equipment maintenance schedules, and increased accountability for equipment return.

Toward the finish of the fiscal year, workstations were upgraded in the computing lab and the three instructional rooms. In the computing lab, CD burners were added and ZIP drives were discontinued. Two new scanners were added to the lab. EndNote 5.0 was added on a half-dozen workstations in the lab and EndNote 7.0 was installed on all workstations in electronic classroom AB-163. A Personal Digital Assistant (PDA) lab for classes and a wireless network for the entire Library were planned for implementation in FY05.

The Library's proxy server was split from the Library's web server to be independent. With continual tribulations resolving the EZProxy to the campus DNS and firewall, the EZProxy server was placed outside the firewall and moved to the ITD platform for increased stability. A digital media server was implemented to host multimedia tutorials for the Library and the former Office of Educational Design & Development (OEDD). The Sun server will facilitate development of instructional modules and asynchronous learning.

Significant effort was put into developing online tutorials using the Apreso system (software to record PowerPoint) available in the faculty workroom. These tutorials are available to faculty to link in their WebCT classes and are on a variety of topics such as access, searching Ovid, and finding electronic journals. A tutorial for EndNote 7.0 was added to the Library web pages, similar to earlier tutorials.

The electronic classrooms were upgraded in May to resolve hardware issues caused by high usage of classrooms, subsequent strain on hard drives, and advanced software applications. The mid-size electronic classroom was upgraded to accommodate the heavy demand for electronic classrooms. A new mobile computing and web-based instruction classroom was implemented to advance mobile computing knowledge applications in support of MCG's teaching and clinical care mission. The sophisticated classroom was designed primarily for instructional workshops involving a variety of advanced mobile equipment and software for students.

The Library collaborated with other USG institutions to purchase ILLiad, an interlibrary loan management system designed to decrease document turnaround time, maintain copyright records, track financial records, produce statistical reports, and facilitate electronic delivery. Given considerations of firewall, network, specifications and optimal software configurations, an Atlas server was outsourced to host ILLiad. Ariel, an interlibrary electronic delivery application, experienced considerable downtime due to firewall instability. This impeded the ability to send and receive PDF documents.

Facilities

The investment in capital spending on the building last year continued to make a positive impact on the “library as place” for both customers and the Library staff. Complaints about the facility greatly decreased this year. Newer photocopiers have been more efficient for customers and staff. The new roof eliminated leaks and improved humidity and temperature on the second floor. The improved lighting and furniture continued to attract students for studying and collaboration. The painting of public areas and the replacement of ceiling tiles provided a fresh, clean look to the building.

The Library began investigation of new ways to meet user space needs by reducing the “footprint” of the physical collections. Engineers determined compact shelving could be used on the second floor, pointing the way to opening more individual and collaborative learning space in the future. Strategic plans were initiated to work with a design consultant and the MCG Vice President for Advancement in support of facility reengineering for the future.

Computer workstations and equipment were purchased within the fiscal year to update workstations where necessary, upgrade most faculty and staff workstations with Intel Pentium 4 processors, and keep all equipment in use under warranty. New computers were ordered for managing archival collections and improving efficiency of document delivery.

Reorganization and classification of artifacts within the Special Collections workroom reclaimed approximately ten more feet of space and resulted in storage and easier retrieval for objects within the collection. A workstation was placed outside Special Collections to provide online access to the *Augusta Chronicle* archives.

Statistical Trends

Trend: Library resources delivered increasingly online

Impact: While access to the Library building remained constant, the Library added fewer print monographs and serial titles, the number of in-person visitors dropped by 30% over five years, and users borrowed fewer print monographs and serials. The number of electronic journal titles is increasing, as well as the number of electronic reference questions, (though still a small percentage of the overall reference questions).

Trend: Dependence on electronic resources and full-text electronic journals

Impact: Page views on the Electronic Library Resources page more than doubled from two years ago, and though popularity of specific databases that deliver full-text journal articles waxes and wanes, overall usage of full-text journals is up over 30% from FY03.

Trend: Ease of access to electronic journals as predominant predictor of use

Impact: Customers are less likely to use products that are harder to access or navigate. ScienceDirect article requests tripled over four years because their titles are easy to get to from ePublications and PubMed. Ovid sessions were constant, but journal requests to Journals@Ovid, the full-text database, declined about 35% from FY03 because of password barriers to get directly to the full-text. MD Consult sessions showed a two-year decline, also probably due to a

password barrier and increased availability of more convenient information. The Ovid password barrier will be removed in early FY05, but the MDConsult barrier is imposed by the vendor.

Trend: Fewer databases in GALILEO contributed to about 10% fewer online sessions.

Impact: GALILEO is less relevant for customers as three science databases were dropped (Basic BIOSIS, General Science Index, and Biology MCG Digest).

Trend: Reference statistics increased substantially from last year due in part to the Clinical Services Librarian presence in the clinics, an increase in email requests, and an increase in Special Collections requests. This is the first upswing in reference questions in five years.

Impact: As customers work more online, away from the Library building, we continually have to find alternate methods to provide synchronous and asynchronous assistance.

Trend: As online tutorials are developed, fewer face-to-face instructional hours are recorded. For example, four hours of instruction for 180 students was eliminated in person but replaced with an online module, including a pass/fail quiz.

Impact: The Library should try to develop measures of how often tutorials are accessed to determine their effect and usefulness.

Trend: The hits for the Electronic Resources page increased by 13% and Subscribed Resources increased by 12%.

Impact: A well organized and accessible web presence on the MCG website may lead to even higher increases.

Trend: *Open access* usage is increasing. A consortia membership to BioMed Central was begun in late 2003 and was placed on the website in a key location. Usage, measured by direct access of full text articles, rose steadily and quickly from December 2003 to June 2004.

Impact: On campus marketing proved effective. Faculty are beginning to adjust to the concept of *open access* publishing. Five papers were published by MCG faculty in BioMedCentral in FY04.

Trend: In recent years more than 8,000 obsolete monograph title/volumes have been removed from the collection. Most have been discarded but a small percentage of volumes have been identified for special treatment such as designation as Special Collections, MCG authors, etc. or reserved for a historical reference.

Impact: Far fewer obsolete volumes are on the shelf. Some high circulation volumes were discarded due to poor condition and replaced with newer editions and titles. Space has been freed up on shelves; eventually the shelves can be reduced to facilitate compressed shelving.

Trend: Serials processing decreased as expected as the number of print journals (check-ins) was reduced by about 25.7%. The number of current journals converted to bound journals dropped by 50%; however, overall bindery activity was augmented by binding of other types of materials such as Special Collections archives and targeted serials donations added to the collection, often to supplement electronic archiving of subscribed titles. Overall "print serials processing" was down only by about 16%. We can expect that number to drop by approximately half that amount next year since the number of subscribed print titles dropped from 1159 to 430 for calendar year 2004.

