

MISSION

The mission of the Health Sciences and Human Services Library organization is to meet the health and human services information needs of our diverse constituents through the provision of services, resources, and products in the best format, when needed. We support discovery, learning, and service, as well as preserve the historical record of the campus.

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Are You Connected?

Library Symposium Explores Educational Uses for Social Media

You might think of the social networking sites Facebook and Flickr as places to make new friends, communicate with old ones, and watch people do unusual things. But the Health Sciences and Human Services Library (HS/HSL) has established a presence on each site—www.facebook.com/pages/Baltimore-MD/University-of-Maryland-Baltimore-Health-Sciences-Human-Services-Library/9764729342, and www.flickr.com/photos/hshsl/collections—to help spread the word about library news and events. In April 2008, the HS/HSL hosted a daylong symposium to explore other academic uses for social networking Web outlets.

“Are You Connect-ed? Social Networking Tools for Collaborating, Teaching & Learning” looked at ways that social media on the Internet can be harnessed for education. Presenters, including keynote speaker Andy Carvin, social media strategist at National Public Radio, talked about approaches such as virtual on-location training and creation of online instructor communities.

The symposium, attended by hundreds of faculty, staff, and students from the University of Maryland, Baltimore and other academic institutions, also offered hands-on demonstrations of social networking technologies. Other speakers included Jean Judy Jr., MD, assistant professor at the University of Maryland School of Medicine; Greg Walsh, MS, adjunct instructor in instructional



systems development at the University of Maryland, Baltimore County; Melanie Moran, MPA, associate director of the Vanderbilt News Service at Vanderbilt University; and Raylene Thompson, manager of learning environments and project development, Center for Planning and Information Technology at The Catholic University of America. Symposium presentations can be heard at www.hshsl.umaryland.edu/areyouconnected.

A reception in the library's Gladhill Boardroom followed the program.

“Our simple goal was to introduce attendees to social networking technologies and the possibilities for use in our various communities,” says M.J. Tooley, MLS, AHIP, executive director of the HS/HSL. “By all accounts, it was an incredibly successful day.

“As libraries evolve to more closely meet the needs of our communities, some of these social media tools may be just what we need. We look forward to this evolution.”

Funding for the symposium was provided by the National Network of Libraries of Medicine South-eastern/Atlantic region, U.S. National Library of Medicine at the National Institutes of Health.

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HEALTH SCIENCES & HUMAN SERVICES LIBRARY

UNIVERSITY OF MARYLAND, BALTIMORE



DIRECTOR'S MESSAGE

Your home. A MySpace account. Your state of emotional well-being, as in, “Are you in a good place?” The concept of “place” is an interesting and wide-ranging one. As a place, the Health Sciences and Human Services Library (HS/HSL) plays many different roles while serving the campus community and beyond.

As a physical place, the library underwent a major renovation in Fiscal Year 2008—a renovation that modernizes our services, that will help position us as an integral part of the new Campus Center when it opens in 2009, and that has even opened up space to share with other University entities.

As a virtual place, the HS/HSL has enhanced its online information community through redesign of its Web site, making it easier and faster to use. We also have added links to social networking sites such as Flickr and Facebook.

Our commitment to being a community place has grown over the past five years. In FY08, our Weise Gallery hosted two very popular exhibits celebrating women's expanding contributions to medicine. Both exhibits were open to the public.

The National Network of Libraries of Medicine's South-eastern/Atlantic Region, headquartered at the HS/HSL, has helped the library serve as a collaborative place by coordinating development of an emergency preparedness plan for medical libraries across the United States.

It is exciting that the HS/HSL can be so many things to so many people. Our ability to serve our users wherever and wherever they are, in whatever “place” they need, is the key to our success. Please read on as our annual report describes some of the various ways that we met those user needs during the past fiscal year.

M.J. Tooley, MLS, AHIP
Executive Director
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CONNECTIVE ISSUES E-NEWSLETTER

Connective Issues, the e-newsletter of the Health Sciences and Human Services Library (HS/HSL), is published monthly for faculty, students, and staff of the University of Maryland, Baltimore, and for others who are interested. The newsletter informs readers about events, classes, exhibits, and resources at the HS/HSL, and provides updates on HS/HSL collaborations and outreach to our community. *Connective Issues* is available through e-mail or by visiting www.hshsl.umaryland.edu/information/newsletter.

