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Coming Out of the Back Room: Technical Services Breaks Loose

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Et al.

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University of Massachusetts Medical School
Worcester, MA

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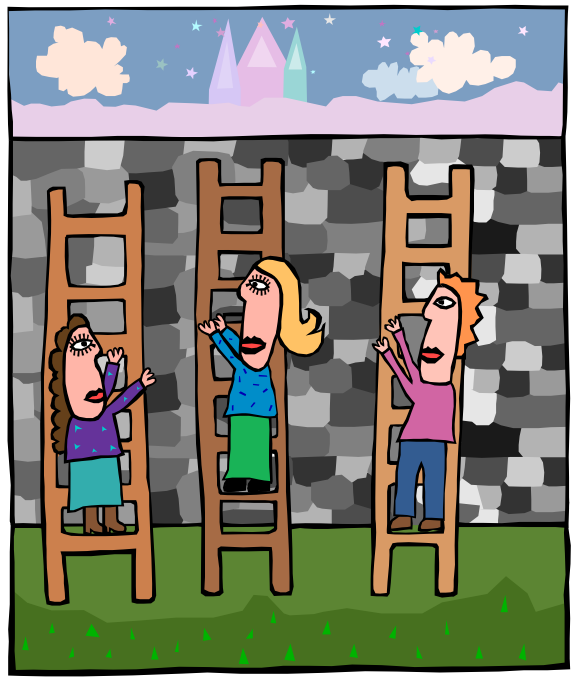
Overview

Our objective:

Describe how technical services librarians at an academic medical center have embraced opportunities for campus outreach. The Library has long been committed to teamwork. As members of cross-departmental Library teams and campus-wide task forces, technical services librarians have utilized skills in information organization, integrated library systems, and problem solving to benefit colleagues, faculty, clinicians, students, and the public.



Who We Are

UMass Medical School

- Massachusetts' only public medical school
- Currently ranked fourth in primary care education among U.S. medical schools by *U.S. News & World Report*
- 860+ students
- School of Medicine, Graduate School of Biomedical Sciences, Graduate School of Nursing
- Clinical partner: UMass Memorial Health Care

Lamar Soutter Library

- NLM Regional Medical Library for New England Region
- 289,000 volumes
- Journal subscriptions: 1360 print, 3700 electronic
- Special collections: rare books, government documents, consumer health materials, early childhood and pediatric resources
- Selective depository library in the Federal Depository Library Program
- 40 Library FTE; 8 FTE in Technical Services
- Technical Services co-located with Public Services

Library Silos

“In many organizations, a silo has become a metaphor for a department that behaves as an isolated group with little access or visibility with other departments. Running an organization as a collection of silos can cause duplicate efforts, discourage cooperation, and stifle cross-pollination of ideas.”

- Michael A. Hughes, “Managers: From Silos to Channels,” *Intercom* (March 2003) : 9.

Teams at the LSL

Since the arrival of a new Director in 1998, much of the work of the Library has been accomplished through voluntary cross-functional teams.

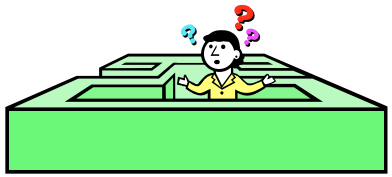
Examples:

- Collections and Electronic Resources
- Continuous Process Improvement (several teams)
- Cultural Events
- Disaster/Emergency Preparedness Plan
- Facilities
- Outreach & Education
- Social Issues
- SoutteReview
- Staff Development
- Systems Issues
- Web Site

Task Forces at the LSL

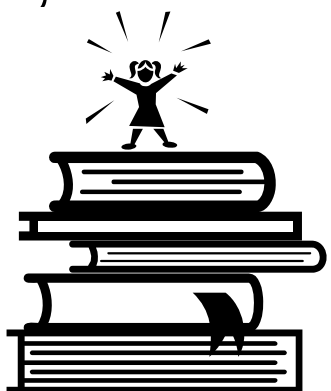
Some specific projects are assigned to limited-term Task Forces whose members are appointed for their specific skills. Examples:

