Accomplishments and Activities
2010-2011

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In collaboration with the Medical School, the Provost’s Office, the University Architects Office, and other health sciences schools, we are participating in the planning process to re-envision the interior spaces of the Taubman Library to better support student educational needs, particularly in the areas of collaborative learning and clinical skills development. The trends that are driving changes in medical education, in combination with those influencing corresponding changes in the provision of library resources and services, make this an opportune time to explore uses of space and avenues for further integrating the library into health sciences education.

For more information, visit http://umhsheadlines.org/31/renovations-considered-for-taubman-library/.

Taubman Health Sciences Library Participates in Health Sciences Schools’ Accreditations

Four of the health sciences schools (Medicine, Nursing, Pharmacy, and Public Health) are undergoing accreditation this year. Taubman Library has representation on the Medical School’s accreditation committee, participated in the School of Nursing’s accreditation visit in October, contributed the “library statement” components for each of the health sciences schools’ respective accreditation documents, and participated in the Medical School’s mock accreditation process in preparation for the March, 2012 site visit.
In the Medical School, liaisons are integrated into all four years of the curriculum, with the majority of library-related instruction occurring in sessions co-taught with medical education faculty and taking an evidence-based approach. Recently, in addition to library sessions on standard resources within the M1 through M3 years, liaisons have begun providing instruction for the M4 Advanced Therapeutics class, which is taught online with students who are completing an advanced research project, and covers more subject-specialized databases and citation tracking and analysis.

Liaisons also continue to participate in the Family Centered Experience/Longitudinal Cases component of the curriculum, and we have expanded our involvement to include offering regular office hours in the Medical School’s Learning Resource Center and piloting chat reference assistance.

Liaisons have begun working with Medical School faculty in the first pilot “Path of Excellence” program on Global Health and Health Disparities, teaching as part of the lecture series as well as collaborating with faculty to develop program activities.

In Nursing, Taubman Library liaisons actively consult with undergraduate, graduate, and doctoral students on research assignments. Beyond contributing to the curriculum planning for the new Doctor of Nursing Practice (DNP) degree program, liaisons have participated in three new nursing courses as well as presented in the clinical practice based course, Nursing 254 Health Maintenance and Restoration I. Additionally, liaisons are members of the Nursing Research Partnership, designed to build connections between the School of Nursing and UMHS clinicians and nurses interested in research to support evidence-based practice and promote quality health outcomes.

In Dentistry, liaisons are partnering in the development of a class for first year students that has previously been taught in a traditional classroom/lecture format but is now being re-envisioned as an online class, the content of which will be available to students throughout their four-year curriculum experience. The course, Dentistry 502 Scientific Foundation for Evidence Based Dentistry, further integrates liaisons into the curriculum as co-developers and co-instructors for this new course.
In Pharmacy, liaisons are partnering as faculty on Pharmacy 515 Evidence Based Medicine, an evidence-based course for second year pharmacy students. In addition, liaisons work at Michigan House on North Campus with pharmacy students who are researching drug information as part of their monthly rotations in their third and fourth years.

In Public Health we have championed social media in working with the public health practice community, and liaisons are creating a series of instructional videos on social media in public health for the School of Public Health’s Michigan Public Health Training Center. The Taubman Library outreach coordinator is a member of the Washtenaw County Community Health Committee.

Research and Informatics

Taubman Library informationists are working with researchers in the National Center for Integrative Biomedical Informatics, the Michigan Institute for Clinical and Health Research (MICH), the Center for Computational Medicine and Bioinformatics, and the North Campus Research Complex (NCRC). Informationists provide instruction on a variety of commercially and locally developed bioinformatics tools, such as Cytoscape, VisANT, ConceptGen, and LRPath.

Within the NCRC, informationists are collaborating with the UM Business Engagement Center, UM Technology Transfer, BoroPharm, and the Venture Accelerator. The specialized and diverse nature of the research being conducted at NCRC requires a new model of customized, tailored library services for the clientele working onsite.