Impact: Personnel involved with print processing (check-ins, bindery, etc.) face a large change in job duties as the collection moves from print to electronic. Display space for journals, both current and bound, will be reduced, but since most print titles continued to arrive through March 2004, the space savings will accrue during FY05.

Trend: Despite reduced spending on monographs, the abandonment of the approval plan, and, a reduction in standing order items with directory-type information available electronically, the number of monographs added was down only slightly this year. This reflects the attention to selection and replacement versus simple acquisitions and processing. The numbers also reflect the addition of some volumes already housed in Special Collections and donations into the collection. Roughly three times as many monographs and four times as many serial donations are reviewed than are actually added to the collection.

Impact: Smaller targeted book purchasing and reviewing of donations requires more effort on the part of the librarian to identify gaps and best choices for purchases, as well as more research and judgment on the part of staff.

Trend: ILL statistics reflect the trends of recent years. Items borrowed for MCG users decreased for the fourth year in a row, this year by 14%. Items loaned to others increased by 3%. Statistical trends predicted last year in relation to GIL Express did not materialize as the product was a "soft launch" only as the fiscal year ended. Library provided photocopy continues to drop as expected as desktop delivery items increase.

Impact: Electronic access probably will continue to lead the statistics in the same direction. GIL Express remains an unknown on the future workload, but the Library expects to lend more than borrow.

SECTION 2 High Level Achievements - Library faculty continued to provide leadership to the profession through presentations, publications and service. This included research and creative work for MCG, state, regional and national associations, including the Association of Academic Health Sciences Libraries (AAHSL) and the Medical Library Association (MLA). An update of faculty publications is cited in Appendix D.

Two faculty received national honors, including the Digital Information Librarian's award for MLA's "best research paper" and Education Coordinator's appointment to a national advisory committee to develop an instructional tool in support of responsible literature searching for research. The librarian coordinator of the AHEC/LRC received the Library's Outstanding Faculty Award.

The Library hosted and led the planning, orchestration and implementation for the Second Annual MCG Technology Fair held on March 25, 2004. With the Library Director, Education Services Coordinator, and Systems Librarian as the steering committee for this campus event, all Library staff participated and fostered campus collaboration.

The Fair offered a variety of educational opportunities for the MCG community with presentations from MCG faculty. Presentation topics focused on the use of technology for health education, patient care, biomedical research or technological innovation. Twenty presentations were available for the technology fair attendees with attendance by 122 MCG faculty, staff and

students. The Technology Fair provided an opportunity for MCG faculty to share their technological achievements with on-campus peers; 20 MCG departments participated and 25 commercial vendors demonstrated innovative uses of technology in the healthcare setting. With a Library gate count record of 2,119, total attendance at the Technology Fair was estimated to be 500 with 250 people signing the register.

Assessment of the MCG Technology Fair was conducted through a formal survey and informal feedback from the attendees, exhibitors and presenters. The survey results indicate that 96% of attendees *strongly-agreed* or *agreed* that the presentation and exhibits were useful and informative. All of the comments received regarding the Technology Fair were positive. Several attendees expressed appreciation of the scope of information available and the opportunity to learn about technological innovations on the MCG campus. Many attendees also requested that the same commercial vendors be invited to return next year. Qualitative feedback from the exhibitors and attendees indicated that the Technology Fair was well planned and viewed as highly successful.

The services of the Clinical Services Librarian made an impact on the clinicians as indicated by accessibility to morning rounds, space provision in the hospital, and comments made by residents and faculty. An impact was also made on hospital administration through assignments to important committees within MCG Health Inc. The value of having librarian services was recognized particularly in the departments of pediatrics, internal medicine, and family medicine.

The Special Collections Archivist researched, managed and edited the library's first online exhibit "The History of the Medical College of Georgia: 175 years of Teaching Discovering and Caring" to celebrate MCG's anniversary. It was launched with an opening reception on December 5, 2003. The Archivist also created a Black History Month display to highlight the first African-American graduates from MCG's five schools.

Statewide the AHEC Learning Resource Centers collaborated with a variety of traditional and nontraditional partners; including public libraries, health departments, cancer coalitions, hospitals, and clinics to provide consumer health resources. Between individual and group training sessions at public libraries, health fairs, working with faith-based organizations and exhibiting at annual professional meetings, the AHEC librarians reached the targeted residents and health professionals. A Georgia public health outreach proposal was submitted to provide funds to partner with 16 rural public health departments that do not have a web presence.

SECTION 3 Strategic Planning -The Library Management Council developed a new strategic plan, http://www.mcg.edu/library/StratePlan/LibSP2003+_1.pdf "Becoming a Premiere Health Sciences Library: An Intellectual Commons for Learning, Discovery and Evidence-Based Care," including umbrella goals, priority objectives and assessment measures in accordance with campus mission. Presented to campus leadership for review and feedback, the plan was commended by President Rahn as "ambitious and comprehensively aligned with the Medical College of Georgia's strategic plan." The following activities reflect progress in support of the goals of the Library's Strategic Plan.

- 1.0 Recruit, retain and develop high quality Library faculty and staff
 - 1.1 Began conducting national searches for two vacant positions; advertised in diverse markets
 - 1.2 Initiated quarterly Town Forums for support staff to improve morale and communication
 - 1.3 Created electronic bulletin board for posting current activity
- 2.0 Provide value-added educational information resources
 - 2.1 Developed an online tutorial for the first Essentials of Clinical Medicine (ECM) session for the School of Medicine
 - 2.2 Distributed tutorials on access and searching Ovid and electronic journals distributed to the Nursing and Allied Health faculty to include in their WebCT courses
 - 2.3 Highlighted African-American pioneers in Augusta in conjunction with Lucy Craft Laney Museum and created a poster featuring MCG's first African-Americans in the various MCG health programs for Black History Month
- 3.0 Increase and integrate a sustained program of applied health information literacy within all curricula
 - 3.1 Continued Library component of "Essentials of Medicine" course
 - 3.2 Added a graded assignment to the Physician Assistant library skills course
 - 3.3 Evaluated the Library module for ECM and Dental Information Management for content and effect
- 4.0 Provide and maintain state-of-the-art facilities and technologies for meeting change and usage patterns in support of educational needs
 - 4.1 Ordered equipment for PDA classroom
 - 4.2 Upgraded equipment in electronic classrooms
- 5.0 Improve MCGHI health care professional staff knowledge of information resources and information seeking skills and behaviors.
 - 5.1 Kept "office hours" in the Pediatric Library and the Department of Medicine's library in MCGHI; assisted medical residents with Journal Club articles