Acquisitions/Financial
Cumulus Image Database Implementation
Electronic Resources Management
Government Documents/De-selection
Library Employee Handbook/Orientation
Kiosk Implementation
Medical School Curriculum
Photocopy Services/Implementation
Reference/Information Desk/Services
Remodel Follow-up
Institutional Repository



Lost Books Team

- Goal: Reduce lost book rate (books not returned by patrons) by 50%
- Interdepartmental team: 5 from Circulation, 1 from Technical Services, led by Circulation Supervisor
- What Technical Services brought to the table:
  - Broad, deep knowledge of integrated library system
  - Problem solving skills
  - Microsoft Access report writing skills
- Resulted in better staff communication, understanding … and fewer lost books



Educational Image Database

- Goal: Develop a shared database of images to be used by UMMS faculty for teaching purposes
- Joint project with Academic Computing, led by Library
- Histology, pathology, and neurology images
- Catalogers had crucial role
  - Developing database and record structure
  - Enhancing keyword access with MeSH terms
  - Quality control
  - Teaching role: writing user documentation, training faculty

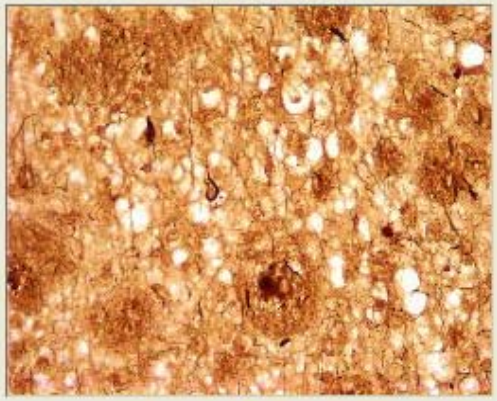
Cumulus - [MediaBase]

File Edit View Catalog Category Collection Asset Special Window Help

** New Images **
Departments
- Academic Departments
  - Anesthesiology
  - Emergency Medicine
  - Family Medicine & Community Health
  - Medicine
  - Neurology
  - Obstetrics & Gynecology
  - Orthopedics & Physical Rehabilitation
  - Otolaryngology
  - Pathology
  - Pediatrics
  - Physiology
  - Psychiatry
  - Radiology
  - Surgery
- Basic Science
  - Biochemistry & Molecular Pharmacol
  - Cancer Biology
  - Cell Biology
  - Interdisciplinary Graduate Program
  - Molecular Genetics & Microbiology
  - Neurobiology
  - Program in Gene Function & Express
  - Program in Molecular Medicine
  - Program in Neuroscience

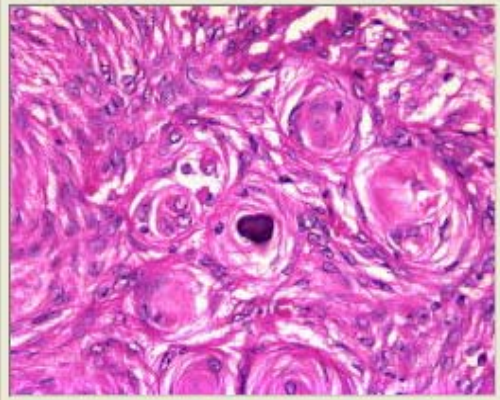
Subjects
- Anatomy
  - Animal Structures
  - Body Regions
  - Cardiovascular System
  - Cells
  - Digestive System
  - Embryonic Structures
  - Endocrine System
  - Fluids & Secretions

