



Health Sciences Library
Annual Report
2001-2002

Dear Friends:

Our main goal for this coming year is to support the renovation of our facility, which has been on the drawing board for over four years. Construction begins this fall with bond-financed state funds augmented by private support. The total project budget is about \$12 million. This renovation is an extremely complex process because the library staff and users will occupy the building throughout the renovation (24 months).

We have relocated staff and services to the upper floors of the library so that construction can begin below. In approximately a year's time, when this stage is completed, we will reverse the process and occupy the lower floors. All the while we will dodge construction workers to provide services meeting students' needs according to various student calendars, last minute needs of faculty, grant writers and clinicians, the walk-in public and the growing number of users in locations around the state and globe. We are hoping to promote electronic services as much as possible, but we do expect that our users will be inconvenienced at times.

We are motivated now by the dream of the 21st century Health Sciences Library that we will have when renovation is complete. It will provide attractive, comfortable surroundings for reflection, study, conversation, and learning. It will house leading edge technology to encourage educational innovation by faculty and support lifelong learning through outreach; discovery by scientists and students working collaboratively with hi-tech tools; and the development of the latest information services to improve health and health care. It may even be the only facility, old or new, in Health Affairs that actively encourages the informal mingling of faculty and students from all the health disciplines.

In addition to renovating our building, we will continue to develop innovative services. In particular we will focus on providing more "expert" level information services for clinicians and bioinformaticians; expanding health information services to the public; developing a strong digital library of web based health information and services; increasing access to e-resources; and continuing to promote our educational role to build lifelong information management competencies among faculty and students in all health disciplines. We want to be seen as an information technology "think tank" where innovative applications can be developed and tested; as well as a reliable library services provider.

On the whole the Health Sciences Library has enjoyed excellent support during the past year. We ended the year with a small net increase in our base budget and sustained temporary and permanent budget reductions without cutting permanent positions. The same was true for the Distance Education funds that we administer on behalf of all the libraries. Our staff is highly regarded on and off campus for their expertise, service and innovation. Our library is considered to be one of the best in the nation. I am grateful for the opportunity to provide leadership under such circumstances. I appreciate the support we have received consistently from campus administration and look forward to a continuation of this positive relationship.

Carol Jenkins, Director
Health Sciences Library



An Expanding Vision

This year, the Health Sciences Library expanded its vision to better address the needs of students, faculty, researchers, and North Carolinians. The Health Sciences Library will be an essential partner to the success of all health related programs and activities supported by the University. The Library's expertise will have high proven benefit to achieving the University's desired educational, research and health services outcomes.

The Library outlined five goals for achieving its vision and has made significant advances towards each of these goals during the past year. The Health Sciences Library is committed to:

- Providing library users with the information they need when, where, and how they need it
- Providing library users with beneficial information services at the right time and place
- Providing students and faculty with instruction and educational services needed to develop and maintain information competencies throughout their lifetimes
- Meeting the health information needs of North Carolina citizens through our community outreach services
- Providing useful knowledge management services to our academic and health care community

Resources

Providing library users with the information they need when, where, and how they need it

Building a strong electronic presence to meet UNC community's health information needs

The Health Sciences Library ranks 2nd nationally among its peers in its electronic journal holdings, offering nearly 2000 online journals—about half of its journal titles overall are available online. This is not only important for rankings, but is increasingly important to library patrons. In a quality survey conducted last spring, access to more electronic journals was the number one desire of Library users.

The Health Sciences Library is in the forefront in providing library resources and services using mobile technology. Staff can "beam" library educational materials directly to a user's handheld computer, providing updated information on library hours, services, and more. In health affairs, this mobile technology is so popular that PDA's are now required for medical and nursing students.

The Health Sciences Library acted quickly following Sept. 11 to create a section for terrorism, bioterrorism, and biopreparedness on the Library's web site. Some of these sources, like anthrax symptoms, are accessible by hand held PDAs so clinicians can always have the information at hand. The Library's web site continues to provide up to date alerts on the latest new information in these critical areas.