- 5.2 Attended Rounds in the Pediatrics Department and Morning Reports in the departments of pediatrics, family medicine and medicine; noted questions that arose during rounds, conducted searches on the topic, and emailed results to the clinical team
- 5.3 Gave Grand Rounds lecture on efficient literature searching to the department of medicine; provided short lectures during rounds on topics like MedlinePlus, Ovid@Hand and other PDA applications; provided individual instruction on how to use various Library resources
- 5.4 Organized a Complementary and Alternative Medicine Information Resource class for nurses as part of the Alternative Medicine initiative on campus; conducted an introduction to EBM in family medicine; co-developed Evidence-Based Medicine curriculum for pilot project with pediatric residents
- 6.0 Provide parity of access and instruction to MCG and MCGHI remote users and distant learners
 - 6.1 Manually kept track of distance students and kept in contact with them to ensure continued parity
 - 6.2 Assisted MCG community-based faculty and MCG students on clinical rotations through AHEC in obtaining access to Library electronic resources and services; participated in the SOM Student Clinical Rotation Orientation
- 7.0 Serve the health information needs of unaffiliated local and state healthcare professionals, consumers, and patients
 - 7.1 Participated in NNLM/Georgia Consumer Outreach Planning meeting
 - 7.2 Conducted outreach to librarians in other settings to increase awareness of consumer health sites, and improved knowledge of our Library as a resource within the Augusta community and clinics
 - 7.3 Developed a training module for consumer health and presented a poster, “The AHEC Librarian: Your New Best Friend,” at the Georgia Public Health Association Annual meeting
 - 7.4 Participated in Three Rivers AHEC Preceptor Development Program continuing education class, teaching the “Medical Informatics and Electronic/Virtual Resources” section
 - 7.5 Presented “AHEC Consumer Health Initiatives” at the National Library of Medicine (NLM) Planning meeting in Macon

- 8.0 Involve Library faculty in research and scholarly activities and share our expertise with colleagues and professional organizations and institutions
 - 8.1 Published and presented widely in professional venues at regional and national levels
 - 8.2 Digital Information Librarian honored with Medical Library Association's "Best Research Paper" award
 - 8.3 Education Coordinator selected as expert for national panel to develop an instructional tool in support of responsible literature searching for research
 - 8.4 Participated in activities and decisions of the GALILEO electronic collections development committee
- 9.0 Provide effective and efficient information resources to basic science and clinical/applied researchers specializing in the MCG research priority areas
 - 9.1 Created a new method for ePublications database to use directly link(ed) URLs
 - 9.2 Selected and implemented American Medical Association (AMA) print plus online titles
 - 9.3 Assisted the Pathology teaching faculty to develop electronic resources in support of clinical information needs and comply with applicable U.S. Copyright laws
 - 9.4 Registered the campus for electronic access with journal publishers; facilitated, in collaboration with the GETSM consortium, the agreement for Kluwer Online; began adding journals to EBSCO A-Z for more comprehensive online access
 - 9.5 Added InfoPOEMS to support requests for evidence based information at point of care
- 10.0 Represent MCG research information needs by advocating for fair access to the electronic resources provided by publishers and vendors and engaging in new scholarly communication trends
 - 10.1 Publicized *open access* issues to liaison groups and in personal interactions with faculty
 - 10.2 Joined BioMed Central via institutional membership
 - 10.3 Promoted Public Library of Science (PLOS) and Directory of Open Access Journals (DOAJ)
 - 10.4 Assisted with issues of campus copyright compliance

- 11.0 Expand access to Special Collections resources and programs for institutional and historical research
 - 11.1 Completed inventory of all the books in Special Collections; added titles not in the catalog as original cataloging; developed standardized template for Medical Illustration theses
 - 11.2 Made recommendations and referrals in response to questions regarding preservation and conservation, appraisals of rare books/artifacts, and handling of rare books, artifacts and digital information from both MCG and non-MCG faculty and staff; gave a guest lecture, "Preservation of Digital Images," to the faculty of the School of Dentistry
 - 11.3 Developed the Library's first online exhibit, "The History of the Medical College of Georgia: 175 years of Teaching, Discovering, and Caring"
 - 11.4 Implemented *PastPerfect*, an archival computerized management system, to assist in processing collections and provide better retrieval of documents for researchers
 - 11.5 Processed Dr. G. Lombard Kelly Collection and created a finding aid
- 12.0 Support an infrastructure that incorporates new and emerging technologies, creating a user-preferred source of available information resources
 - 12.1 Administered campus survey on the Library web pages to identify areas for redesign
 - 12.2 Prominent link to PDA resources on the Library's Electronic Resources page
 - 12.3 Developed mobile technologies classroom
 - 12.4 Added six wireless access points to strategic locations on both floors
- 13.0 Provide quality access and information assistance that meets the changing needs and usage patterns of MCG and MCGHI users
 - 13.1 *Virtual* reference program selected
 - 13.2 Research and reference assistance with Special Collections provided for historical information
 - 13.3 Implemented InfoPOEMS to provide access to synopsisized evidence-based clinical decision tools

- 14.0 Champion, promote and publicize Library programs, resources and services
 - 14.1 Planned, orchestrated and implemented campus-wide Technology Fair
 - 14.2 Promoted Library through regular articles in the Library's ACCESS newsletter for the MCG community and beyond
 - 14.3 Provided updates on resources through liaison activity and personal contact
- 15.0 Support information for healthcare planning and decision-making related to patient and family centered care
 - 15.1 Established contacts and reviewed hospital space for an information center near the Cancer Center suite at MCGHI
 - 15.2 Promoted Library services to MCG community-based faculty during AHEC center site visits
- 16.0 Champion collaboration and strengthen liaisons throughout the campus and MCGHI communities
 - 16.1 Established and strengthened many contacts throughout campus for Technology Fair planning and implementation
 - 16.2 Co-authored planning grant and orchestrated program with Georgia's health sciences library directors in support of an outreach state planning and evaluation team for consumer health
- 17.0 Maximize the use and quality of our physical facility to reflect the environmental and sociological needs of users and create the most desirable place to study and conduct literature research
 - 17.1 Rotated community art exhibits to improve Library aesthetics
 - 17.2 Reorganized artifacts within the Special Collections workroom to reclaim approximately ten more feet of space and create sound storage and easier retrieval of objects within the collection
 - 17.3 Weeded and shifted the collections
 - 17.4 Refurbished second-floor garden area with new furniture, lighting and sound panels and replaced casual and study seating on both floors
 - 17.5 Finalized and officiated Library Disaster Preparedness Plan

- 18.0 Developed an ongoing cycle of quantitative and qualitative needs assessments to ensure fulfillment of user needs and expectations
 - 18.1 Collected traditional library statistics and reviewed trends and benchmarks related to performance metrics for planning and decision-making
 - 18.2 Measured the usage of non-subscribed titles in Elsevier's ScienceDirect and the usage of selected print titles for decision-making for transition to mostly electronic serials titles

SECTION 4 Institutional Effectiveness - The Library Management Council formally developed and assessed fiscal year 2004 annual performance metrics. Achievement, progress and deficiencies were documented (Appendix E) and new metrics were developed for fiscal year 2005 (Appendix F). Following are outcomes of additional initiatives.

