



Medical College of Georgia  
Robert B. Greenblatt, M.D. Library

Becoming a  
Premiere Health Sciences  
Library

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An Intellectual  
Commons for  
Learning, Discovery  
and  
Evidence-Based Care

The Library's  
Strategic Plan



2003 and Beyond...

# MEDICAL COLLEGE OF GEORGIA MISSION, VISION, AND VALUES

## MISSION

The mission of the Medical College of Georgia is to improve health and reduce the burden of illness in society by discovering, disseminating, and applying knowledge of human health and disease.

## VISION

The Medical College of Georgia will be one of the nation's premier health sciences universities.

## VALUES

As a public institution dedicated to the discovery, dissemination, and application of scientific knowledge, the Medical College of Georgia values compassion, social responsibility, professionalism, leadership, diversity, and excellence.

*Endorsed by MCG, pending approval from Board of Regents*

## LIBRARY PURPOSE STATEMENT

**The Library is an integral unit of the Medical College of Georgia, the University System of Georgia's health sciences university. Priority customers are the students, faculty and staff of the Medical College of Georgia. Other customers include students, faculty and staff of the University System of Georgia, as well as Georgia's health professionals, patients and their families and general citizens.**

The purpose of the Library is to support the institution's overall mission of providing outstanding education programs, leading edge research and scholarship, and excellence in health care by:

- providing convenient access and linkage to worldwide scholarly information in the health sciences
- promoting and contributing to emerging trends in scholarly communication and clinical information systems
- advocating for open access to and fair use of information and intellectual property
- promoting continuing education and lifelong learning

The Library will work to fulfill its purpose through:

- commitment to a customer-centered library environment and assessment of user needs
- acquisition, organization, management and preservation of collections and information resources appropriate to the institutional needs
- education of users in information retrieval and management
- provision of value-added products and programs
- partnerships with all academic and clinical units on campus
- collaboration in a variety of cooperative networks in the state, region and nation for resource sharing
- support of remote users, distance learners, outreach and continuing education
- anticipation and response to a rapidly changing information environment

# LIBRARY VALUES STATEMENT

The Robert B. Greenblatt, M.D. Library staff are committed to the following values which frame its organizational culture and shape its actions:

## SERVICE

We support teaching, research and patient care in an open, receptive and courteous manner. We embrace academic freedom and equality of access.

## EXCELLENCE

We strive for quality in all of our services and programs. We encourage and support the ongoing development of a knowledgeable and versatile staff who uphold the principles of continuous quality improvement. Library operations are designed to be critical to the University mission, respond to customers and maintain efficiency and good stewardship of resources.

## INTEGRITY

We foster an open communication environment to uphold honesty, professional ethics and accountability, and to maintain courtesy and respect in all of our working relationships.

## DIVERSITY

We value diversity of cultures, thinking and learning styles. We recognize that all points of view need to be considered and will contribute toward decision analysis.

## COLLABORATION

We cultivate collaboration with our internal and external customers, including global partners.

## CHANGE

We respond to and anticipate rapidly changing technological, economic, political and social environments. We encourage taking the risks necessary to provide leadership and innovation.

***“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”***

—Aristotle—

# TEACHING GOALS

*To support the instructional needs of MCG and MCGHI students, faculty, and staff, and other health care professionals and consumers in the State of Georgia and to improve their information seeking behavior through education.*

## **Recruit, retain and develop high quality library faculty and staff.**

### **OBJECTIVES**

- As positions are vacated, reassess needs and conduct national searches to recruit diverse faculty.
- Ensure continuous learning of library staff and faculty to keep up with trends and changes in profession.
- Mentor and provide opportunities for professional growth and in support of faculty promotion.
- Implement new staff initiatives to strengthen communications and boost morale.
- Contribute to recruitment for the profession.
- Develop an in-house knowledge database.