Alzheimer's disease: plaques and tangles



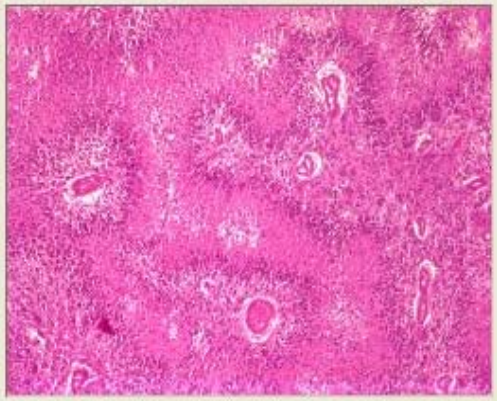
JPEG Image

Meningioma



JPEG Image

Glioblastoma



JPEG Image

Alzheimer's disease

JPEG Image

Images courtesy of:
Thomas Smith, M.D.

152 Categories (1 Selected)

5 of 16 Records (1 Selected)

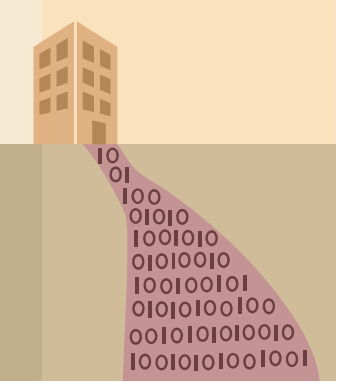
Information for Asset "Acute hemorrhagic infarct" of "MediaBase"

Asset Edit Help

Field Name	Field Content
Title	**Acute hemorrhagic infarct**
Contributor	Smith, Thomas
Thumbnail	
Categories	Neurology Pathology Nervous System Cardiovascular Diseases Nervous System Diseases
Description	Coronal section of brain (frontal lobe) showing acute infarct in left hemisphere in territories of ACA and MCA. This patient had nonbacterial (marantic) endocarditis with mitral valve vegetations
Keywords	Stroke, hemorrhagic infarct
Copyright	For UMMS educational use only - contact contributor for other uses
Image Type	Photograph
Orientation	Coronal
Clinical Status	Pathology
Specimen Type	Organ
Specimen Source	Human
Life Cycle	Adult (for humans: 19-64 years)
MeSH Subjects	Cerebrovascular Accident; Infarction, Anterior Cerebral Artery; Infarction, Middle

Image courtesy of:
Thomas Smith, M.D.