Taubman Library informationists are also partnering with the new Office of Clinical Informatics in the UMHS (UM Health System) in its role of helping to set the strategic and operational direction for clinical information systems supporting patient care, clinical training and education, and quality improvement. Informationists work with the office to coordinate library resources with current initiatives.
Cultivating partnerships between the library and the health sciences communities, the community outreach liaison works closely with community organizations to provide outreach services in support of the university’s mission and for the benefit of the local community, state, and region.

Eleven events focused on increasing knowledge of clinical research were held at the Ann Arbor District Library in conjunction with the “Partners for Research” grant from the National Institutes of Health. The grant funded a programming partnership consisting of the Ann Arbor District Library, the Michigan Institute for Clinical and Health Research (MICHR), and the Taubman Health Sciences Library.

Outreach Services also has coordinated a series of popular exhibits within the library, including The Art of Recovery, featuring the work of Michigan artists who have suffered from traumatic brain injuries and who use art as part of the healing process; From Max to Macs, an exhibit on the history of medical illustration through the evolution of artistic techniques, tools, and technology; and My Right Self, exploring issues of gender, identity, and social justice.

Outreach Services organized the Michigan Libraries for Life Organ Donor Registration Drive, with participating libraries reaching over 1,500 students, faculty, and staff. Over 400 new donors registered.

Overall, for FY2011, Outreach Services liaisons attended over 40 events, covering 7 counties, and interacting with over 3,460 community members about consumer health resources, such as MedlinePlus, and UM library resources.
Speed Networking

Liaisons have taken an active role in linking researchers on campus by working with the Robert Wood Johnson (RWJ) Program and the Michigan Institute for Clinical & Health Research (MICHR) to sponsor popular, informal “speed networking” events. The events provide researchers with opportunities to quickly establish connections with other faculty and scholars who work within their areas of research interest. Participants have been enthusiastic about the networking opportunities and intellectual exchange generated by these events.

The format includes a brief introduction by facilitators, then pairs of participants are given 4 minutes for structured conversation. Beginning with the junior faculty, participants each have one minute for introductions, explanation of research and interests and one minute of Q&A with their partners, then switch to allow their partner the same time. Pairs change partners every 4 minutes. The speed networking sessions last approximately 2 hours, followed by 30 minutes of informal networking and a light lunch. Participants complete surveys and give feedback in a debrief session immediately following the event.

Liaisons plan to build on the success of the events by expanding to include other RWJ Program cohorts on campus, and they have been invited to incorporate speed networking into future MICHR events. Speed networking offers researchers the opportunity to hone their networking skills and make valuable connections with other researchers with similar interests.

Instructional Technology

Plain Language Apps for iPhone and Android

As a follow-up to winning the 2010 Jean Williams Sayre Innovation Award for the Plain Language Medical Dictionary widget at the Midwest Chapter of the Medical Library Association Annual Meeting in 2010, the library has developed plain language iPhone and Android apps. The apps allow users to translate medical terms into plain language directly on their mobile devices and are available via the iTunes store and Android marketplace.
The Library is “Going Global”

“Global health cannot be described narrowly. It is interdisciplinary, covering a wide range of areas of study and perspectives. Global health addresses health, public policy, economics, social work, engineering, environmental sciences, business, law, and more. Research and study in global health is expanding in so many directions. When we talk about improving health outcomes and reducing disparities around the world, we cannot deny the role of information. We now live in a world that defies boundaries.”

Gurpreet Rana, Global Health Coordinator

Taubman Health Sciences Library is currently collaborating on global health initiatives with the Office of Global Outreach (School of Nursing), Global REACH (Medical School), and the Center for Global Health. In her role as Taubman Library’s Global Health Coordinator, Gurpreet Rana has been involved in creating a series of new information resources, including MLibrary Global, an online library portal that highlights library resources and services in the global context, as well as developing a Global Health Information & Resources research guide. Available to students, faculty, and researchers, the guide features local, national, and international resources for issues related to global health, such as news, statistics, databases, and key websites.
The Office of Global Outreach has been partnering with Taubman Library this past year to integrate global health information resources into the School of Nursing classroom. Taubman Library is participating in instructional design efforts to facilitate searching for information using evidence-based global health strategies and in planning the new elective “Perspectives in Global Health,” a senior-level interdisciplinary course for nursing and women’s studies students.