### **ASSESSMENT**

- Identification and application of relevant vehicles for attracting minorities
- An up-to-date in-house knowledge base
- Knowledge of cutting edge technologies, such as mobile/handheld devices & software
- Process for reserved research time and creative work based on percentage of effort
- Readiness and promotion of eligible faculty
- Applications for at least three National grants and/or awards
- Implementation of employee electronic bulletin board and town hall form

- Implementation of annual employee recognition program
- Implementation of Library internship program
- “Personnel and Restructuring Actions” in Annual Report

## **Provide value-added educational information resources.**

### **OBJECTIVES**

- Improve access to the collections by enhancing and upgrading the catalog records.
- Provide multiple access mediums and points to information.

### **ASSESSMENT**

- Thesis records to include subject headings and call numbers added to OCLC
- Serials records enhanced
- At least two multi-media and interactive online tutorials
- Usage of online reserves program
- Access to quality filtered PDA resources
- Electronic and physical usage of library services
- Number of virtual visits to library web site

*“The great accomplishments of man have resulted from the transmission of ideas and enthusiasm.”*

—Thomas J. Watson—

# TEACHING GOALS

## **Increase and integrate a sustained program of applied health information literacy within all curricula**

### **OBJECTIVES**

- Develop and measure student-learning outcomes.
- Partner with faculty members within each school who function as innovators or champions of the use of information seeking skills.
- Develop instructional components using problem-based information seeking skills.
- Develop integrated, customized, information literacy instruction for nursing and allied health.
- Link with the School of Medicine's Career Development and Education Center to advance medical informatics.

### **ASSESSMENT**

- Graded learning assessments for nursing and allied health students
- Student educational performance changes documented by faculty in the schools
- Customized instruction for schools' curricula
- Collaborative strengthening of medical informatics program

## **Provide and maintain state-of-the-art facilities and technologies for meeting change and usage patterns in support of educational needs.**

### **OBJECTIVES**

- Support an infrastructure that reflects new and emerging technologies.
- Systematically seek and examine new information products and technologies.

### **ASSESSMENT**

- Re-engineering of classroom space for PDA and web based instruction
- Integrated resources and technologies with other campus systems (E-reserve system use with WebCT; use of WebCT PDA component for Library instruction)
- Inventory of electronic devices for circulation to introduce new technologies

## **Improve MCG and MCGHI faculty, clinician, resident, and staff knowledge of information resources and information seeking skills and behaviors.**

### **OBJECTIVES**

- Offer instruction targeted to research assistants and administrative support staff.
- Customize programs & services to match the needs of MCG and MCGHI faculty and staff.

### **ASSESSMENT**

- Introductory course for staff taught twice per year
- Number of faculty and resident educational contacts
- Campus outreach to faculty and resident driven venues, e.g. brown bag lunches and journal clubs
- Distributed and strategically placed promotional information
- Introductory course for staff taught twice per year

# TEACHING GOALS

**Provide parity of access and instruction to MCG and MCGHI remote users and distant learners.**

## **OBJECTIVES**

- Identify distance learners within Library systems.
- Reduce barriers to providing access to electronic information products.
- Expand integrated formal instruction in use of information resources into the distance education curricula.

## **ASSESSMENT**

- Distance learners easily identified in library systems
- Internal tracking system for distance students
- Synchronous contact for distance learners at the time of need
- Implementation of formal instruction in distance education curricula
- Web/PDA tutorials for basic resource access
- Use of E-reserves for remote and distant learners

**Serve the health information needs of unaffiliated local and state healthcare professionals, consumers, and patients.**

## **OBJECTIVES**

- Develop face-to-face and online Continuing Medicine Education classes in collaboration with the MCG Department of Continuing Education.
- Increase participation in community health awareness, healthcare and media events.