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ANNUAL REPORT 2007-2008

HS/HSL AS A COMMUNITY PLACE

Exhibits on Women Doctors Among Community Outreach

In recent years, the Health Sciences and Human Services Library (HS/HSL) has expanded its service beyond the campus borders and into the neighboring community. During Fiscal Year 2008, the library's community involvement included free events—open to the public—that illustrated the important role women have played in medicine.

In August and September, the library's Weise Gallery hosted the national traveling exhibit *Changing the Face of Medicine: Celebrating America's Women Physicians*. Developed by the National Institutes of Health's U.S. National Library of Medicine, the exhibit told the story of Elizabeth Blackwell—the first woman to graduate from medical school—and women physicians who have followed in her footsteps through the years.

Six themed panels and two interactive video kiosks provided an archive of hundreds of stories about women “who broke through barriers by leading change, inspiring others, and achieving breakthroughs in medicine,” says Aphrodite Bodycomb, MBA, assistant director for business development and operations at the HS/HSL. Bodycomb was the exhibit's coordinator. During the show's run at the library, *A Lady Alone*, a one-woman play about Blackwell's life, was performed at the University of Maryland, Baltimore's Davidge Hall.

As a follow-up to *Changing the Face of Medicine*, the Weise Gallery hosted *Maryland Women in Medicine*, an exhibit developed from an essay by Larry Pitroff, executive director of the University of Maryland's Medical Alumni Association. The exhibit, which opened in March (Women's History Month) and ran until June, illustrated the work of women physicians in Maryland over the past 100 years.

Other community involvement at the HS/HSL in FY08 included donating food to the Maryland Food Bank through the library's Food for Fines program. Under Food for Fines, \$10 in overdue library fees were waived in exchange for a nonperishable food item. More than 200 items were collected during the November-December food drive.

Library staff also collected children's books and raised hundreds of dollars for Reach Out and Read, a national nonprofit organization that promotes literacy among young children. The group works through pediatric examination rooms to distribute books and to encourage parents to read aloud to children.

HS/HSL AS A PHYSICAL PLACE

Space-sharing Leads to Library Improvements

During an internal space assessment in 2006, the Health Sciences and Human Services Library (HS/HSL) discovered something unexpected: While its e-collections and services were expanding, its need for physical collection space was shrinking. Conversion to digital materials had left the library with more room to grow than planned—so much more that it could offer space to other University services.

Renovations were made during Fiscal Year 2008 for the offices of international services, student accounting, student financial assistance and education, and the registrar to move into the library on the second floor. Each office had been temporarily located in the Paca-Pratt Building at the University of Maryland Medical System (UMMS) after its University location was torn down in 2006 to make room for a UMMS facility.

While constructing space in the library for the new offices, the HS/HSL undertook a series of ambitious renovations for itself, too.

A new layout was created for the entire first floor. Current journals were moved from the second to the first floor, study space was enhanced, and access to computers was improved. Changes to the Weise Gallery now make it easier to hold events there without disturbing other library users, and a new user-friendly reference desk was built and placed at a more convenient spot closer to the front door. The

HS/HSL AS A COLLABORATIVE PLACE

Keeping Medical Information Available During Emergencies Is a Team Effort

Emergency situations such as fires, earthquakes, hurricanes, blizzards, and terrorist attacks can be times when health information services are most needed. They also can be times when the ability of these services to function is diminished or wiped out.

The Health Sciences and Human Services Library (HS/HSL) and the National Network of Libraries of Medicine (NN/LM) Southeastern/Atlantic (SE/A) region, headquartered at the HS/HSL, have played a major role in a collaborative effort to prepare medical libraries for handling emergencies.

The SE/A led development of the Emergency Preparedness & Response Plan and Toolkit (available online at www.nlm.gov/ep), a broad plan for the entire NN/LM. Then, on March 14, 2008, representatives of the SE/A and the HS/HSL met at the library with Angela Ruffin, PhD, head of the NN/LM national

library celebrated completion of the reference desk and the first-floor remodeling with a grand reopening in February 2008.

On the third floor, three departments that make up the Resources Division have been placed together in a single location. Throughout the HS/HSL, new carpeting has been installed, chairs have been reupholstered, and walls have been repainted to make the library even more attractive and comfortable. Lastly, plans were made to update seven private study rooms on the second floor in fall 2008.