In Fall 2010, the UM Medical School offered a second year medical student elective course entitled “Now What? Reflecting and Building Upon Your Summer Project in Global Health and Community-Based Service.” This course provided students the opportunity to share and reflect on their experiences in working with underserved populations and on international research and service learning opportunities.

Commenting on her own experience in being integrated into the course, Gurpreet Rana, Global Health Coordinator, stated, “In listening to students share information about their projects, both domestically and abroad, it is clear that community-based service provides critical learning experiences that allow students to reflect on the effects of health disparities and lack of access to information in other areas of the globe.”

In addition, Rana led an initial assessment of UM medical students in 2010 to survey information needs, attitudes, and information-seeking behavior in the context of global health activities.

Over a two-week period, 125 medical students, self-identifying as having an interest in global health, were surveyed. “I was mildly surprised to see that 86% of the surveyed students expect to take part in global health projects in the future,” Rana said. “Also, 82% of the students indicated either they did not agree or were neutral on the following statement: ‘I am confident in conducting global health research and in my knowledge of relevant sources of information.’ Even for an initial assessment, these are telling numbers and show the need for awareness of global health resources and resource instruction.”
During Winter 2010, a collaboration between MLibrary Global Initiatives and the Center for Global Health resulted in the “Foundations in Information Skills” workshop series. The workshops focused on teaching Center for Global Health Student Associates and other affiliated students to build their research skills and advance their knowledge base of global health resources. Four workshops were offered on general global health resources, global funding sources, and African and Latin American information resources. In the “Global Health Information Resources: An Introductory Tour,” session, students were introduced to global health research and selected databases, including Global Health, Tropical Diseases Bulletin, PopLine, and World Bank Open Data.

The Center for Global Health’s Research Discussion Series, focusing on issues of global equity, showcased the transdisciplinary nature of global health in engineering, information technology, and medicine. A library presentation on “Information Equity: The Digital Divide” encouraged faculty and students to reflect upon the impact of information and communication technologies in their own lives and their perceptions of information inequity. The discussion raised questions about the power of access to information, social justice, and information infrastructure, as well as considerations about the global health ramifications of the digital divide.

An example of integrating MDGs into library resource instruction sessions from Gurpreet Rana’s conference paper, “Redefining Boundaries: Nursing Instruction at a Global University,” presented at the Medical Library Association Annual Meeting, May 2011.
In her role as Global Health Coordinator, Rana also collaborates with several visiting scholars programs, including the University of Michigan African Presidential Scholars Program, affiliated with the African Studies Center; the UM/Ghana PARTNER Research Fellows Program, affiliated with the School of Public Health; faculty-scholars from the Kumasi Nursing & Midwifery Training School in Ghana, affiliated with the School of Nursing; and Ghanaian medical exchange students in the Department of Obstetrics & Gynecology. Scholars’ visits to UM range from one week to a semester or longer. For scholars on short-term visits, open access resources are covered, and library instruction sessions feature resources such as PubMed and LactMed, ClinicalTrials.gov, POPLINE, World Bank Open Data, and Google Scholar. For scholars on long-term visits, instructional sessions cover navigating and accessing the library’s specialized subscription-based resources, advanced searching topics, and open access resources.

Gurpreet Rana with a Group of African Presidential Scholars

(Photo Courtesy of the UM African Studies Center)

An informal celebration at the end of one Ghanaian Scholars Visit
Jane Blumenthal, Director of the Taubman Health Sciences Library, has been elected to serve as president of the Medical Library Association (MLA) for a one-year term that begins in May 2012. She assumed the office of president-elect at the conclusion of the association’s annual meeting in Minneapolis, Minnesota, in May 2011.

MLA is a health sciences information organization whose mission is to educate health information professionals, support health information research, promote access to the world’s health sciences information, and ensure that the best health information is available to all.