## **ASSESSMENT**

- Development and implementation of face-to-face and online information literacy instruction with qualitative and quantitative measures of effectiveness
- Increased visibility of library as a resource for consumers

*“Coming together is a beginning,  
staying together is progress, and  
working together is success.”*

—Henry Ford—

## RESEARCH GOALS

*To select, organize, and provide access to information resources critical to the mission of the institution, especially in the priority areas of neurological diseases, cancer, infection & inflammation, cardiovascular diseases and diabetes.*

**Involve Library faculty in research and scholarly activities and share our expertise with colleagues and professional organizations and institutions.**

### OBJECTIVES

- Become vital participants in the research enterprise through increased participation in grant-funded projects.
- Participate in library, information science and technology professional organizations through presentations and publications.
- Position Library faculty to serve as clinical and consumer health information consultants for statewide library initiatives.
- Develop information seeking expertise in MCG's priority research areas.

### ASSESSMENT

- At least one scholarly activity per librarian/archivist per academic year
- At least one scholarly activity per year by junior/senior faculty team
- Participation in leadership roles and opportunities for promotion of public health
- At least two grant-writing and publication workshops
- Information specialists for priority research areas

**Provide effective and efficient information resources to basic science and clinical/applied researchers specializing in the MCG research priority areas.**

### OBJECTIVES

- Develop overall library collection development policy.
- Collect extensively for MCG research priority disciplines.
- Partner with University System institutions or the Consortium of Biomedical Libraries in the South (CONBLS) statewide or regionally

### ASSESSMENT

- Ongoing assessment and development of collection
- Written collection development policy
- Information collected by liaisons about resource needs
- Partnerships for consortia purchasing power
- Decisions for Elsevier's Science Direct, ISI's Web of Knowledge, Wiley InterSciences, Ovid Lippincott, Williams, and Williams (LWW) Kluwer, etc. licenses

*“High achievement always takes place in the framework of high expectation.”*

—Jack Kinder—

## RESEARCH GOALS

**Represent MCG research information needs by advocating for fair access to the electronic resources provided by publishers and vendors and engaging in new scholarly communication trends.**

### OBJECTIVES

- Promote existing and emerging philosophical issues related to alternative publishing, including digital archive repositories.
- Advocate open access, low-cost alternatives to peer-reviewed scholarly communication.

### ASSESSMENT

- Leadership of consortia discussions and negotiations for BiomedCentral with CONBLS and GETSM
- Membership in BioMed Central
- Presentations at Academic, Research Support, and Biomedical Research Councils
- Articles on scholarly communication trends per year in Access

***“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”***

—Stephen A. Brennan—

**Expand access to Special Collections resources and programs for institutional and historical research.**

### OBJECTIVES

- Preserve and promote the distinctiveness of the collections of the Medical College of Georgia.
- Develop collection policy for Special Collections.
- Develop targeted plans for acquisition and retention of historical resources.
- Conserve, preserve, and make accessible the unprocessed collections.
- Promote collaborative development of a museum on campus.
- Strengthen access to Special Collections records in GIL.

### ASSESSMENT

- Reputation of Library historical and archival collections
- Special Collections policy for acquisitions and retention of historical resources
- Special Collections information management system
- Special Collections digital collection in GIL
- Integrated part of high profile University events
- Open House for MCG community
- Number of items re-housed, rebound, and/or encapsulated
- Collaborative museum plan

## SERVICE GOALS

*To ensure an environment of academic excellence that promotes high levels of student achievement, research and innovation, and evidence-based patient care.*

**Support an infrastructure that incorporates new and emerging technologies, creating a user-preferred source of available information resources.**

### OBJECTIVES

- Re-engineer Library web presence for improved usability and enhancement of learning.
- Integrate technology capabilities throughout the Library.
- Become recognized on campus and amongst peer institutions as an innovative user of information technologies.
- Position the Library to capitalize on the most cost effective network electronic structure, increasing wireless access and network speed.
- Implement an interlibrary loan management system.

### ASSESSMENT

- Virtual library as the most visited web site on campus based on web statistics
- User-friendly Library web design based on usability studies
- Upgraded wireless speed and increased wireless access to cover 90% of the building
- Customer-oriented technology infrastructure based on usability survey results
- Achievement beyond the mean of benchmark institutions for technologies
- Implementation of interlibrary loan management system

**Provide quality access and information assistance that meets the changing needs and usage patterns of MCG and MCGHI users.**

### OBJECTIVES

- Implement new models for information assistance to provide access to mission-critical information resources.
- Offer “just for you” services to users.