Use of the Library's electronic resources has increased dramatically:

- Use of UNCLE, Health Sciences Library's Digital Library, increased 6.5% over last year. Digital library searches from off campus increased 12% over last year.
- Visits to the Health Sciences Library web site (where users access library educational materials, information and services) increased 73.7% over last year.
- The number of repeat visitors to our web site increased 76% over last year.
- The use of electronic resources is increasing dramatically, but the use of print resources is still high. Print circulation reversed its downward trend and increased 1% this year. Due to renovation preparations, the number of library resources used on site and the number of photocopies made declined slightly.
- Library users requested 6.85% more items not owned by Health Sciences Library than last year, totaling 3,500 requests. The Library obtains these items for a fee, usually within several days. Many articles are sent directly to users' desktops electronically.

The Health Sciences Library is redesigning its web presence to better serve the needs of our user community. Key goals for our new digital presence includes integrating content currently hosted on the UNCLE and HSL web sites with selected content from other campus sources to provide a single point of access to Library services and health information content. This will facilitate timely access to online content through interface and organizational improvements.

Developing high quality collections that branch out into new knowledge formats and new library publishing roles

The Health Sciences Library expanded its role as publisher by making Public Health community health papers accessible and searchable. Valuable research conducted by UNC students every year is now available electronically to public health workers and policy makers throughout the state.

Expanding management of historically significant health information resources

Dr. William B. Blythe Memorial Fund was created to help support the history of the health sciences and rare book area of the renovated library and to establish a curatorship for the rare and historic collection.

Along with several other small funds this will help to sustain the Library's rich historic collection, and will reinforce the importance of historic research in current discovery.

Despite limited library space due to the renovation, the Bullitt History of Medicine Club, a student organization supported by the Library, continued to meet. The Bullitt Club offers an opportunity for students, professors, and retired faculty to interact and share knowledge beyond the classroom.

Exploring and addressing needs of a diverse community

Health Sciences Library maintains an ethnic health collection and web site of Spanish language health information resources, including a guide to Latino Health Information for Health Care Providers and Patients. <http://www.hsl.unc.edu/guides/focusonlatino.cfm>

Services

Providing library users with beneficial information services at the right time and place

Developing library staff's role supporting patient centered health care and demonstrating the value of library expertise in ensuring the safety of patients, the public, and research subjects

New services and enhancement of existing services remained a priority for the Health Sciences Library. Over the last year, the Health Sciences Library added new staff, upgraded electronic services, and customized educational programs.

The Health Sciences Library electronic reference service is available as a link from UNC Health Care's web site as a special service for the Library's clinical clientele in the hospital.

Health Sciences librarians selected electronic consumer health information resources for patient access from the UNC Women's and Children's Hospitals web sites. This project is exemplary of the Health Sciences Library's partnership with other university and health care endeavors to improve health care in North Carolina.

Developing library role in supporting new areas of bioscience including genomics and proteomics

The Bioinformatics Fellow on staff at the Library established contacts with key faculty and staff in genomics, proteomics, and bioinformatics. He provided support to a bioinformatics group of student and faculty in the School of Information and Library and published articles (with faculty) and gave presentations at ASIST and AMIA.

In the spring, the Health Sciences Library coordinated the offering of a course from the National Center for Biotechnology Information (NCBI) focusing on Genbank—the premiere database for genetics and proteomics research. Expertise in information management in these fields is increasingly vital and valued. Over 200 researchers from the campus and area research community attended the course.

Extending into new service roles; redesigning the presentation of Library services and resources, and expanding service access

A new and innovative program was started with the Pediatrics department. The Library hired a half time clinical information specialist to provide education services to pediatrics residents. The specialist will both provide "just in time" information for residents, and will train them in fast and effective information seeking, so that they can spend more time providing care.

Library services respond to more complex information needs. The Health Sciences Library began the planning process to provide advanced database search service and other information services to aid in research proposal development and IRB review processes.