Blumenthal was elected to the MLA Board of Directors in 2008 and will end a two-year term as MLA Treasurer just before assuming the role of president-elect. She is chair of the MLA/AAHSL Joint Legislative Task Force as well as being a member of the American Diabetes Association’s Publications Policy Committee. She chaired the MLA National Program Committee for its 2008 annual meeting and served as senior associate editor and on the editorial board of the Bulletin (now Journal) of the Medical Library Association. She has also been a member of the board of directors of the Association of Academic Health Sciences Libraries (AAHSL) and served on the National Network of Libraries of Medicine, Southeastern/Atlantic Regional Advisory Council. She is currently serving on the Regional Advisory Council for the Greater Midwest Region.

Blumenthal is a Distinguished Member of the Academy of Health Information Professionals and was selected to participate in the Frye Leadership Institute in 2002 and the Harvard-Macy Institute for Leaders in Medical Education in 2003.

On being elected, Blumenthal said, “I am honored and excited by the opportunity to serve this association of knowledgeable, talented, and dynamic members. I am confident we can tap into our energy and insight to meet the challenges facing libraries, hospitals, health care providers, and educational institutions.” Blumenthal emphasizes that information professionals not only support researchers and health care professionals; they also empower patients and families by supplying free, reliable health information. “In this digital age,” she said, “we continue to map the information wilderness and guide our clients through it.”
As the Emerging Technologies Librarian for the Health Sciences, or eTechLib as she likes to call it, Patricia Anderson is a liaison, consultant, and advisor for the academic health sciences schools on campus, including the Schools of Medicine, Nursing, Public Health, and Dentistry, and the College of Pharmacy, on the application of emerging technologies. She researches and identifies trends that can be applied to the educational, research, and clinical ventures of the health sciences and the broader university community. Sometimes this can be a 24/7 job, as Patricia describes:

“One of the challenges of emerging technologies is anticipating the next big thing. Technologies experience such a fast ‘peak and dip’ cycle that you have to strike while the iron is hot!”

Patricia promotes emerging technologies in a number of ways, including developing and delivering instructional workshops, maintaining a professional blog of her activities, holding ‘Cool Toys’ conversations to discuss new technologies and their potential use, and participating in the development of the University’s Second Life presence, known as Wolverine Island.

Patricia’s liaison work is not limited by the physical confines of her office. Her experimentation and collaboration in emerging, social, and semantic technologies facilitates connections across the state, the U.S., and beyond. In March, Patricia collaborated with Andrew Maynard, Director of the Risk Science Center and Professor of Environmental Health Sciences at the School of Public Health, in the development of the Seven Deadly Sins of a Techno-Complacent Society Series. The series was broadcast in Second Life and focused on the challenges of integrating science and technology for a sustainable future.

Patricia was named to the Mayo Clinic Center for Social Media External Advisory Board in January 2011. She was one of 17 board members (out of 30 total) selected by means of crowdsourcing.

Advisory board members were selected for their diverse perspectives and backgrounds. Crowdsourcing and the use of social media tools to aid the search helped garner the broadest input in candidate recruitment and identify the diverse perspectives sought after. The clinic promotes the use of social media technologies to improve the quality of healthcare, and the advisory board will provide advice and feedback on applying social media in health care settings. More information about Patricia’s emerging technologies initiatives can be found at the following web addresses:

- Emerging Technologies Librarian Blog
- Cool Toy of the Day Blog
- Second Life at the University of Michigan
- Patricia’s Workshops & Presentations
Whitney Field, Operations and Information Services Coordinator, recently celebrated his 30th work anniversary at the Taubman Health Sciences Library prior to moving to a new position as Facilities Manager in the University Library. We chatted with him about his experiences over the last three decades.

How has the library changed over the past 30 years?
“It’s amazing how much has happened so quickly! It’s not so much about changes in what we do and what we’re all about, but finding new and better ways to help users get the information they need and value. Given the pace of change, it sometimes feels more like a revolution than an evolution. I also still view the library as an important physical space, permeated with an atmosphere of knowledge and information. The library may not always be about using the resources, but just being there, whether for quiet study or collaboration. It used to be a place of rules and regulations; about protecting our materials. Now we’ve really changed our focus and we’re all about access and expanding services, which is very cool.”