### ASSESSMENT

- Increased informational interactions with users
- Increased web use statistics
- Provision of reference chat service
- Interdepartmental team involvement
- Personalization options from Library web sites

*“Great things are not done by impulse, but by a series of small things brought together.”*

—Vincent Van Gogh—

## SERVICE GOALS

**Champion, promote and publicize Library programs, resources and services.**

### OBJECTIVES

- Increase awareness to Library databases through portal interface integration.
- Showcase the MCG 175th online exhibit.
- Creatively market Library programs, resources, and services to individual user groups.
- Provide creative, timely information about new and featured products and services.
- Provide signage that is professional looking, informative, and up-to-date for way finding and for describing services.

### ASSESSMENT

- Library hosted open house for MCG community
- Published articles in library and campus publications
- Public Relation services and resources permeated among all Library employees
- Customer feedback of Library programs based on comments in LIBQUAL+ 2005
- Marketed library programs, resources and services
- Users able to find physical resources and services in the Library with minimal assistance through observation

**Support information for healthcare planning and decision-making related to patient and family centered care.**

### OBJECTIVES

- Increase knowledge of physicians and nurses regarding the mobile devices and resources available to them for bedside.
- Position Library faculty to serve as clinical and consumer health information experts for MCGHI.

### ASSESSMENT

- Library involved decision-making for MCGHI information resources and services

**Champion collaboration and strengthen liaisons throughout the campus and MCGHI communities.**

### OBJECTIVES

- Provide leadership, planning and implementation of a premiere campus-wide tech fair.
- Provide timely “just for you” information on featured and new resources and services through the liaison program.
- Continue faculty and staff involvement on a variety of campus committees.

### ASSESSMENT

- Feedback from technology fair
- Quarterly Library Faculty reports on liaison activities

*“Let us, then, be up and doing, with a heart for any fate; still achieving, still pursuing, learn to labor and to wait.”*

—Henry Wadsworth Longfellow—

## SERVICE GOALS

**Maximize the use and quality of our physical facility to reflect the environmental and sociological needs of users and create the most desirable place to study and conduct literature research.**

### OBJECTIVES

- Develop a plan for strategic space allocation for collections and increase areas for public use.
- Redesign 2<sup>nd</sup> floor garden area for aesthetics, comfort and functionality.
- Upgrade first floor computer laboratory flooring and integrate flexible workstation configurations to enable clusters and optimize access for people with disabilities.
- Implement a coffee/snack shop within the Library building

### ASSESSMENT

- Weeding and compression of stack space
- Collections placed strategically
- Additional collaborative learning space and private study area
- Creation of “islands” for networking and learning
- Building use data for 2<sup>nd</sup> floor garden area
- Coffee/snack shop within the Library
- Ergonomic and friendly workstation areas for the disabled
- Selection and purchase of state of the art computer lab flooring and furniture
- ADA officer review of liaison infrastructure access for people with disabilities

**Develop an ongoing cycle of quantitative and qualitative needs assessments to ensure fulfillment of user needs and expectations.**

### OBJECTIVES

- Update specific needs for counting and measuring.
- Gather relevant statistics and discontinue statistics that are no longer needed and/or used.
- Participate in LibQUAL+ 2005.
- Strengthen assessment of clinical and consumer health information support program.
- Develop annual performance metrics to include qualitative and quantitative measures to effect outcomes.
- Perform a needs assessment oriented towards MCG and MCHGI staff to determine the focus of their requirements for information seeking skills and behaviors.
- Evaluate existing facilities and technologies in response to existing applicable standards, institutional mission and vision, and needs and expectations of clients.

### ASSESSMENT

- Comparative study of 2002 and 2005 LibQUAL+ data
- Sustained qualitative and quantitative documentation
- Annual review and documentation of outcomes
- Ongoing program of assessment of client information needs and new information products
- Statistics readily available for decision-making, reporting to agencies/organizations and for benchmarking