Health Sciences Library efforts to promote the use of mobile technologies campus-wide by hosting a Mobile Technologies Fair with over 200 registrants, by hosing popular monthly PDA forums open to anyone on campus at which new mobile technologies are featured; and by developing special web guides for accessing PDA resources. The Library's Informatics Fellow (from the National Library of Medicine) is researching potential PDA applications on campus and is helping develop educational tools for medical students. You can visit the Health Sciences Library PDA resource guide at <http://www.hsl.unc.edu/guides/focusonpda.cfm>.

Developing our capacity to meet service needs of a diverse community

NC Health Info entered its second year of development. The web site opening to the public in the winter links North Carolinians with authoritative health information from MedlinePlus—a service of the National Library of Medicine—and with local health services. The site empowers citizens to learn more about health issues affecting their lives and to take action locally to improve their own health. <http://www.nchealthinfo.org>

Life Long Learning

Providing students and faculty with instruction and educational services needed to develop and maintain information competencies throughout their lifetimes

Using library expertise to integrate information management competency training into health affairs curricula; creating curriculum content in web formats for various disciplines

The Health Sciences Library developed a popular "evidence-based medicine" (EBM) web site that has seen over 3,000 visits in the last year. The website describes EBM classes and educational support, lists current EBM research and links to EBM resources.

As part of a national effort called the Family Practice Information Network, health sciences librarians worked in partnership with UNC Family Medicine faculty to write evidence-based synopses of medical literature that answers typical primary care questions for clinicians.

Library education helped Health Affairs students and health care providers develop information management competencies

- Librarians created and revised online learning modules that were used on the Library's web site more than 10,000 times during the year. There currently are ten online modules covering topics ranging from Finding Health Statistics, Finding Drug Information, and basic database searching.
- Librarians provided information management instruction to 4,397 persons in 264 classes, an increase over last year. Students demonstrate their competence in database searching, use of the Web, and knowledge of health information resources typically by completing assignments graded by library faculty. We provide instruction in all five Health Affairs schools, to freshman science majors taking English 12, and on demand to hospital residents and other student groups.

Providing instructional programming and customized 24x7 support for distance learners

The Library expanded its educational services to students, faculty, clinicians and researchers over the past year, by extending current programs and developing new opportunities for continuing education.

Electronic services to distance education students and faculty in Health Affairs have grown extensively. These services range from assisting faculty to select web resources to use in courses; obtaining copyright permission and paying royalties for use of e-resources in teaching; troubleshooting remote access problems; providing e-reserve copies of articles and documents students need; and more. The Health Sciences Library provided access to nearly 3,000 documents for e-reserve for 117 classes this year, double the numbers from last year. The Distance Education Specialist promotes the services of all campus libraries to distance education programs, and has helped make the library services one of the most highly appreciated services by distance education faculty and students.

Librarians are available to answer remote users' questions "Live and Online" via the Web. This new service will be heavily promoted during the upcoming renovation and also is a service available to distance education students.

Community

Meeting the health information needs of North Carolina citizens through our community outreach services

Developing the capacity via partnerships and collaborations to respond to health information needs of North Carolina's diverse public and private sector

The library has improved its focus on patient information, creating greater access for North Carolinians to information that can lead to better health choices.

The completion of the new UNC Children's Hospital and Women's Hospital this past year provided greater opportunities for the Library to reach patients directly. Health sciences librarians select the best electronic health information for patients to access from resource rooms in the new hospitals.

Library outreach services to health care providers and citizens throughout North Carolina improved their access to health information. The Library provided 8.10% more articles to users in other libraries than last year (requests totaled 23,854), most within North Carolina.

Librarians at the Health Sciences Library are training members of the NC Chapter of the International Mine Safety Professionals to use health databases to help them address safety concerns such as occupational falls. Other groups, businesses, and researchers across the state also call on the Health Sciences Library for its expertise.

The AHEC Digital Library (ADL) based in the Health Sciences Library nearly doubled its membership to 8,892 registered “members” this year spread throughout every county in North Carolina. The Health Sciences Library began marketing the ADL to Health Affairs alumni as a benefit of joining the Friends of the Health Sciences Library. In addition to expanding the usage of the library, the resources in the collection increased considerably. The e-resources available on the ADL grew to 1,280 online databases, books, and journals accessible to health care providers, residents and preceptors. ADL has become a cornerstone of the statewide AHEC program and a model that has received national acclaim. Its use grew by over 500% this year. ADL’s development is funded jointly by the Duke Endowment and NC AHEC.

