Extending our Reach:

Libraries Teaching Presentation Skills

Barbara Rochen Renner, PhD

Allied Health Sciences Liaison and Library Services Evaluation Specialist

brrenner@email.unc.edu

Robert Ladd, MA

Liaisons' Instructional Specialist

rjladd@email.unc.edu

Health Sciences Library

University of North Carolina at Chapel Hill

Objectives

- To extend the role of libraries: teaching communication skills
- To integrate instruction in design and software into curriculum
- To facilitate active learning
- To respond to increased demand for poster design consultations

Background

- Setting: Large academic health sciences library serving 5 schools and a 700-bed teaching hospital
- Allied Health Department (School of Medicine)
- Participating Allied Health Divisions
  - Speech and Hearing Sciences
  - Physical Therapy
  - Occupational Science
  - Rehabilitation Counseling & Psychology

Methods

- Collaborated with faculty to integrate teaching of media design & communication skills into graduate courses
  - Initial brainstorming sessions
  - Curriculum planning and logistics
  - Developing support materials
  - Piloting, refining, customizing classroom teaching models

One year pilot of teaching methods

- **Online tutorial**
- **Interactive classroom session(s)**
  - Context of professional communications
  - Poster development process and design elements
  - Discussion of example posters
- **Hands-on class session using software**
  - Students bring own text, graphics, photos, data to work with
- **Optional follow-up consultations**
- **Self-serve video clips demonstrating software procedures**

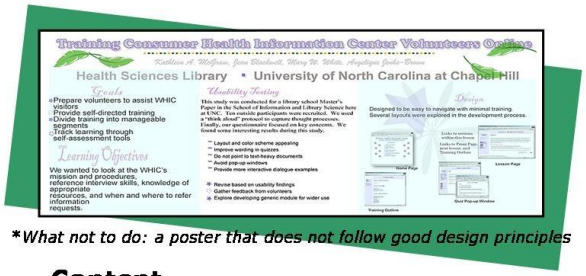
Designing Effective Posters

Adapted from the UNC Chapel Hill Health Sciences Library tutorial, "Designing Effective Posters"

Kelli Monahan, Robert Ladd, MA, Barbara Rochen Renner, PhD

Introduction

To communicate effectively using a poster, you need to know how to make good use of the design elements.



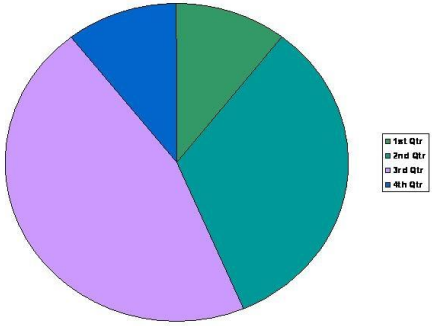
**What not to do: a poster that does not follow good design principles*

Content

- Make purpose clear
- Include relevant and significant information
- Remove unessential information
- Organize information into major sections
- Use bullet points where possible
- Avoid wordiness and jargon
- Spell out acronyms the first time you use them

Layout

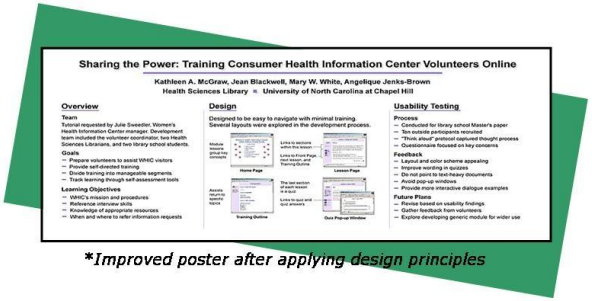
- Include a banner at the top with informative title and author names
- Align headings, text, and graphics
- Distribute content so that the poster looks balanced
- Use white space
- Keep font consistent
- Use color judiciously; not too many or too intense hues



A chart inserted from a spreadsheet without opening Excel

Graphics

- Use graphics, but don't overwhelm the viewer with them
- Include photographs, charts, diagrams, and/or artwork
- When using photographs, remember that increasing an image's size too much can pixelate it



**Improved poster after applying design principles*

For More Information

For more information, see the online tutorial developed by the Media Design Studios Team at http://www.hsl.unc.edu/services/tutorials/poster_design/process_pages/process3print.htm

***click poster image for hyperlink to actual poster examples**

HSL online tutorial *Designing Effective Posters*

http://www.hsl.unc.edu/services/tutorials/poster_design/home.htm

Charting the Pharmaceutical Education Literature: Past, Present ... and Future?

K.T.L. Vaughan, MSLS, University of North Carolina at Chapel Hill Health Sciences Library; William H. Campbell, PhD, University of North Carolina at Chapel Hill School of Pharmacy

Objective

This study characterizes major themes and trends in the pharmaceutical education (PE) literature of the past 35 years by analyzing subject headings assigned to a core set of articles from the American Journal of Pharmaceutical Education (AJPE).

Hypotheses

1. The PE literature is growing faster than the overall pharmaceutical literature.
2. Major themes in the literature can be identified using subject heading analysis (bibliometrics).
3. Trends within these themes can be quantified using bibliometrics.
4. Publication trends reflect policy and program trends in pharmacy education.
5. Trend analysis may predict future areas of PE.