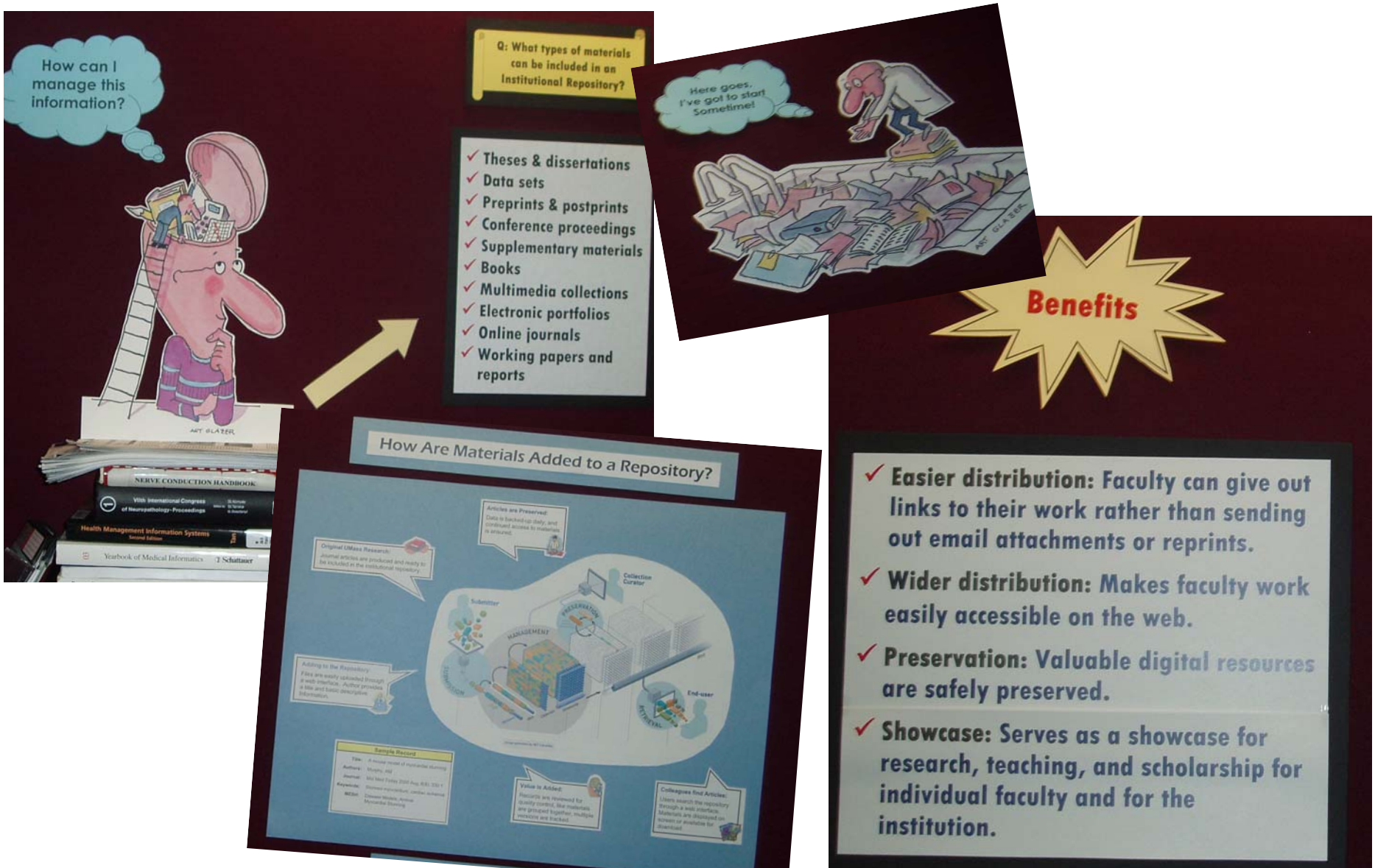
Field	Instructions
Title	By default the system assigns the asset's filename as the Title. Delete the filename and instead enter a short, descriptive name for the asset. Use upper and lower case letters, with first word and proper words capitalized. This is a **required field**. Example: Metastatic lung carcinoma
Contributor	Author or creator of asset. Select name from drop-down list. This is a **required field**.
Thumbnail	Created automatically by the system when asset is added.
Categories	The system automatically added the category New Images. Your department category also displays here. Library staff will review your record and assign MeSH subject categories. These category assignments allow MediaBase users to browse for assets by department and broad subject area.
Description	Enter a detailed free-text description of the asset. Include as many details as possible about the subject or topic of the asset. This is a **required field**. Example: EBM stain demonstrates acidophilia and basophilia nucleus, RER and large golgi plasma cell. 1000x magnification.
Keywords	Assign keywords or phrases you believe capture the subject of the asset, separated by commas. This is a **required field**. Example: pancreas, acinar cell, acidophilia, basophilia
Copyright	Select one option from the drop-down list. This is a **required field**. • For UMMS educational use only – contact contributor for other uses • No restrictions
Image Type	Angiogram, CT, Diagram/Drawing, Electron Micrograph, Graph/Table, Light Micrograph, MRI, Nuclear, PET, Photograph, Ultrasound, X-Ray
Orientation	Axial, Coronal, Horizontal, Longitudinal, Sagittal, Transverse
Clinical Status	Normal, Pathology
Specimen Type	Cell, Organ, Organ System, Organelle, Tissue
Specimen Source	Bovine, Mouse, Drosophila, Monkey, Human, Rabbit, Rat
Life Cycle	• Embryo (for humans: 0-2 months of development) • Fetus (for humans: 3rd month until birth) • Pregnancy (specimen from pregnant female) • Lactation (specimen from lactating female) • Infant (for humans: 0-23 months) • Child/Juvenile (for humans: 2-18 years) • Adult (for humans: 19-64 years) • Aged (for humans: 65+ years)
Contributor Notes	Enter any important information not applicable to other fields, such as the course where the asset is used, the source of the image, etc.
Archival Image Location	Enter the location of the master file, for example, filename and path, CD number, slide number, etc.
MeSH Subjects, Status and Library Review Date: Do not use. These fields are for Library Use Only.	