Raising awareness of Health Sciences Library’s services to the public

Health sciences librarians taught 180 public and community college librarians in nine sessions across the State about the health information resources available through the State’s digital library, NC-LIVE.

Carol Jenkins joined the Carolina Speakers Bureau and gave two talks to community groups on “Wired for Health: Finding Health Answers on the Internet”, assisted by health sciences librarians.

The Health Sciences Library issues borrowers cards to any resident in NC who wants one. More than 130 library cards to members of the public were issued this year. About 20% of these were for individuals outside the Triangle area.

Health sciences librarians answered about 200 health related questions over the Internet for people in NC communities this past year. The library also offers many health resources written for the public freely accessible via its web site: <http://www.hsl.unc.edu>.

Knowledge Management

Providing useful knowledge management services, tools, resources and expertise to our academic and health care community

The Health Sciences Library is evaluating its capacity to extend knowledge management expertise to the health affairs schools, research centers, and UNC Hospitals.

Statistical Snapshot

| | 2001-02 | 2000-01 | 1999-00 | 1998-99 |
|--|-----------|-----------|-----------|-----------|
| Collections | | | | |
| Total Volumes Held | 317,261 | 311,080 | 316,125 | 310,920 |
| Total Print Volumes Added | 6,181 | 8,977 | 6,341 | 7,467 |
| Currently Received Serials (includes journal subscriptions, annual series, duplicate titles) | 3,677 | 3,527 | 3,592 | 3,810 |
| Number of UNCLE Electronic Resources (databases, Internet sites, full-text journals)* | 667* | 2,050 | 1,442 | 1,300 |
| Resource Use | | | | |
| Number of UNCLE Search Sessions | 515,663 | 457,541 | 443,651 | 381,852 |
| Number of Access Sessions of Library Web Site** | 543,436** | 185,874 | 152,667 | 154,587 |
| Consultations, Reference, and Directional Questions | 46,832 | 35,640 | 28,047 | 116,875 |
| Items Borrowed from HSL (Circulation) | 30,552 | 31,081 | 35,782 | 41,010 |
| Items Used in Library | 240,773 | 246,857 | 314,378 | 378,455 |
| Photocopies by Patrons | 2,003,428 | 2,299,661 | 2,844,494 | 3,207,064 |
| Exit count | 320,876 | 322,078 | 314,750 | 351,793 |
| Items Loaned to Other Libraries | 22,925 | 22,066 | 22,455 | 17,467 |
| Items Borrowed for Library Users from Other Libraries | 4,838 | 3,277 | 6,826 | 8,267 |
| Document Delivery for Students Temporarily Off Campus | 1,602 | 1,297 | 2,321 | 1,336 |

| | 2001-02 | 2000-01 | 1999-00 | 1998-99 |
|--|---------|---------|---------|---------|
|--|---------|---------|---------|---------|

Educational Support

| | | | | |
|--|------------------|------------------|--------|--------|
| Participants in Education Programs | 4,210 | 3,015 | 2,135 | 2,423 |
| Number of Participants Taught Outside Library | | 1584 | 1,073 | NA |
| Number of Classes Taught | 231 | 219 | 208 | 228 |
| Access of Web-based Information Skills Modules*** | 31,419*** | 93,109(est) | 63,600 | 14,768 |
| Accesses of Web-based Handouts, Guides, Pathfinders | not available | not available | 33,000 | 30,233 |

Staff

| | | | | |
|-----------------------------|----|----|----|----|
| Staff Employed: | 65 | 62 | 59 | 65 |
| Total Full-time Equivalents | | | | |

*Electronic journal titles removed from Uncle interface in favor of more comprehensive campus-wide listing

**Session count used beginning 2001/02; prior years used hit count in peak month

***More accurate session count used in 2001/02; prior years used combination of hit and session counts

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