Accomplishments and Activities 2009-2010
Taubman Health Sciences Library, University of Michigan
The Taubman Library is actively participating in initiatives related to informatics research and teaching on campus in partnership with the health sciences schools and programs in bioinformatics, human genetics, and biological sciences. Taubman Library’s Research and Informatics team is led by Jean Song, working with colleagues Marisa Conte, Marci Brandenburg, Judy Smith, and Merle Rosenzweig to coordinate and promote collaborative interdisciplinary efforts between health sciences research and the library.

Key activities of the Taubman Library’s Research and Informatics efforts include the following:

- facilitating research interactions between various units of the University Library (Science Library, Electronic Resources Office, Art, Architecture and Engineering Libraries), and biomedical informatics (clinical informatics, bioinformatics, public health informatics, and community informatics);
- fostering the research relationship through usability testing, documentation development and tools training, and providing library resources instruction for informatics researchers; and
- enhancing current and establishing new partnerships by engaging in university research and activities, such as seminar presentations, on-site office hours, and integration in lab work.
The National Center for Integrative Biomedical Informatics (NCIBI) at UM is one of seven National Centers for Biomedical Computing funded by the National Institutes of Health. NCIBI specializes in the development and release of tools for molecular biomedical research that aid scientists in the analysis of complex diseases (http://www.ncibi.org).

liaison librarians participated in NCIBI-hosted events, taught workshops on essential NCIBI tools and resources, and collaborated on a number of projects with NCIBI and National Cancer Institute-Frederick Scientific Library. At the NCIBI 5th Annual Research Conference, Jean Song taught one of four instructional workshops on NCIBI tools. Jean’s presentation on PubAnatomy demonstrated how to use the tool to enhance both search methods and results. In addition, Jane Blumenthal presented “Outreach and Education: Library Initiatives” describing the library’s outreach program with the UM medical and research community. Jean Song and Marci Brandenburg spearheaded content development for several open bioinformationist workshops at UM, including NCIBI’s MiMI and Cytoscape, also presented a poster on “Collaborative Teaching: Bridging Geography and Organizations” at the Medical Library Association annual conference, and co-taught “How to Use Cytoscape: Training the User” at the NCIBI’s 7th Annual Cytoscape Developers Retreat & Symposium at the new North Campus Research Complex. In addition to fostering cross-institutional partnerships and providing training on NCIBI’s technology tools, Jean Song had the opportunity to partner with the Molecular, Cellular, and Developmental Biology department of UM’s College of Literature, Science, and the Arts in teaching a portion of an undergraduate course. Jean introduced students to NCIBI’s PubAnatomy bioinformatics tool and PubMed, conducted lab sessions, collaborated with the professors on a case study assignment, and attended student final presentations. Jean’s work with this undergraduate course resulted in a Faculty Development Fund Grant with Barbara Mirel, a core leader of NCIBI, and two faculty members from the Molecular, Cellular, and Developmental Biology department, Anuj Kumar and Rafiqa Ameziane. This grant directly recognized the incorporation of bioinformatics, typically a higher education concept, into undergraduate courses.

“It was great to attend the student’s final presentations and see the application of these tools in their case studies, especially in an undergraduate course”- Jean Song, Research and Informatics Coordinator

Research and informatics liaison librarians are also very active in the development and evaluation of resources. Jean Song has participated in usability studies and heuristic evaluations for NCIBI tools, such as PubAnatomy, MiMI, and Cytoscape. She has created and published NCIBI’s Wikipedia page and constructed researcher profiles for NCIBI’s website.
In June 2010, Jean Song published the Wikipedia page for NCIBI, http://en.wikipedia.org/wiki/National_Center_for_Integrative_Biomedical_Informatics

One of several researcher profiles created by Jean Song for NCIBI, http://portal.ncibi.org/gateway/profiles-archive.html

In June 2010, Jean Song published the Wikipedia page for NCIBI, http://en.wikipedia.org/wiki/National_Center_for_Integrative_Biomedical_Informatics
NCBI Collaboration

