

THE 21st CENTURY LIBRARY IN ACADEMIC MEDICAL CENTERS

CHARTING THE FUTURE EXERCISE

November 9, 2002

Outreach in the Academic Medical Center

Introduction:

Outreach can involve four categories of actions: ask, listen, inform, and teach. Academic medical libraries pursue outreach strategies to discover potential factors affecting the libraries and to sustain their existence.

Academic medical centers (AMC) engage in outreach efforts to identify support mechanisms, to maintain existence, to inform, and to teach. Its libraries use outreach to learn about needs/interests of AMC individuals, to determine factors that affect AMCs, to inform, and to teach AMC individuals about services and collections.

Outreach will be a necessary strategy for AMCs. The interplay of individuals within the AMC, other AMCs, commercial vendors, legislative bodies, and the general public will become increasingly complex and diverse.

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Core Mission Direction Today *	Future Mission Direction – Basic Science Research	Comments	Additional Goals
<p>A. Build the institution's primary knowledge repository with a focus on digital library collections. Work with content owners to provide licensed access for academic medical center (AMC) employees.</p> <p><i>Underlying assumptions:</i> Building on the library's expertise in the organization and access to traditional collections, focus on building digital collections and digital curricula. Users prefer digital and the format brings the evidence to the desktop 24/7. Print will become secondary for most students and employees. Big issues include the cost of licensed digital information and permanence of the digital archive.</p>	<p>1)Library partners with AMC information producers to ensure seamless flow of research and patient care information to AMC users</p> <p>2)Library develops strategies to create information stores by identifying what information is needed by AMC individuals.</p> <p>3)Library implements strategies for information store creation and becomes the AMC's repository of record for sanitized research findings (personal information not linked to data stores).</p>		

<p>B. Develop the technological infrastructure to support access to and delivery of digital information.</p> <p><i>Underlying assumptions:</i> Includes current automation efforts such as library management system, library web site, bibliographic retrieval systems, image management systems, education management systems, Web collaborations, shared cataloging systems (e.g., OCLC). May include responsibility for the institutional web site, drug information systems or institutional e-formulary, historical archives systems, etc.</p>	<p>1) Library partners with AMC IT staff to ensure that technological infrastructure is flexible and robust enough to handle varied access, delivery, presentation, and manipulation methods used by AMC users.</p> <p>2) Library partners with commercial IT providers and suppliers to identify services and features that are needed by AMCs for a robust, flexible infrastructure.</p> <p>3) Library partners with legislative bodies and societies/organizations to create the legislation needed to create and to preserve open technical standards.</p>	<p>Comments</p>	<p>Additional Goals</p>
<p>C. Educate employees and future health professionals in essential skills to become life-long learners.</p> <p><i>Underlying Assumption:</i> Educating students and employees in wise use of computer technology for life-long learning, literature</p>	<p>1) Library informs and teaches AMC individuals to identify relevant information stores and to manipulate the information for knowledge enhancement.</p>	<p>Comments</p>	<p>Additional Goals</p>

<p>research, and strategies for practicing evidence-based healthcare are core parts of the library's mission.</p> <p>D. Deliver scholarly information and knowledge – the library as gateway to print and digital knowledge.</p> <p><i>Underlying assumption:</i> Traditional and digital libraries serve as gateways to the knowledge required for research advances and improved clinical care. Library staff provides guidance and tools to leverage the most authoritative information and knowledge. The AMC library serves as a center of excellence for expert literature retrieval services, user training, and consultation.</p>	<p>1)Library partners with AMC members to organize information stores into knowledge warehouses which further the practice of quality medicine.</p> <p>2)Library identifies AMC and externally available resources which meet the AMC individual's research and patient care needs.</p>	<p>Comments</p>	<p>Additional Goals</p>
<p>E. Preserve an historical record of scholarly information to serve future generations.</p> <p><i>Underlying Assumption:</i> Access to the continuum of knowledge of disciplines and institutions and the discovery tools and metadata supporting</p>	<p>1)Library partners with legislative bodies to ensure open access to research findings that advance the well-being of individuals, as well as to protect the privacy and confidentiality of personal patient care data.</p> <p>2)Library partners with AMC</p>	<p>Comments</p>	<p>Additional Goals</p>

<p>this knowledge resource will continue to be a key ingredient to future scholarship and institutional history.</p>	<p>content providers to create metadata schemae that are robust and flexible to meet dynamic information needs.</p>		
<p>F. Create an environment conducive to stimulating intellectual pursuits, encouraging collaborative scholarly endeavors, and supporting personal reflection.</p> <p><i>Underlying Assumptions:</i> Centralized facilities which provide space for collaboration, quiet individual study and contemplation away from clinics and labs will remain highly important for research, education, and scholarship. The AMC library serves as an efficient institutional tool to provide this important shared, neutral space available to all employees and students.</p>	<p>1)Library partners with architects, contractors, and other facility/space planners within AMC and externally to identify requirements for an effective learning environment.</p> <p>2)Library creates minimum specifications for an AMC learning environment.</p>	<p>Comments</p>	<p>Additional Goals</p>
<p>G. Serve the wider communities in the state and region.</p> <p><i>Underlying Assumption:</i> Supporting health information needs of the state or region</p>	<p>1)Library partners with community leaders to identify the societal needs for health information.</p> <p>2)Library develops methodologies for meeting</p>	<p>Comments</p>	<p>Additional Goals</p>

through resource sharing (ILL), contributed e-cataloging records, and shared expertise through publications and collaborations will continue to be a hallmark of academic medical center libraries.	information access, discovery, and presentation needs of general health consumers.		
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* Underlying Assumptions are from University of Maryland Health Sciences Library.