What positions have you held while at the library?
“I started out as the Circulation Supervisor, but it seems like my job has mutated continuously over the years. I oversaw circulation services, shelving, and reserves. A large part of my job was our pull and copy service, a document delivery service we created in 1980. It was very popular, but decreased in volume in more recent years as more resources went electronic, and it eventually consolidated with 7FAST.

I’ve been involved in several automation projects over the years, where the library moved from paper-based transactions to a succession of more powerful electronic systems, including our Integrated Library System, known as MIRLYN, and various Interlibrary Loan systems. I also sometimes helped to advise certain other libraries on campus involved with these projects, sat on committees, and attended conferences and site visits. My role has expanded further as the Operations & Information Services Coordinator, as I now oversee Technical Processing and building facilities in addition to information services.”

What would you consider your greatest accomplishment at the library in that time?
“Looking back it’s hard to compare everything I’ve done and highlight a single one. I think I’m most proud of having a team of outstanding staff that have made great contributions and can flourish with the changes and adapt over time. It has been an honor to have played a part in this.”

What advice would you give to new graduates of the field?
“I would tell some people to keep a healthy balance in your life: between individual and team work; working hard while also enjoying it; and balancing work with your outside life. However, I also think it is crucial to throw yourself into work passionately and learn to renew and reinvent yourself in the face of change.”

What are your plans for the next 30 years?
“Approach the next 30 years with the same enthusiasm and drive as the last 30! There’s always too much to do, but I love working and getting things done. It is a pleasure in life that I want to continue, wherever that may be!”
Announcing New E-Resources

Databases

Rehabilitation Reference Center (RRC) is an evidence-based, point-of-care clinical reference tool for rehabilitation specialists. RRC includes clinical reviews, research instruments, drug and manufacturer information, exercise images, guidelines from the National Guidelines Clearinghouse, and patient education topics. Users may also search CINAHL and the Rehabilitation and Sports Medicine Source with Health Policy Reference Center, available from EBSCOhost, is a comprehensive, full-text database dedicated to all areas related to health policy. It indexes over 400 journals, magazines, and monographs, providing information on health care access and delivery, health care planning, reform, health insurance, and public health.

Journals

Science Translational Medicine publishes original, peer-reviewed, science-based research and seeks to bring basic, translational, and clinical research practitioners together, advancing clinical medicine and bringing science to the bedside.

Journal of Visualized Experiments (JoVE) is peer reviewed, indexed in PubMed, and provides videos on biological, medical, chemical, and physical research.

In addition, backfiles of the Journal of the American Medical Association as well as the New England Journal of Medicine will be electronically available.

E-books

The library recently purchased 413 e-book titles from MDConsult, including new clinical medicine books supporting research and practice in Orthopedic Surgery, Cardiology, Dentistry, and the Unit for Laboratory Animal Medicine. In addition about 30 new Dentistry titles are also available via STAT!Ref and Science Direct, and 200 new nursing titles are available via Ovid.

Dental Patents Digitization

The library has acquired over 30,000 dental patents from the early 20th century. These patents were originally submitted in England, but later utilized in the United States. The library is digitizing and indexing the entire set. In the future, full-text versions of these patents will be accessible and searchable via the library website.
In recognition of World AIDS Week, the library created an HIV & AIDS Resources research guide to provide resources related to HIV and AIDS. The guide features local, state, national, and international resources related to HIV and AIDS, including news sources, organization information, statistics, and relevant databases.

http://guides.lib.umich.edu/waw

Liaison Librarian Judy Smith developed a research guide to Open Access Literature. The guide provides information on definitions of open access, types of open access literature, how to find open access literature, and library resources available to the UM community.

http://guides.lib.umich.edu/openaccess

The Taubman Health Sciences Library is continuing its partnerships with the Art, Architecture, and Engineering and Kresge Business Administration libraries by conducting cross-training workshops for staff at all three libraries on business, engineering, and health sciences resources. Workshops began being offered in February 2011 and a research guide was created to accompany the training sessions and to synthesize resources, addressing information needs at the intersections of health, engineering, and business.

http://guides.lib.umich.edu/heb
Producers Russ Bolinger and Shawn Kakuk introduced and screened their film, Bright Circle, an independent documentary which explores the history of Native Americans and athletics, at a library sponsored event in February 2011.