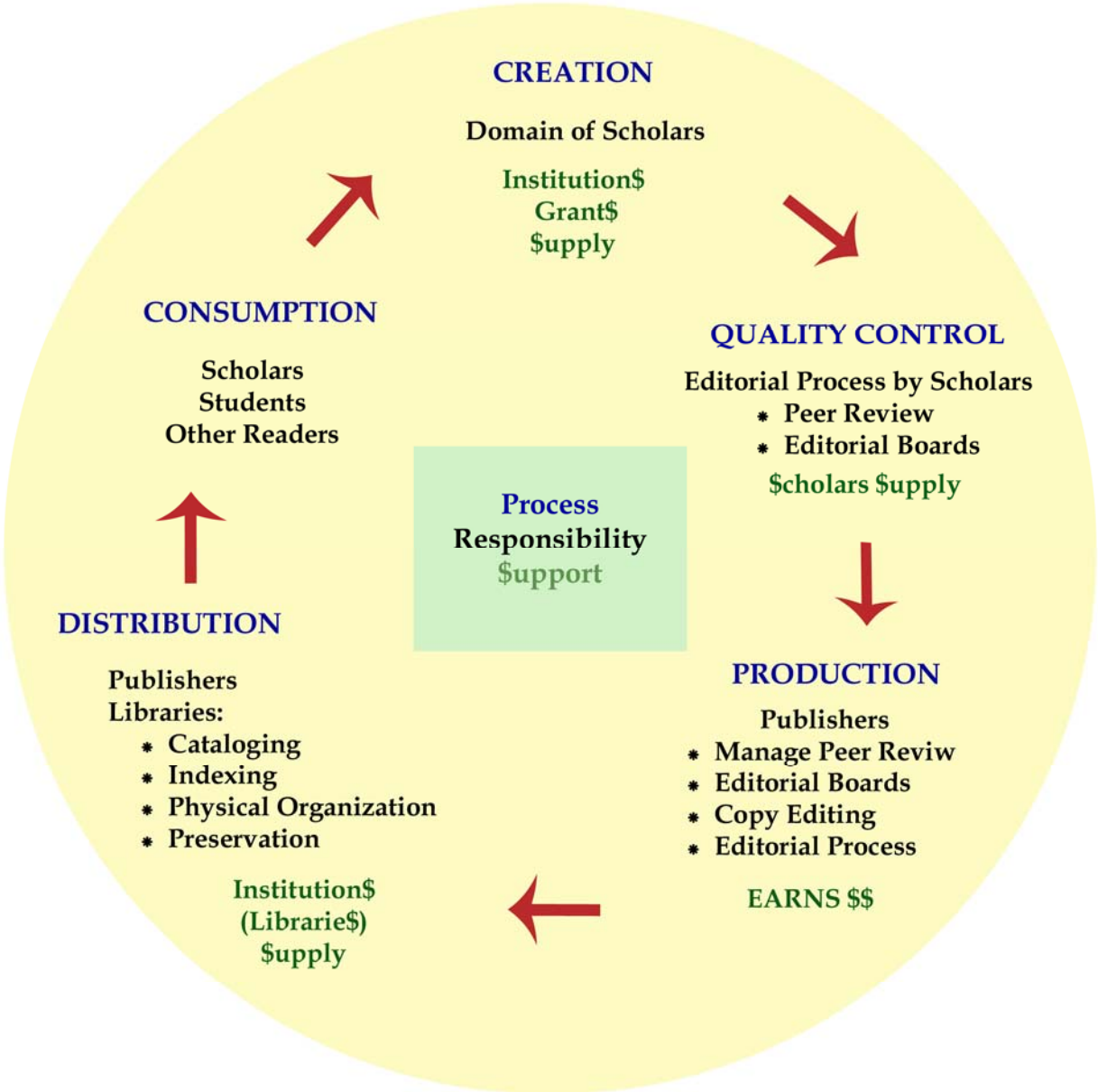
Institutional Repository

- Follow-on to Image Database initiative
- Potential pilot projects: dissertations, alumni publications, state Medicaid brochures, educational images
- Catalogers are database metadata specialists
  - Developing record structure, access points
  - Authority control
  - Quality control
  - Migrating descriptive data from online catalog to IR software

What Is an Institutional Repository?



Scholarly Communication System



Based on: Create Change: Scholars Have Lost Control
http://www.arl.org/create/faculty/issues/scholars.html

THE *CRISIS* IN SCHOLARLY COMMUNICATION:

WHAT DOES IT MEAN FOR UMMS??

WHAT DOES IT MEAN FOR YOU ??