Taubman Library’s Research and Informatics liaisons also collaborate with the National Center for Biotechnology Information (NCBI), which develops data analysis and computing tools for researchers to understand the impact of genetics on health and disease (http://www.ncbi.nlm.nih.gov/About/glance/ourmission.html). Merle Rosenzweig, as liaison to the Department of Human Genetics, recently hosted three webinars and one workshop on NCBI tools and resources. NCBI’s presentations introduced users to existing and new resources from NCBI and demonstrated the features and content available in each tool. The webinars, especially, were a success with 62 participants for the “New Resources from the National Center for Biotechnology Information” session.


University Librarian Recognition Award

Jean Song, Associate Librarian and Research and Informatics Coordinator, received the 2010 University Librarian Recognition Award in acknowledgement of her accomplishments in the area of biomedical informatics. The award recognizes innovative early career achievement in librarians, archivists, or curators at the University of Michigan. Jean is this year’s recipient in recognition of her groundbreaking work as liaison to the university’s National Center for Integrative Biomedical Informatics (NCIBI), her active leadership role in fostering collaborations between librarians and informatics researchers, and her expertise in developing training workshops, instructional modules, and other educational resources for NCIBI tools.

Jean has been involved in a number of events promoting informatics and discussing current issues and trends in the field. Jean was an invited speaker at the American Medical Informatics Association’s Summit on Translational Bioinformatics in March 2009 and participated in a panel discussing informatics and the library’s role at institutions with Clinical and Translational Science Awards from the National Institute of Health. Jean also assisted in organizing the University Library’s Open Access Week and led a presentation and panel discussion on natural language processing.

For more information, visit http://ur.umich.edu/1011/Oct04_10/1572-faculty-members-honored.
Marisa Conte holds the unique position of Clinical and Translational Science Liaison at Taubman Library. Clinical and Translational Science Awards (CTSAs) are awarded by the National Institutes of Health’s (NIH) National Center for Research Resources (NCRR), and currently 55 medical research institutions are funded. In her role as the Clinical and Translational Science liaison, Marisa works to expand the library’s partnerships with the University’s research enterprise by integrating library resources and services into various clinical and bench research settings, patient care environments, and research administrative units. Marisa’s professional interests include biomedical informatics, data curation, the use of information technologies to support research and collaboration, and team science. This position affords her many opportunities to explore these different interest areas while expanding the role of Taubman Library in biomedical research. Marisa’s responsibilities also include partnering with the Michigan Institute for Clinical and Health Research (MICHR), which administers UM’s CTSA award. Marisa works with MICHR administration and staff on a variety of projects, including faculty publication tracking and generating data for annual reports. Her expert search skills are utilized by MICHR core administrators for literature searches on topics of interest, including strategic analyses, or research that determines future directions for UM research programs. She also works with specific MICHCR organizational units, including those cores dedicated to informatics and education, career development, and mentoring of early-career clinical or translational researchers.

In addition to her liaison role to MICHR, Marisa engages directly with clinical and translational researchers, providing a variety of services ranging from training to research or publishing support. In order to build personal relationships and increase the visibility of the library within the research community, Marisa is working to integrate herself into a variety of research settings, including labs. She provides lab office hours and lab-specific instructional sessions on databases or information management resources, as well as engaging in projects designed to meet the unique needs of different researchers. Marisa is currently designing a website for a lab at the Comprehensive Cancer Center to serve a dual purpose of publicizing the lab’s work and improving workflow issues by digitizing lab manuals and other research resources. Most recently, Marisa assumed liaison responsibilities to the Unit for Laboratory Animal Medicine (ULAM). She’s excited about this new opportunity to meet and engage with researchers across campus.

“When you do something every day, you don’t consider it unique. I don’t think I ever realized this about my position until a presentation I gave at MLA this year – people were really interested in what I do.”