Methodology

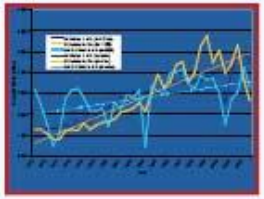
- Identified 2293 articles from the American Journal of Pharmaceutical Education (1970-2005).
- Downloaded citation and subject heading information from International Pharmaceutical Abstracts (IPA).
  - Combination of MeSH and domain-specific subject terms
  - Only complete indexer of AJPE for study period
- Managed citations using EndNote and RefWorks databases.
- Identified most popular subject headings and categories.
- Graphed trends as a percent of articles per year.

Growth of PE Literature

All three categories of literature (overall, PE, and AJPE) show growth in annual number of articles published over the study period.

The PE literature is growing faster than the overall literature as indexed by IPA.

Growth in Pharmaceutical Literature



Major Themes in Pharmaceutical Education

Subject heading analysis identified 906 categories of subjects, with 10,351 total subject headings.

The number and percent of articles containing a subject category was determined. Several subject categories constitute a significant proportion of the overall PE literature from 1970-2005:

Curriculum (37%)
Sociology, economics, and ethics (21%)
Pharmacy practice (16%)
Administration (15%)
Degrees (10%)
Information processing and literature (10%)

Trends

Curriculum-related publications are the most frequent of all AJPE topics for the entire 35-year period of study.

Technology-related publications appear to increase in a manner consistent with general interest in internet and distance education.

Manpower-related publications peaked during the 1980's, reflecting the nation's priorities for research and expansion in this area.

'Clinical pharmacy' and 'PharmD' appear to be strongly correlated, but with a lag of 2-3 years. It will be interesting to observe whether these topics continue now that the PharmD debate is resolved.

Topics in the pharmacy education literature appear similar in content and relative frequency to other health professions, although this should be empirically determined through literature analysis.

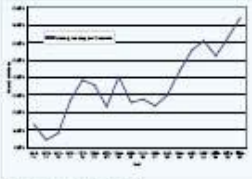
Using Bibliometrics for Literature Analysis

Subject heading analysis ("bibliometrics") works as a tool for quantitatively analysing themes and trends in a body of literature due to the unique nature of controlled subject headings.

Subject headings describe the "aboutness" of an article more succinctly than an abstract and title. Controlled vocabularies such as MeSH allow for flexibility in free text and uniformity in indexing.

Major Trends in Pharmaceutical Education

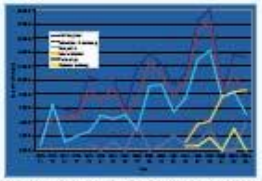
Trend #1: Curriculum, Teaching, & Learning



Search: curriculum OR teach* OR learn*

There has been a significant increase in the proportion of articles published on curricular issues in the past 35 years. Surges have occurred around the late 1970s/early 1980s and the late 1990s. In 2004/05, approximately three quarters of AJPE articles were about curricular topics.

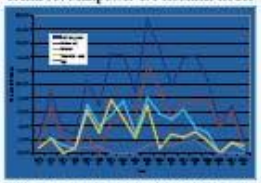
Trend #2: Instructional Technology & DE



Search: information processing OR computers OR [Internet OR World Wide Web OR WWW] OR [technology NOT (biotechnology OR pharmaceutical technology)] OR distance learning

'Technology' is a stable term, at approximately 1% of the literature, while information processing and computers are increasing gradually. Internet/WWW has had a dramatic increase in the last ten years.

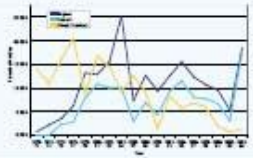
Trend #3: Manpower & Personnel Issues



Search: [Manpower OR personnel OR job] OR [sex OR women OR men] OR [race OR ethnic OR Asians OR Hispanics OR Negroes] OR age

This thematic area saw a peak in publications in the late 1980s, but has been declining as a proportion of AJPE articles to approximately 2% in 2004-05.

Trend #4: Clinical Pharmacy & the PharmD



Search: Degrees OR [Doctor of Pharmacy OR PharmD] OR [clinical pharmac* OR pharmacy clinical OR pharmacists, clinical]

As expected, peaks in interest coincide with the PharmD vs. BSPh debates of the mid-1980s and 1990s. Note that peaks in clinical pharmacy articles happen roughly two years before peaks in PharmD publications.

Poster example: "Needs Improvement"

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Poster Example: Improved Version

An Observation

Students are most engaged, learn more effectively, and have more fun

- **when they are working on their own projects with actual content (text, data, graphics)**
- **when they will be presenting their projects in a formal or professional setting**
- **when instruction is timed appropriately**

Rehabilitation Counseling

Occupational Science

Physical Therapy

Outcomes

- Received very positive feedback from faculty, students, and administrators
- Established & reinforced collaborative relationships with Allied Health divisions
- Improved integration of media design instruction and consultations into curricula

Outcomes

- New strategies for media design instruction
  - Self-serve video clips demonstrating procedures
  - Web-based tutorials
  - Course-integrated classroom teaching and special seminars
- New role for media design specialist
  - Curricula-integrated consulting
  - Closely works with HSL liaisons
- Expanded teaching from basic design skills to the broader context of research and communication