Essentials of Clinical Medicine online instruction

After reviewing student evaluations and meeting with Essentials of Clinical Medicine faculty and staff, an online tutorial was developed to replace the first Library session for the first-year medical students. The online tutorial included a required quiz for students to pass for the five points credit. Initial feedback indicated the students prefer having an online resource accessible anytime as opposed to a single lecture that may not be retained when the information is needed. The second-year students "searching" performance was evaluated by graded searches for MEDLINE and the Internet. The second-year students requested follow-up and approximately 72% attended the optional review sessions.

Online tutorials for integration with online WebCT classes

At the invitation of Medical Technology, online tutorials were recorded on that department's Tegrity system; a series of PowerPoint slides with streaming video and audio of the instructor. A separate tutorial was recorded for each topic in orientation: access, library barcode, searching Ovid MEDLINE and CINAHL, and finding electronic full-text journal articles. This same content was recorded on Apreso software (similar to Tegrity) in the Office of Education Design and Development's faculty workroom in the Library. Links to the tutorials were distributed to the nursing and allied health faculty to place in their WebCT courses.

AHEC LRC Public Health Initiative

Beginning in 2002 with an NN/LM/SE/A technology exhibit grant, a Cybercafe was presented at the Georgia Public Health Association's annual meeting. Then AHEC was invited by the executive director to exhibit and present at the next meeting in 2003 with support of another exhibit grant. The presentation and exhibit concentrated on consumer health sites and the services provided from the AHEC Learning Resource Centers. Consequently, the NN/LM/SE/A Outreach Coordinator encouraged the AHEC LRC to build on this success by submitting a public health outreach proposal, which was granted.

Interlibrary Loan Management System

The need for an ILL module was identified as a service goal in the Library's 2003 Strategic Plan. The Library joined a collaborative initiative with several other University System of Georgia

libraries in purchasing ILLiad at a reduced rate. ILLiad is a Resource Sharing Management Software which manages all aspects of interlibrary loan functions for Library staff and its users.

Archival Management System

An archival management system, *PastPerfect*, was installed to improve the management of the three different Special Collections components - library, archives, and museum - by incorporating them into one software program and providing management capabilities such as description, location, and provenance. Through a searchable database, it also allows for more efficient materials retrieval.

SERHOLD to OCLC Batch Upload

Contractual agreements require the Greenblatt Library to report and update serial holdings. Two separate systems, NLM and OCLC, were used to achieve compliance. In April 2004, the Library activated Docline's SERHOLD to OCLC Batch Upload which uploads level-three (volume and year retention details) holdings data from one system into the other. This process now limits work processes to only one system with a quarterly upload to the other system.

Serials Database

A database was created that provides a single repository for current serials related information to be shared by all Collection Services staff. It includes fifteen fields of information necessary to streamline the process of checking on and making decisions about re-ordering serials and maintaining other relevant information. The capabilities of Excel allow the user to filter by any of the criteria (field codes) developed by the Serials Team.

Library ePublications

An alphabetical list on the Library web, separate from the Library online catalog, is the MCG-user preferred method for accessing our electronic materials. The in-house database has required an increasing amount of local maintenance. Because of attractive pricing, functionality of the product, and ease of use, the EBSCO A to Z framework was tested as a replacement for the in-house database and found to be easy to administer and use. It also will provide online access to the full text titles from GALILEO.

Special Collection Records

Numerous Medical Illustration theses had either never been cataloged or had inconsistent and incomplete information, particularly those with an electronic component. Templates were created for the three most common types of Medical Illustration theses and about a third of them have been entered in the catalog. In addition, over 500 items, many of them rare, were cataloged for Special Collections to provide bibliographic control and access to them.

Collection Productivity Statistics

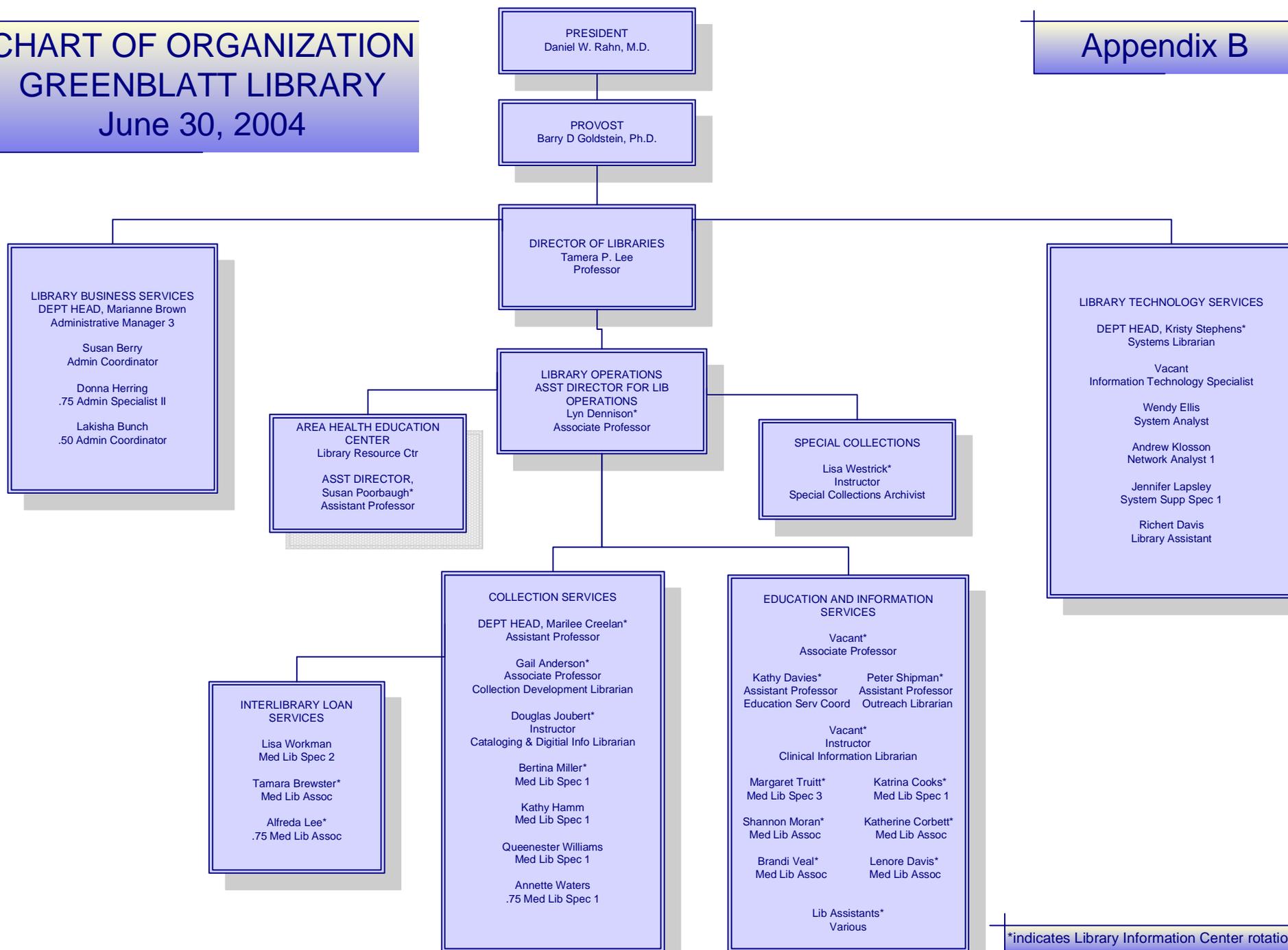
A database was created in Microsoft Access to facilitate the collection of processing statistics that would remove the need for manual counting and assure that the statistical reports could be easily produced and reduce errors. Collections Services staff were trained in reporting statistics. The database was cumbersome to use; thus Microsoft Excel will be considered for next year.