--- Marisa Conte, Clinical and Translational Science Liaison ---
Spotlight on New Liaison Librarians

Lorelei Woody
Lorelei Woody arrived at the Taubman Health Sciences Library in November 2009. Originally from the northwestern region of Ontario, Canada, Lorelei’s life in libraries began practically before she was born; both her mother and grandmother were librarians. Lorelei began working in a one-room public library and has since worked in a variety of virtual and physical library locations, most recently serving as a reference and liaison librarian for the Faculty of Health Sciences (among other departments), at the University of Lethbridge, Alberta, Canada. She obtained her Master’s of Library and Information Science from the University of Western Ontario (London, ON) in 2007. Her undergraduate degree was also from the University of Western Ontario, with one year of study abroad at St. Andrew’s University in Scotland.

Lorelei has liaison responsibilities for the School of Public Health, School of Nursing, University of Michigan Health System Nursing, and a variety of clinical departments. She enjoys meeting with students, faculty, and researchers and helping them with their research projects and literature searches.

Judy Smith
Judy Smith recently joined the library as the Liaison Librarian to the North Campus Research Complex (NCRC). Judy previously served as the Virtual Library Services Coordinator within the Entrepreneurial Library Program, Sheridan Libraries, Johns Hopkins University, where she managed the department’s online library services. In this role, Judy’s focus was on distance education for adult learners. Judy specializes in the creation of tailored and responsive user-centered information services and resources, including ways to best embed library and information services and information-seeking skills into the online environment. Judy received her Master’s of Library and Information Science from the University of Illinois, Champaign-Urbana in 2000.

Kristen Young
As a new liaison librarian at THL, Kristen Young will be serving faculty, students, and staff in the Schools of Medicine and Nursing. Kristen is especially interested in evidence-based practice and is currently involved in the open access, peer-reviewed journal Evidence Based Library and Information Practice. During her graduate work, she served as an intern at the Falk Medical Library at the University of Pittsburgh Medical Center. She then worked as the Liaison and Outreach Librarian for the School of Nursing at the University of Maryland, Baltimore before coming to the University of Michigan. Kristen received her Master’s degree in Library and Information Science from the University of Pittsburgh in 2008 and studied English, Sociology, and Anthropology in her undergraduate work at Dennison University.

Marci Brandenburg
Marci Brandenburg is the new Bioinformationist for the Taubman Health Sciences Library. She will be working closely with the National Center for Integrative Biomedical Informatics (NCIBI) in addition to supporting other bioinformatics research on campus. Prior to working at the University of Michigan, Marci was the Biosciences Informationist at the National Cancer Institute-Frederick in Frederick, MD. Marci also received her Master of Science in Information from the University of Michigan in 2008.
Deborah Lauseng and Gurpreet (Preet) Rana attend ACRL/Harvard Leadership Institute

In August, Deborah Lauseng and Gurpreet (Preet) Rana attended the ACRL/Harvard Leadership Institute for Academic Librarians (LIAL). The foundation for the full-week Institute was Lee G. Bolman’s and Terrance E. Deal’s book “Reframing Organizations: Artistry, Choice, and Leadership.” The four frames of leadership—structural, human resource, political, and symbolic, were incorporated into the presentations and case studies lead by LIAL faculty. In addition to the formal instructional time, there were daily small group meetings with a chance to assess participants’ individual mini-cases and “reframe” potential approaches and solutions. Deborah commented that “this very intensively focused week, with professional work set aside, allowed me to gain new insights and knowledge to apply to my current leadership position and apply to future opportunities.” Deborah’s participation was made possible through an Association of Academic Health Sciences Libraries (AAHSL) Leadership Scholarship.

Gurpreet commented that “the Harvard Leadership Institute was one of the most fulfilling professional development opportunities I have experienced. The faculty was extraordinary and the topics addressed were very relevant to academic librarianship. I was able to reflect upon my role as a leader, see my work environment in a new light, consider opportunities with a fresh perspective, and gain a stronger insight into my own abilities. I appreciated connecting with librarians from across the U.S. and around the world, realizing that although we were a diverse group, we shared many of the same personal and professional challenges and experiences.”