The yearlong renovation work was noisy—during construction, students were offered earplugs or encouraged to use study space on the upper floors and at the School of Law's Thurgood Marshall Law Library. But the improvements that developed from the library's offer to share its space were well worth the temporary inconvenience, says M.J. Tooley, MLS, AHIP, executive director of the HS/HSL. Most importantly, she says, not one foot of study space was lost to the offices that moved in.

“The library had space and the University had a need for space,” Tooley says. “The real beauty is that we found very compatible tenants with similar service missions, the project dovetailed with the new Campus Center construction and vision, and we all benefited from these transitions in the building.”

network office, and Barbara Nicholson, MLS, technology librarian at the NN/LM, to apply and promote the plan specifically for the SE/A. The group identified the types of emergencies that could threaten access to medical libraries, and it discussed training possibilities.

The NN/LM SE/A has also developed a standing advisory committee on emergency preparedness, with a member from each state in the region. And it has created a Web site (www.nlm.gov/sea/services/emergency/disasterrelief) with emergency resources, disaster plan templates, and training opportunities.

“By preparing for potential disasters, network libraries will help to mitigate the impact of disasters on health care teams by ensuring access to needed health information,” says Janice Kelly, MLS, executive director of the NN/LM SE/A.



HS/HSL AS A VIRTUAL PLACE

Web Site Is Now Easier and Faster to Use

Staff at the Health Sciences and Human Services Library (HS/HSL) worked hard during Fiscal Year 2008 to improve the library's Web site. On July 1, 2008, all that work came to fruition with the launch of a redesigned Web site at www.hshsl.umaryland.edu.

Created with the input of University students, faculty, and staff, the new Web site is easier and faster to use thanks to new content-management, database-driven architecture, and a major renovation of the site's look and feel. Tabs at the top of each page offer one-click access to “Resources,” “Services,” “Assistance,” and “General Information”; users can roll over those tabs for additional features.

The “Assistance” tab aids new users in getting started, and helps those familiar with the site to find and operate new features. The “How Do I? ...” page under “Assistance” provides step-by-step instructions for a dozen tasks such as accessing electronic journal articles, renewing books online, and binding a thesis or dissertation. “Frequently Asked Questions” offers general information about the library, and “Ask Us” links the user directly to the reference desk by phone, e-mail or, a new feature: real time chat.

One of the Web site's most powerful new features is a revamped search button on the home page that can scan the entire site or narrow a search through

one of the library's most-used resources: databases, PubMed, newspapers, the library catalog or journals. A more focused journal search can be conducted elsewhere on the Web site, through the topics “social sciences” or “health and biological sciences.” The Web site's new Article Finder looks through the library's electronic journal collections by using an article's citation information.

Among other new easy-to-use features are top-level links to the HS/HSL's e-newsletter *Connective Issues*, health and library news updates, and the HS/HSL's social networking sites on Facebook and Flickr. Easy access to the HS/HSL toolbar supports the installation of a tool onto individual Web browsers, enabling customization and direct links to favorite resources, updates, and news.

“Our Web redesign was overdue, and although it took longer than we liked, we were able to use emerging technologies to create a unique library Web page experience,” says Patricia Hinegardner, MLS, Web manager for the HS/HSL. “We've gotten great feedback from users and colleagues and are already conceptualizing our next generation Web site.”

Users have praised the new site for its user-friendliness and its improved functionality.

“Gorgeous site,” writes one user. “Congratulations to all who had a hand in creating it.”

HS/HSL *by the numbers*

\$2,028,852 in resource expenditures • **8,036,858** Web page hits • **243,646** visitors • **372,221** volumes
31,001 journal subscriptions (92 percent electronic) • **221** classes with **4,572** attendees (additional **140**
classes with **2,014** participants taught by staff of National Network of Libraries of Medicine's Southeastern/
Atlantic region—NN/LM SE/A—headquartered at HS/HSL) • **29** community outreach programs • **16,471**
items/articles loaned to other institutions • **24,589** reference questions • **34** meetings in Southeast U.S. at
which NN/LM SE/A exhibited • **Fourth-most-used** Go Local site in U.S. (Maryland Health→Go Local, developed
and hosted by HS/HSL, www.medlineplus.gov/maryland)

2007-2008



Help for the Hungry

Staff members of the Health Sciences and Human Services Library gather food collected during the library's Food for Fines program. See “HS/HSL as a Community Place.”

PHOTOGRAPH BY RAYMOND W. HALL

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