Appendix A

POSITION TITLE	WORKING TITLE FY 04	FTE FY04	FY04 DEPT	ACTION	ACTION DATE	WORKING TITLE FY 05	FTE FY 05	FY05 DEPT	NAME
FACULTY									
Instructor	Clinical Information Lib	1.00	Edu & Info	Resignation	June 25, 2004	Clinical Information Lib	1.00	Edu & Info	Walker
Associate Professor	Head, Ed. & Info Dept	1.00	Edu & Info	Resignation	February 13, 2004	Head, Ed. & Info Dept	1.00	Edu & Info	Wirtz
STAFF									
Med Lib Spec I	Med Lib Spec I	1.00	Lib Tech Svcs	Resignation	February 4, 2004	Position restructured	1.00	NA	Shows
Info Syst Spec	Info Syst Spec	1.00	Lib Tech Svcs	Resignation	June 30, 2004	Position restructured	1.00	NA	Li
Admin Coord	Admin Coord	1.00	Lib Bus Svcs	Resignation	February 20, 2004	Admin Coord	1.00	Lib Bus Svcs	Housley
Admin Coord	Admin Coord	1.00	Lib Bus Svcs	Appointment	April 12, 2004	Admin Coord	1.00	Lib Bus Svcs	Berry
Admin Spec II	Admin Coord	0.50	Lib Bus Svcs	Resignation	August 25, 2003	Admin Coord	0.50	Lib Bus Svcs	Stephens
Admin Coord	Admin Coord	0.50	Lib Bus Svcs	Appointment	December 1, 2003	Admin Coord	0.50	Lib Bus Svcs	Bunch
Med Lib Spec I	Med Lib Spec I	1.00	Edu & Info	Resignation	October 3, 2003	Med Lib Spec I	1.00	Edu & Info	Chauvin
Med Lib Spec I	Med Lib Spec I	1.00	Edu & Info	Appointment	December 10, 2003	Med Lib Spec I	1.00	Edu & Info	Cooks

CHART OF ORGANIZATION GREENBLATT LIBRARY June 30, 2004

Appendix B



*indicates Library Information Center rotation

Appendix C

FACULTY and STAFF ROSTER

Name	Start Date	Department	Title
Faculty			
Anderson Gail	12/01/78	Collection Svcs	Associate Professor
Creelan Marilee	01/08/96	Collection Svcs	Assistant Professor, Dept Head
Davies Kathy	06/15/01	Education and Information Svcs	Assistant Professor
Dennison Lyn	10/01/80	Library Administration	Associate Professor and Director for Library Operations
Joubert Douglas	01/15/02	Collection Svcs	Instructor
Lee Tamera	09/15/98	Library Administration	Professor and Director of Libraries
Poorbaugh Susan	01/04/99	Ref & Education/AHEC	Assistant Professor
Shipman Peter	11/15/00	Outreach Services Librarian	Assistant Professor
Westrick Lisa	12/01/02	Special Collections Department	Instructor
Staff			
Berry Susan	04/12/04	Library Business Svcs	Administrative Coordinator
Brewster Tamera	10/25/99	Collection Svcs	Medical Library Associate
Brown Marianne	04/01/99	Library Business Svcs	Admin Manager 3, Dept Head
Bunch Lakisha	12/01/03	Library Business Svcs	Administrative Coordinator
Cooks Katrina	12/10/03	Education and Information Svcs	Medical Library Specialist 1
Corbett Katherine	05/21/03	Education and Information Svcs	Medical Library Associate
Davis Lenore	04/17/97	Education and Information Svcs	Medical Library Associate
Ellis Wendy	02/01/99	Library Technology Svcs	System Analyst
Hamm Kathy	05/26/80	Collection Svcs	Medical Library Specialist 1
Herring Donna	08/18/97	Library Business Svcs	Administrative Specialist II
Klosson Andrew	12/20/00	Library Technology Svcs	Network Analyst 1
Lapsley Jennifer	02/25/02	Library Technology Svcs	System Support Spec 1
Lee Alfreda	10/08/01	Collection Svcs	Medical Library Associate
Miller Bertina	08/29/99	Collection Svcs	Medical Library Specialist 1
Moran Shannon	06/17/02	Education and Information Svcs	Medical Library Associate
Stephens Kristy	01/01/99	Library Technology Svcs	Systems Librarian, Dept Head
Truitt Margaret	03/13/78	Education and Information Svcs	Medical Library Specialist 3
Veal Brandi	08/15/02	Education and Information Svcs	Medical Library Associate
Waters Annette	07/05/00	Collection Svcs	Medical Library Specialist 1
Williams Queenester	05/19/80	Collection Svcs	Medical Library Specialist 1
Workman Lisa	01/20/86	Collection Svcs	Medical Library Specialist 2

PUBLICATIONS UPDATE

Anderson, Gail. *Jefferson County, Georgia*, New Georgia Encyclopedia Online, 2004.

Creelan, Marilee. *Medicine and Health*, Magazines for Libraries, 12th edition, 2004.

Creelan, Marilee. *Columbia County, Satcher, David, M.D. and Sullivan Louis, M.D.*, New Georgia Encyclopedia Online, 2004.

Poorbaugh, Susan R. Section Editor. *Medicine and Health*, Katz Magazines for Libraries, 12th Edition 2003.

Westrick, Lisa. *The History of the Medical College of Georgia: 175 Years of Teaching, Discovering and Caring* [online exhibit], <http://www.mcg.edu/library/history/index.htm>, opened December 5, 2003.