Mark MacEachern attends Biomedical Informatics Course

Mark MacEachern attended the highly selective National Library of Medicine course on Biomedical Informatics in Woods Hole, Massachusetts, May 30 - June 5, 2010. The course, co-sponsored by NLM and the Marine Biology Lab at Woods Hole, offers a comprehensive introduction to biomedical informatics, which studies the intersection of science, technology, and healthcare. Course topics included database design, clinical decision support systems, controlled vocabularies, computerized physician order entry, and electronic and personal health records. Through this course, Mark studied the vast field of biomedical informatics, identified ways the library could become involved in clinical initiatives, especially in mobile applications and electronic health records, and developed a greater understanding of the expectations of physicians and patients concerning point-of-care and information resources.

Other liaison librarians who have attended the Biomedical Informatics Course at Woods Hole are Gurpreet (Preet) Rana, Jean Song, Marisa Conte, Marci Brandenburg, Kristen Young, and Patricia Martin (retired).

For more information on the course, visit: http://courses.mbl.edu/mi/
As part of the Taubman Library’s ‘Social Media for Public Health’ subcontract with the National Network of Libraries of Medicine, Greater Midwest Region (NN/LM GMR), liaison librarians are working with the public health practice community in Michigan to expand the use of effective and engaging social media technologies by providing training, resources, and an online community for sharing information.

Liaison librarians Whitney Townsend and Lorelei Harris, working with School of Information students, Abby Bedford and Nathaniel Hill, have created the social network ‘Social Media for Public Health’ using Ning software. The site includes ten tutorials on social media tools such as Twitter, blogs, and RSS, which guide users through the basics of each individual tool, including key features, how to setup an account, and examples of its use in public health. Although the target audience is local health departments in Michigan, the tools and resources are openly available online, and the social networking project site is structured for both individual and organizational participation. The social media tutorials were pilot tested in collaboration with the Saginaw County Department of Public Health (SCDPH) with a total of 49 members creating accounts and using the resources. Staff members of the SCDPH were able to access and experiment with each tutorial as it went live, and they provided valuable feedback in the site’s development.

One of the goals of the project is to increase public health professionals’ familiarity and comfort with using social media tools; to demonstrate the relevance of social media tools in public health practice work; and to create an online community for public health professionals to learn, share, and connect.

This is the fifth subcontract for the Health Sciences Library funded by the National Network of Libraries of Medicine, Greater Midwest Region. Other projects have focused on health literacy, outreach to the community with disabilities, public health 2.0, and public health informatics.

- “Without this pilot project we would continue to spin our wheels on how to get started with some of these technologies”
- “Looking forward to learning more about these tools and if I can incorporate some of them into my job functions”
- “I found participating in this experience quite beneficial and educational.”

(Comments from Social Media participants)
Taubman Library’s Plain Language Medical Dictionary widget received the Jean Williams Sayre Innovation Award at the Midwest Chapter/MLA Annual Meeting in November 2010. The widget helps promote health literacy goals by making health information more understandable and accessible and by allowing users to quickly translate common medical terms into plain language. The tool has already received recognition with recommendations for use by the CAPHIS section of the Medical Library Association and other health sciences libraries.

Team members who created the plain language widget are Patricia Anderson, Kate Saylor, Whitney Townsend, Carol Shannon, and Anna Schnitzer in collaboration with Hung Truong and Patricia Martin (retired).

The widget was developed as part of a health literacy subcontract with the National Network of Libraries of Medicine, Greater Midwest Region.

See [http://www.lib.umich.edu/plain-language-dictionary](http://www.lib.umich.edu/plain-language-dictionary), entry for ‘public health’
NAME CHANGE;
THE TAUBMAN ‘MEDICAL’ LIBRARY IS NOW
THE TAUBMAN ‘HEALTH SCIENCES’ LIBRARY

Over the past few years, there has been a shift toward more interdisciplinary education in the health professions. There is also a trend toward more interdisciplinary biomedical research, connecting both medical education and research to other health-related disciplines, and having global reach. The new name for the Taubman Health Sciences Library reflects these changes and the library’s ongoing role as a strong collaborative partner with the five UM Schools in the health professions and the UM Health System. The name change also signals the Taubman Health Sciences Library’s commitment to offering even more agile access to data, research, and articles and to expanding outreach programs to the community, providing professionals, patients, and the public with clear, accurate health information.