At the turn of the 20th Century, Native American Indians dominated intercollegiate and professional sports, but over the past one hundred years, Native American Indian participation in popular sports has dramatically decreased.

“We are both excited and honored to be presenting Bright Circle at the University of Michigan, not only because of the rich history of Wolverine athletics but, more importantly, because of the commitment to promoting healthy lifestyles, and choices, for Native Americans. We are proud that Bright Circle is a part of this commitment and feel that our film is a natural fit with these efforts as an educational and inspirational tool.”

-- Russ Bolinger and Shawn Kakuk

Sponsors for this event included the University Library, Taubman Health Sciences Library, the Library Diversity Committee; Academic Success Program, Department of Intercollegiate Athletics; Office of Multi-Ethnic Student Affairs (MESA) and Trotter Multicultural Center (TMC), Division of Student Affairs; and the Michigan Community Scholars Program.

The Taubman Health Sciences Library and the Medical School Office of Enabling Technologies co-sponsored a presentation by Jasna Markovac, Senior Advisor, Publishing and Related Business Development, UM Medical School, in March 2011. Dr. Markovac’s presentation, “Taking Advantage of Trends and Opportunities in Science and Medical Publishing,” focused on the future of medical publishing and its impact at both the UM Medical School and the broader publishing market. The following topics were addressed:

• How to decide where to publish your research and your clinical studies
• How to publish your textbook on a web site with interactive features
• How to organize an information community to promote your department’s clinical and research activities
Announcing the Winning Photos from the 4th Annual MLibrary Photo Contest

This year the Taubman Health Sciences Library hosted the 4th Annual MLibrary Student Photo Contest with the apropos theme, “Healthy Michigan: How Do You Stay Healthy in Michigan?”

Currently enrolled undergraduate and graduate students were encouraged to enter up to two photos between the contest dates of January 24 through March 11. Contestants were free to interpret the theme in any way they liked, but had to explain how it related to their photographs. For the first time, the library implemented a campus-wide voting system to help in determining the award winning photos. In April, the library hosted a celebration to announce the winners for the first, second, and third places as well as the campus choice award.

1st Place: A New Perspective by Christopher Koh (School of Engineering)

“I stay healthy at Michigan by keeping my mind and body fit. I keep my body healthy by playing volleyball on weekends. I am also involved in many IM sports such as soccer, dodge ball, and volleyball. I enjoy running through the campus and the arboretum when the weather warms up. To keep my mind in check, I go to church, study hard, and read the news as often as possible. I also try to cook and eat balanced meals at the dining halls. I feel like the structure and environment of Ann Arbor encourages college students to stay healthy.”

2nd Place: Blurred by Patti Ramos (School of Public Health)

“Another of my pastimes that keeps me healthy is running. It helps me de-stress from school, work, and life when the going gets rough. Watching others run is also a great motivator to acquire healthier habits. While at the Silverston indoor track meet, I captured this picture of racers in the women’s 400m run.”
3rd Place: Roads & Leaves by Lyle A. Murphy (School of Art & Design)

“I stay healthy by just exploring and playing around the many parts of campus with my friends. There are so many beautiful places hidden away here at Michigan that not many students know about such as the Wave Field in my photo. Whether it’s finding new places or taking trips into Nichols Arboretum for games of Ultimate Frisbee, just hanging out with my friends keeps me sane mentally and physically.”

Campus Choice: Arb Arms by Patti Ramos (School of Public Health)

“Through my six years on campus, the Arb has remained one of my favorite places on campus. Not only is it beautiful year round, but also inspires me to be healthy by walking, running, picnicking, exploring, and sledding in it. This picture was taken this past winter on one of my many walks through the Arb. My boyfriend and I discovered an overgrown bush that was large enough to walk under, and this picture is what we saw when we looked up. It felt as if the arms of the tree had enveloped us into a wintertime hug. Walks through the Arb have always encouraged me to keep a healthy mind, allowing me to refocus and find inner strength while basking in its beauty.”