Appendix E

2003-2004 Performance Metrics and Assessment

The Library Management Council developed the following performance metrics in accord with MCG strategic initiatives. Specifically these will support significant progress toward an enhanced infrastructure for the Medical College of Georgia and align institutional resources with its mission. [Assessment conducted June 2004](#)

Budget

Need: As one of MCG's top strategic priorities is to become a premiere health sciences institution (upper half of respective peers), significant growth in the Library's total recurring dollars is needed to be in the corresponding percentage of medical school libraries.

Current: As illustrated in the composite health sciences library published in the 25th edition of the Annual Statistics of Medical School Libraries in the U.S. and Canada, MCG is 21% below the mean. Ranking number 58 (n=126) amounts to \$2,866,913.

		Total Recurring Expenditures	Variance
Medical College of GA			
Ranking #76	(n=1)	\$2,335,690	
*Composite Health Sciences Library	(n=126)	\$2,945,104	21%
Ranking #58	(n=1)	\$2,866,913	18%

*The Composite Health Sciences Library is constructed from the means for selected growth and activity counts published in the 25th Edition of the Annual Statistics of Medical School Libraries in the U.S. and Canada.

Metric: To increase Library total recurring expenditures until we reach the composite health sciences library (an additional recurring amount of \$609,414). Secure at least 3% of MCG indirect research dollars to reach the upper half of peer group (an additional recurring allocation of \$531,223).

Assessment:

We narrowed the gap between the Library's recurring expenditures and the composite health sciences library recurring expenditures by \$98,534 (need \$523,727 to reach composite expenditures).

We also narrowed the gap to reach the upper half of academic health science centers by \$113,063 (need an additional \$418,160 to reach the upper half of academic health science libraries).

These gaps narrowed as a result of both an increase in MCG's expenditures and a decrease in the AAHSL mean and median expenditures.

Personnel

The Library provides specialized knowledge by recruiting excellent faculty and professional personnel who are knowledgeable and productive in meeting the needs of Library users, and by hiring and training well qualified support staff.

Need: New initiatives across campus and the university system have increased the sophistication level and number of questions the Library receives about using advanced technologies. Other upcoming technology based issues include PDAs being required for incoming freshmen in School of Medicine, the final phases

of implementation of GILExpress, and the aim of hospitals and clinics to increase point of care information.

Current: Amidst new and emerging technologies, Library personnel need continuous training to assist users with advanced technologies (e.g.s PDAs, wireless, and GILExpress).

Metric: Identify and train appropriate library personnel to assist users with advanced technologies.

Assessment:

LTS offered a variety of classes specifically to target increased knowledge of Library staff fielding sophisticated or emerging technology queries from Library users. One-on-One training opportunities were offered also for subscribed PDA applications such as Ovid@Hand and MD Consult. Together this staff development totaled 92 learning sessions.

Classes offered:

- How to Burn CD's – 8
- Password Login - 6
- Presenter to Go for the PDA - 11
- Off Campus Proxy Access - 10
- Printing and Scanning in the Computer Lab - 9
- Accessing GroupWise - 8
- All Things GIL Related – 20
- Is the Information on Your Computer Protected and Recoverable? – 20

Some faculty maintained and upgraded some of their advanced technology skills through self-study. The Library anticipates implementation of PDA and campus wireless infrastructure and for GILExpress, which will require additional training.

Collections

The Library provides access to journals, books, and other resources both in print and electronic format to meet the clinical, research, and teaching needs of MCG and MCGHI. The Library uses its collective bargaining power within consortia and library organizations to provide the best value for access.

Need: As the rapidly emerging trend of the digital library continues, library users expect rapid access to electronic resources directly from the desktop. The 2002 LibQUAL+ survey revealed that faculty most desire electronic resources, especially journal titles.

Current: Based on latest available data (FY02) the library's number of unique journal titles (1828) falls 29% below the mean number of unique journal titles of AAHSL institutions (2579). Of the Library's unique titles, 67% are available online and 33% of them are uniquely electronic.

Metric: Add mission relevant journal titles at 10% per year until we meet the mean of our comparator institutions. Increase the number of total electronic journal titles by 10% (180 additional electronic titles for FY04). Increase the number of uniquely electronic titles by 10% (86 additional titles exclusively in electronic format.).

Assessment:

Total Electronic Serials

From FY02 to FY03, we added 573 titles, a 47 % increase

MCG Total Electronic Serials (FY03) = 1,799

AAHSL mean = 2151

Comparator mean = 1680.5

MCG is 16% below the mean for all AAHSL and 6% above the mean for Comparator Institutions.

Unique Electronic Serials

From FY02 to FY03, added 264 titles, a 31% increase

MCG Unique Electronic Serials (FY03) = 860

AAHSL mean = 1,372

Comparator mean = 871.5

MCG is 37% below the mean for all AAHSL and 1% below the mean for Comparator Institutions.

In FY03 AAHSL, MCG is ranked 84th and 90th respectively in total electronic titles and uniquely electronic titles.

Services

The Library provides services to make resources available, teach lifelong learning skills, and assist users meet their information needs.

Need: With the increase in electronic resources over several years, statistics indicated a changing pattern of how and when users seek assistance within and without the building.

Current: The services desk has been reconfigured to improve the use of space and equipment, but based on recent analysis, peak use of electronic resources does not match the peak scheduling of library personnel. Scheduling of personnel does not yet provide optimum customer service or the most efficient use of personnel resources.

Metric: Develop alternatives to the current scheduling of personnel to improve the effectiveness and efficiency of meeting user needs regardless of location and time.

Align library personnel accessibility with resource usage.

Provide synchronous and asynchronous assistance to users.

Assessment:

Scheduling patterns were changed to focus the use of LTS and librarian personnel in their areas of expertise. Scheduling is also more reflective of heaviest times of use.

The Virtual Reference Software Committee (VRSC) continued to investigate virtual reference chat products. In October 2003, LSSI / Tutor.com was recommended as the best product to meet the Library's needs. Arrangements were made for the option to explore sharing seats/licenses on the product with other institutions for the benefit of shared expenses. Currently, the VRSC is discussing a collaborative effort with the University of Maryland's Health Sciences and Human Services Library. A joint or individual institution implementation is slated for early Fall 2004.

Need: MCG faculty are more frequently requesting customized instruction from the library which reflects the current emphasis on collaborative teaching, measurement of information literacy skills, finding

clinical evidence and information resources specific to individual disciplines. Students learn these skills best through integration with their curriculum.

Current: The School of Dentistry and the School of Medicine have integrated library skills components into the curriculum. The Library provides tailored instructional sessions upon request of individual faculty, but library resource instruction has not been integrated into the curriculums of the School of Nursing and School of Allied Health Sciences.