The name change has been implemented on the library’s signage, web pages, and print materials, among other locations. We’re excited to have our new name reflect our expanded leadership role for knowledge management across the health sciences and our ongoing partnerships throughout UM’s biomedical and health care environment.

PARTNERSHIP WITH LIONS CLUB ON SECONDHAND EYEGLASSES

Over the past three years the library, as one of the collection sites for the Ann Arbor Lions’ Club, has collected ten large boxes of eyeglasses, and a few hearing aids, for reuse and redistribution to populations in other countries. The Lions’Club has collected over 110,000 glasses from the Ann Arbor area since beginning the project in 2001.
Executive Research Service

The library’s Executive Research Service provides quick, confidential, and free assistance to the executive officers of the University of Michigan Health System, the College of Pharmacy, the Medical School, and the Schools of Nursing, Dentistry, and Public Health. Whitney Townsend leads the team of Marisa Conte, Judy Smith, Lorelei Woody, Deborah Lauseng, and University Library Associate Bethany Harris in communicating and handling specific requests. Modeled on the University Library Executive Research Service, the service addresses general information needs, such as literature searches, statistics, material requests, and customized training. In the future, the team plans to increase promotion of the service and target a larger audience.

As a result of the variety of requests from the Executive Research Service, Whitney Townsend and Judy Smith are also currently building partnerships with the Art, Architecture, and Engineering and Kresge Business Administration libraries with the intent of conducting cross-training workshops to staff of all three libraries on business, engineering, and health sciences resources. This training aims to build librarian’s familiarity with resources across several disciplines while also creating valuable professional relationships. Sessions will begin in February 2011 among the three libraries with plans to expand training and services to other campus libraries in the near future.
Pancreapedia, an open access information resource on the pancreas, was released in beta in October 2010. Pancreapedia is designed as a one-stop information repository for increasing understanding of pancreatic function and disease through the sharing of research and building of a community of interested researchers to promote collaboration. The website also provides links to up-to-date and reliable resources on information about pancreatic research.

Liaison Librarian Merle Rosenzweig collaborated with the site’s founder, Dr. John Williams, Professor of Physiology and Internal Medicine at UM’s Department of Molecular and Integrative Physiology, as well as with representatives from the Scholarly Publishing Office, and a group of School of Information students in the creation and development of the site. To find out more about Pancreapedia, visit http://www.lib.umich.edu/spo/panc/
SI Students’ Library Projects and Presentations

- **SI 501 Course Project**
  In Fall 2009, the library volunteered as a client for SI 501: Contextual Inquiry and Project Management, where students analyze a particular aspect of an organization and provide feedback and recommendations for improvement. Deborah Lauseng worked closely with SI students Stephanie Bird, Kevin Champion, Lidiya Prorochuk, Lei Shi, and Jennifer Brown to study communication protocol at the THL. The team interviewed the library’s staff, created organizational models detailing communication patterns at the THL, and submitted a final report summarizing findings and recommendations.

- **SI 620 Course Project**
  In Winter 2010, the library became a ‘model library’ for SI 620: Collection Development and Management, where SI Students Kayla Lenkner, Neena Woodward, Kimberley Rowe, and Elena Azadbakht had the opportunity to study the library’s collection development strategy. The team examined various components of collection development, including the selection of materials, budgeting, and breadth of the collection. Using catalog records, the team created a collection profile detailing the scope of the library’s collection including publication dates, subject areas, and the currency of online journal holdings. The team’s final project entailed writing a collection development policy based on their examination of the THL and other class concepts.