"The scholarly communication system is under siege. The free flow of information and discovery is severely threatened." (source: www.createchange.org/faculty/issues/silent.html)

HOW HAVE THESE CONTRIBUTED TO THE CRISIS?

***SOARING JOURNAL SUBSCRIPTION PRICES**

***LICENSE RESTRICTIONS ON THE USE OF ELECTRONIC CONTENT**

***LOSS OF AUTHOR CONTROL DUE TO COPYRIGHT TRANSFERS TO PUBLISHERS**

WHAT CAN WE DO TO RESOLVE THIS CRISIS?

WHAT ARE THE OPTIONS?

"Is Open Access Publishing the Answer?"

Attend a Presentation facilitated by:

MARC KIRSCHNER, PH.D

Carl W. Walker Professor of Systems Biology

Head of the Dept. of Systems Biology

Harvard Medical School

Thursday, April 8, 2004

11:30 – 12:45

Amphitheater I (3rd Floor)

University of Massachusetts Medical School

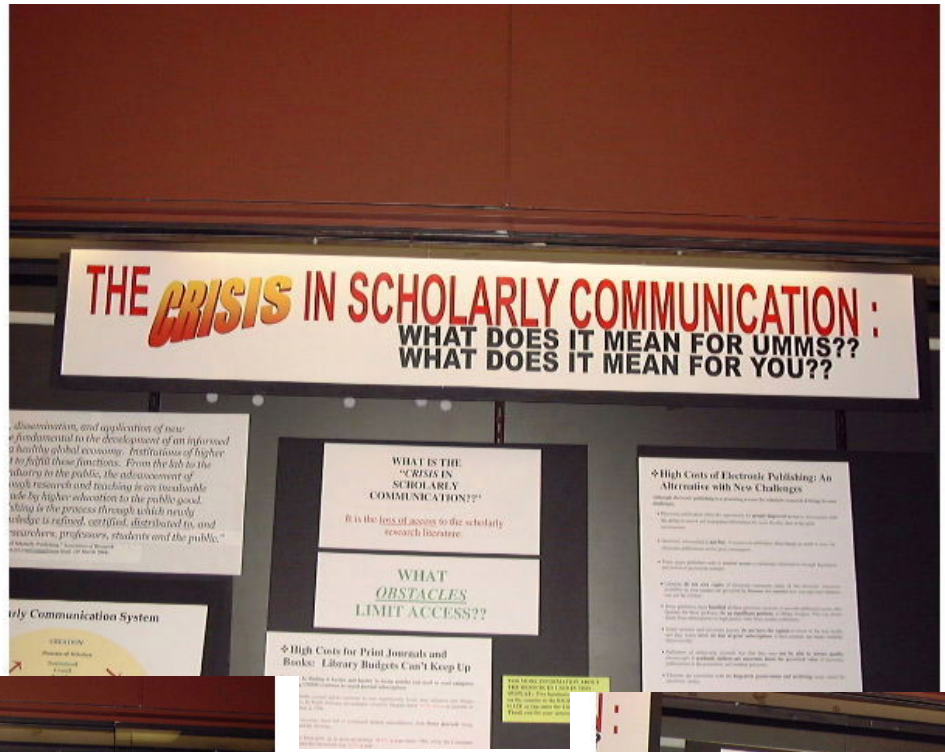
For additional Information contact: Barbara Ingrassia