Metric: Shift resources to curriculum-based instruction for School of Nursing and Allied Health by at least one integrated session per school through linking library instruction with an assignment or other graded assessment.

Assessment:

Added graded assignment for PA Introduction to Research Methods class. School of Nursing functioned with an Interim Dean during the year; the Library will foster partnership with incoming Dean. The Dental Information Module was taught for a 2nd year and will become a graded component of a for-credit course in Fall 2004.

Need: Current professional literature and feedback from a number of user groups illustrate a demonstrated need for a seamless and customizable gateway for library resources. One tool for creating such an interface is a library portal, which aggregates results from multiple formats such as databases, library catalogs and web content, ranks results by relevance, and removes duplication. Another stimulus for implementing a portal at the library relates to bench marking. Three of MCG's "Comparator Institutions" and all of MCG's "Aspirational Institutions" provide a portal-like interface for their users.

Current: A number of unintended outcomes develop as a result of providing access to a numerous and divergent resources. Some resources are buried deep in the library's webpage, making access difficult. Users become frustrated trying to find information that is not organized seamlessly by subject, discipline or target audience.

Metric: The Library Web Steering Committee will collaborate with MCG IT for development of a campus portal and/or recommend a search portal for the library.

Assessment:

LTS and the Library Web Steering Committee continued to investigate portals for searching library resources including well know industry products such as SFX, Voyager's EnCompass & LinkFinder modules, and WebFeat. WebFeat was recommended as the best product to meet Library user's needs in Spring 2004. The federated searching product uses a friendly interface with a variety of customization options and supports using the native search engine of Library subscribed databases for more detailed searching. As a search portal, WebFeat provides the most comprehensive statistics package. WebFeat will be a priority purchase in early FY05.

In addition, LTS recommended to the Web Steering Committee that the Library try the GALILEO Local Resource Integration (GLRI) product developed and supported by GALILEO. Individual E-pubs titles can be included in GLRI. It supports proxy access and resources can be grouped according to preference. LTS plans to explore further how this could integrate with WebFeat. Banner implementation may provide a campus portal.

Need: Feedback from the LibQUAL 2002 Survey, user suggestions, and direct faculty and staff comments indicate the resources available from the Library are not apparent to the new or experienced user. Library

resources should be more accessible, usable, and seamless for the user. For example, information about specific library services and programs are difficult to find.

Current: Library Services and Programs are grouped together on one page, requiring the user to scroll down to find a service. Forms and policies are positioned several layers deep in the web structure.

Metric: The Library Web Steering Committee will conduct a study to determine user preferences in searching for information on the Library website and make changes to improve usability. One change identified by the committee is to reduce the number of mouse clicks and pages viewed necessary to enable users to find information sought more efficiently.

Assessment:

A Subcommittee of Library Web Steering Committee conducted a campus survey in Fall 2003. Results showed several areas for improvement with the most commonly requested change being reduced barriers and fewer passwords to obtain access to resources. Site changes will be made based on survey feedback, site statistics, and best practice.

Need: Library related CME/CE classes have been requested by MCG, MCGHI, and AHEC health professionals.

Current: Health professionals need CME/CE credit in order to renew certification and licensure. They often inquire whether our library skills classes provide CME/CE credit.

Metric: Provide CME credits for online searching. Develop CME credit course for off campus access to electronic resources. Develop CME course for PubMed, including online.

Assessment:

Library participated in CE program for Comprehensive Training Program in Implant Dentistry for 42 dental professionals. AHEC preceptor programs were accredited for CE with assistance of AHEC Coordinator of Learning Resources. Course materials/tutorials are being developed for MCG databases with potential for CE certification. Current PubMed tutorial could be used as component for health professionals.

Facilities

The library provides comfortable, attractive, and useful facilities for research, study, and contemplation, in addition to providing the equipment and technology needed in a contemporary library.

Need: Students have indicated in the 2002 LIBQUAL survey that they need more small, private study spaces for both individuals and groups on the 1st and 2nd floors.

Current: On the second floor, the library houses many older, less used items that take a large amount of space.

Metric: Reengineer underutilized space to create more private study areas. Add at least 5 more lockable study carrels and at least one more study room.

Assessment:

One study room was added with faculty office transition. Phase I redesign is in progress (use of compressed shelving to develop new individual and collaborative study space)

Appendix F

Library Performance Metrics 2004-2005

The Library Management Council developed the following performance metrics in accord with MCG strategic initiatives. Specifically these will support significant progress toward an enhanced infrastructure for the Medical College of Georgia and align institutional resources with its mission.

Budget

Need: As one of MCG's top strategic priorities is to become a premiere health sciences institution (upper half of respective peers), significant growth in the Library's total recurring dollars is needed to be in the corresponding percentage of medical school libraries.

Current: As illustrated in the composite health sciences library published in the 26th edition of the Annual Statistics of Medical School Libraries in the U.S. and Canada, MCG is 24% below the mean. Ranking number 58 (n=128) amounts to \$3,012,210.

Total Recurring Expenditures			Variance
Medical College of GA (rank # 74)	(n=1)	\$2,397,020	
*Composite Health Sciences Library	(n=126)	\$2,929,747	22%
Ranking #58	(n=1)	\$3,012,210	26%

*The Composite Health Sciences Library is constructed from the means for selected growth and activity counts published in the 25th Edition of the Annual Statistics of Medical School Libraries in the U.S. and Canada.

Metric: To increase Library total recurring expenditures until we reach the composite health sciences library (an additional recurring amount of \$523,727). Secure at least 3% of MCG indirect research dollars to reach the upper half of peer group (an additional recurring allocation of \$615,190).

Personnel

The Library provides specialized knowledge by recruiting excellent faculty and professional personnel who are knowledgeable and productive in meeting the needs of Library users, and by hiring and training well qualified support staff.

Need: Recruit for 4 faculty/professional vacancies, including one department head to fulfill needs in the areas of diversity, leadership and technical skills, and specialized knowledge in NCBI databases, digital cataloging, expert database searching, applied statistics, multimedia and instructional delivery.

Current: Two national searches are well underway for faculty. One regional search for professional staff is in selection phase.

Metric: One open faculty position will be reviewed in relation to departmental reorganization and overall library needs. Four positions will be filled with outstanding personnel who provide the necessary leadership and knowledge to meet the library and institutional mission.

Need: Amidst new and emerging technologies, Library personnel need continuous training to assist users with advanced technologies.

Current: New initiatives across campus and the university system have increased the sophistication level and number of questions the Library receives about using advanced technologies. Other upcoming technology based issues include continuing growth of PDA usage, ILLiad implementation, virtual reference, the final phases of implementation of GILExpress, and the aim of hospitals and clinics to increase point of care information (Zynx).