To view all of this year and last year’s submissions, visit the photo contest Flickr site.  
http://www.flickr.com/photos/51049785@N02/
Outreach

The Art of Recovery: Traumatic Brain Injury and Art Therapy Exhibit

In October and November 2010, the library collaborated with art therapists Margaret McGuiness, Sarah Campbell, Susan Boyes, and Kathy Schnur to develop the Art of Recovery Exhibit. This exhibit featured the work of 17 Michigan artists who have suffered from traumatic brain injuries and who use art as part of the healing process.

On November 4, the library hosted a series of events, including a therapist and artist “meet and greet” as well as a hands-on creative session, to celebrate these local artists. Over 100 people attended the events.

MLibrary for Life Donor Registration Drive

The library hosted the 1st Annual MLibrary for Life Organ Donor Registration Drive in October 2010. Participants from the Taubman Health Sciences Library, the Shapiro Undergraduate, Harlan Hatcher Graduate, and Art, Architecture and Engineering Libraries, and the Frances Wilson Thompson Library at UM-Flint encouraged the UM Community to become organ donors. Over the course of four days, the five libraries combined reached 797 students, faculty, and staff. Over 220 visitors stopped by to ask questions or pick up information, more than 350 were already registered as organ donors, and an additional 223 registered onsite. For the September 2011 drive, registration events expanded to include UM-Dearborn, Eastern Michigan University, and Grand Valley State University, and additional partner organizations include the Gift of Life Michigan and Donate Life Coalition of Michigan.

I Will Be MHealthy Expo

In February 2011, library staff attended the I Will Be MHealthy Expo sponsored by MHealthy. Kate Saylor, Outreach Coordinator, and Agnes Thorne, Outreach Services team member, promoted library services and resources available to the UM community at three separate events held in the Michigan League, Wolverine Tower, and Towsley Center, Dow Auditorium. Kate and Agnes discussed the library’s liaison and outreach programs as well as health resources, such as MedlinePlus and DynaMed.
The Taubman Health Sciences Library has recorded, edited, and published over 80 informational and instructional videos on the MLibrary YouTube Channel on a variety of subjects, including introduction to library resources and services, social media, citation management software, and library events. Most popular to date is the library’s series of videos on Mendeley, the citation management software, with nearly 5,000 views in the last year.

The library won second place for its video in the National Medical Librarians Month Creative Promotions Award series. The video showcases library posters displayed at various venues, the


donation of Life campaign, involving organ donor registration, as well as other outreach ventures. The video, “THL National Medical Librarians Month Activities 2010,” is available on the MLibrary YouTube Channel.

In keeping up with new technology and social media trends, the library is now using Twitter to share live updates from events, such as outreach activities, lectures and presentations, and Medical Library Association webcasts. The use of live tweeting began with a “Partners for Research” grant from the National Institutes of Health with the Ann Arbor District Library and the UM Michigan Institute for Clinical and Health Research. The grant focuses on educating the public on clinical research and increasing health information literacy skills. Eleven events held at the Ann Arbor District Library were live tweeted, including coverage of speaker presentations and panel discussions.

“Lunch and Learn” sessions on health sciences databases, a lecture on global health initiatives, a “petting zoo” on new technology media, and an art exhibit on Traumatic Brain Injury (TBI).


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<th>Author(s)</th>
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<td>MacEachern, Mark, Marisa Conte and Whitney Townsend.</td>
<td>“Implementing Office Hours to Enhance Liaison Services in Academic, Clinical, and Research Contexts.”</td>
<td>Medical Education Day, University of Michigan Medical School. Ann Arbor, MI.</td>
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<td>MacEachern, Mark, Whitney Townsend, Gurpreet K. Rana and Rajesh S. Mangrulkar.</td>
<td>“Medical Student Perspectives on Evidence and Evidence-Based Medicine Resources.”</td>
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Young, Kristen L. “Perceptions from Library School Faculty on Meaningful matters to Academic Librarians: Additional Degrees, Sabbaticals, Evaluation and Governance.” Evidence Based Library and Information Practice. (in press)