Email: Barbara.ingrassia@umassmed.edu

Phone: 508-856-1041

Session co-sponsored by:

The Lamar Soutter Library and the UMMS Office of Faculty Administration


THE CRISIS IN SCHOLARLY COMMUNICATION :
WHAT DOES IT MEAN FOR UMMS??
WHAT DOES IT MEAN FOR YOU??
WHAT IS THE "CRISIS IN SCHOLARLY COMMUNICATION??"
It is the loss of access to the scholarly research literature.
WHAT OBSTACLES LIMIT ACCESS??
High Costs of Electronic Publishing: An Alternative with New Challenges
High Costs for Print Journals and Books: Library Budgets Can't Keep Up


IDEAS FOR ACTION
ACTION


EFFORTS ARE UNDERWAY TO REVERSE THAT TREND --TO INCREASE ACCESS
PUBLISHING MODELS:
SPARC (Scholarly Publishing and Academic Resources Coalition)
PubMed Central (2000)
BioOne
BioMed Central
Bepress
Budapest Open Archives Initiative (BOAI)
PUBLIC LIBRARY OF SCIENCE (PloS)

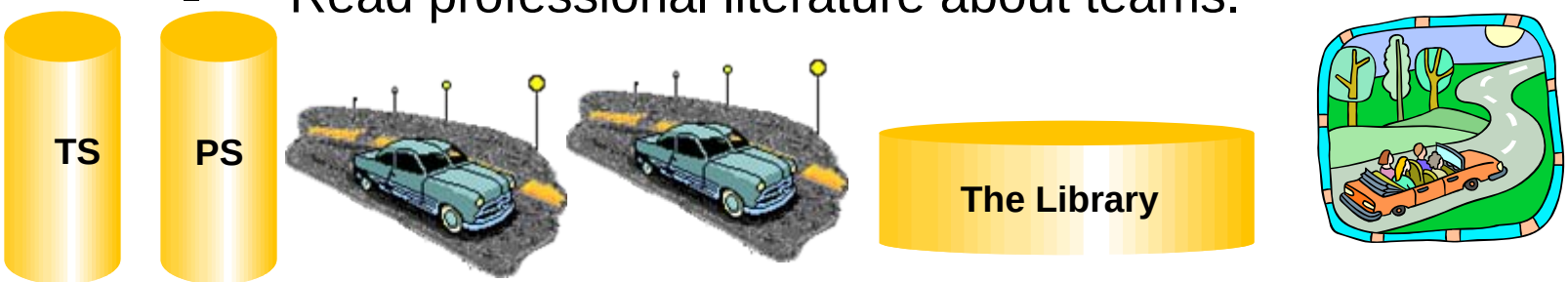
Conclusions

- Technical Services outreach has positive impact for librarians, the Library, and the user community
  - New and enhanced services and products
  - Professional satisfaction (new skills)
  - Improved staff communication
    - True partnership with public services staff
    - Increased appreciation for skill set
  - Better access to library materials
  - Better known to larger campus community
- Don’t hesitate!

How to Reach Out

Teams and collaborative groups are vehicles to outreach

- Speak with your Dept. Head and/or Director. Express willingness to be a member of cross-functional teams/committees beyond the Library.
- Incorporate a goal into your professional development plan or performance review.
- Take the first step: suggest opening up existing committees within your dept. Propose a “Pilot Project.”
- Read professional literature about teams.



Thank You!!

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