Metric: Develop self-paced online instruction to supplement review and training for library staff and faculty in the areas of GIL/Access reports, GILExpress, virtual reference, federated searching, ILLiad, and PDA applications.

Collections

The Library provides access to journals, books, and other resources both in print and electronic format to meet the clinical, research, and teaching needs of MCG and MCGHI. The Library uses its collective bargaining power within consortia and library organizations to provide the best value for access.

Need: As the rapidly emerging trend of the digital library continues, library users expect rapid access to electronic resources directly from the desktop. The 2002 LibQUAL+ survey revealed that faculty most desire electronic resources, especially journal titles.

Current: Based on FY03 data the library's number of total unique journal titles (2019) falls 26% below the number of total unique journal titles of the composite library of AAHSL institutions (2555). The library's number of total electronic titles (1799) falls 10% below the composite health sciences library (1983).

Metric: Add mission relevant journal titles at 10% (202 new titles for FY04) per year until we meet the mean of the composite health sciences libraries. Increase the number of total electronic journal titles by 10% (183 additional electronic titles for FY04) to meet the mean of the composite health sciences libraries.

Need: Provide access to peer reviewed mission relevant open access titles within a search interface, e.g. OVID Medline.

Current: Open access titles are not generally integrated with bibliographic utilities. Ovid is being converted from password to IP access, allowing for easier access beyond Journal @ Ovid titles.

Metric: Provide at least 60 links to open access titles within Ovid.

Need: The unprocessed and unpreserved collections relevant to the history of MCG and health care need to be preserved and made accessible to the public for research and record retention.

Current: Special Collections has many unprocessed and unpreserved collections relevant to the history of MCG and medicine. New donations are received regularly according to special collections policy.

Metric: Preserve, process, and create at least 3 finding aids for special collections.

Services

The Library provides services to make resources available, teach lifelong learning skills, and assist users to meet their information needs.

Need: Following analysis of the MCG LibQUAL+ survey results, the Library planned and implemented changes based on this rigorous qualitative feedback. The Library can learn of changes in user perceptions through participation in LibQUAL+ 2005.

Current: The library director chairs the AAHSL Outcomes Assessment Committee that leads survey participation for AAHSL libraries. The web-based survey is based on grounded research and is an approved protocol of the MCG Human Assurance Committee.

Metric: Implement the LibQUAL+ survey at MCG in spring 2005.

Need: With the increase in electronic resources over several years, statistics indicated a changing pattern of how and when users seek assistance within and without the building.

Current: Users seek information remotely and at all hours. Scheduling of personnel does not yet provide optimum customer service or the most efficient use of personnel resources.

Metric: Implement virtual reference by end of calendar year and experiment with evening/weekend hours.

Need: Health Professionals are increasingly adapting PDA technology to the healthcare setting. Many commercial vendors are beginning to offer PDA components to information resources. Library faculty members have received increasing requests to demonstrate quality health care information resources for the PDA environment.

Current: The library offers classes and individual consultations on PDA resources. Additionally, the library provides access to OVID@Hand, InfoRetriever, and medical textbooks for the PDA.

Metric: Develop classes to incorporate the new PDA instructional classroom into library classes and curriculum-based instruction. The new PDA classroom will include utility software as well as health information applications. Library liaisons will collaborate to develop instructional sessions for the MCG community.

Need: Library resources and services should be more accessible, usable and seamless for the user.

Current: Feedback from library web survey, user suggestions, and direct faculty and staff comments indicate the services and resources available from the Library are not apparent to the new or experienced user. Information about specific library services and programs are difficult to find. Library Services and Programs are grouped together on one page, requiring the user to scroll down to find a service. Forms and policies are positioned several layers deep in the web structure.

Metric: Reorganize the presentation of the library web resources and services using best practices design principles and technologies to provide a premier web presence.

Need: Library related MCG, MCGHI, and AHEC health professionals have requested CME/CE classes.

Current: Health professionals need CME/CE credit in order to renew certification and licensure. They often inquire whether our library skills classes provide CME/CE credit.

Metric: Develop online component for subject based classes to register for CE accreditation. Use CE courses available from the National Network of Libraries of Medicine to offer to patrons in searching PubMed, Consumer Health and Public Health Partners Project. Develop at least one course for CME accreditation. Implement process to obtain CME credits for online searching.

Facilities

The library provides comfortable, attractive, and useful facilities for research, study, and contemplation, in addition to providing the equipment and technology needed in a contemporary library.

Need: Students have indicated in the 2002 LIBQUAL survey that they need new individual and collaborative learning spaces.

Current: The library has identified collections that can be placed in compressed shelving.

Metric: Complete plan and implement organization and logistics for compressed shelving.

Need: Students need flexible and comfortable space in the computer lab.

Current: Furniture and flooring in computer lab is outdated, uncomfortable and inflexible. The furniture and flooring upgrades for the computer lab have been planned and specifications have been completed.

Metric: Replace current furniture and flooring, including one ADA compliant workstation, and provide flexible learning space as a foundation to support the ways people use technology.

Appendix G

LIBRARY STATISTICS

COLLECTIONS	FY03	FY04	%change
Volumes, Print	164639	164108	0
Titles, Print	49545	43114	-13
Added Titles, Print	1169	824	-30
Serial Titles Total (unique)	2019	2163	7
<i>Serials--print (unique)</i>	1159	430	-63
<i>Serials--electronic (unique)</i>	860	1733	102
<i>Serials--electronic Total</i>	1799	1949	8
<i>Serials--overlap print&online</i>	939	216	-77
Databases-purchased	12	12	0
Databases-consortial	117	60	-49
SERVICES	FY03	FY04	
Hours Open per week	98	98	0
Attendance	212,697	203,310	-4
Circulation (total)	42,861	35,408	-17
InterLibrary Loan--Borrowed	2,216	1,944	-12
InterLibrary Loan--Loaned	6,237	6,439	3
Reference Requests	7,078	9,582	35
Education Contact Hours	222	225	1
Education Sessions	148	126	-15
Education Attendees	1,974	2,046	4
ELECTRONIC RESOURCES	FY03	FY04	
Research/Clinical Databases	73,015	67,468	-8
<i>Ovid (sessions)</i>	50,812	46,577	-8
<i>Web of Science (sessions)</i>	2,421	2,881	19
<i>MDConsult (sessions)</i>	19,782	17,789	-10
<i>InfoPOEMS (sessions)</i>		221	
FullText journals	102,862	121,367	18
<i>E-Pubs (title req)</i>	35,385	49,781	41
<i>Ovid J@O (article req)</i>	23,733	15,203	-36
<i>ScienceDirect (article req)</i>	30,961	43,680	41
<i>BioMed Central</i>		779	
<i>Wiley (article req)</i>	12,783	11,924	-7
Library Web (page views)	585,428	677,737	16
E Resource page (page views)	293,983	357,796	22