- **‘Not Just Another Survey’ Project**
  Abby Bedford, Andy Hickner, and Chrysta Meadowbrooke worked with Merle Rosenzweig, Anna Schnitzer, and Mark MacEachern on the “Not Just Another Survey” project regarding patron’s use of library electronic resources and tools. Abby and Andy presented their findings at the Midwest Chapter/MLA Annual Conference in Columbus, Ohio in October 2009 and again in March 2010 at Calvin College for the 114th Annual Conference of the Michigan Academy of Science, Arts and Letters in Grand Rapids, Michigan.

- **School of Public Health Instructional Technology Project**
  Bethany Harris and Chrysta Meadowbrooke worked with the liaison team on a School of Public Health (SPH) and University Library collaboration to increase the use of innovative instructional technologies in the classroom and online. Chrysta led the development of the data collection tool used by liaison team. Bethany interviewed several SPH faculty about their class format and content, current uses of educational technology, and interests in learning new technologies. The data collected from interviews will be used to help faculty implement new technologies.
**Point-of-Care Resource Assessment Project**

During Summer 2010, Stephanie Bird and Bethany Harris under the guidance of Nadia Lalla, Nancy Allee, and Merle Rosenzweig, conducted an assessment project of the use of library point-of-care resources by UM Health System clinicians and Medical School faculty. Using phone interviews, qualitative data on the use of DynaMed, UpToDate, Access Medicine, STAT!Ref, MDConsult, and Pediatric Care Online was collected with the aim of improving the library’s collection of electronic point-of-care resources.

**Social Media Technologies Project**

SI intern Nathaniel Hill conducted a survey project on the use of social media technologies by public health practice communities. Nathaniel aided in the creation of survey instruments and collected use statistics from more than 70 public health organizations. He also assisted Whitney Townsend and Lorelei Woody in the ongoing development and design of their ‘Social Media for Public Health’ Ning site.

**Women’s Annual Health & Fitness Day**

Bethany Harris and Merle Rosenzweig presented a 30-minute presentation titled “Reliable Health Information: Best resources and how to find them” that spotlighted MedlinePlus at the annual Women’s Health and Fitness Day, organized by women students of the UM Medical School. The poster was presented at the Midwest Chapter/MLA Annual Conference in November 2010.

**Scopus Workshop**

SI intern John Garrison worked with Merle Rosenzweig to design and teach an introductory workshop on searching and using tools in Scopus. This initial Scopus workshop was co-taught in June 2010 by John and Merle.

**Fishing for Health Information**

Abby Bedford aided Kate Saylor in the creation of the “Fishing for Health Information” game. As a result of its successful debut at a local children’s health fair, they hope to transform the game into a downloadable kit for other Greater Midwest Region outreach libraries to use in their outreach efforts.

**SI 623 Course Project**

During the Winter 2010 term, SI students Shelley Hayreh, Anita Shankar, and Kim Brady spent time evaluating the consultation service provided by the Taubman liaison librarians for their outcome-based evaluation of programs and services class (SI 623). The SI group examined patron satisfaction, confidence of skills learned, and style of consultation through observing librarian led one-on-one consultations. The evaluation indicated the service was effective and valued within the community. The students’ report provided recommendations for expanding the service.
**Cited References Project**

Stephen Flynn and Abby Bedford worked with Jean Song on a ‘bibliometrics’ project to investigate the differences in how Scopus, Google Scholar, and ISI databases measure cited references. Stephen and Abby used Refworks to import the cited references of over one hundred University of Michigan NCBI funded PubMed articles. The data from their project will be used to analyze differences in how these three information sources manage cited references, and ultimately it will aid researchers in distributing and tracking their publications.

**LibGuides**

Andy Hickner and Carol Shannon developed several video screencast tutorials for patrons on topics, including MGetIt and ‘How to Find an H Index.’

Bethany Harris, Chrysta Meadowbrooke, Jean Song, and the Bioinformatics Interest Group are developing a Research Guide on Bioinformatics. The guide will include introductory resources, links to online tools and software available at UM, and tutorials for those new to the field or current researchers wanting to expand their usage of bioinformatics tools.

John Garrison in collaboration with Lorelei Woody created an Epidemiology LibGuide for the School of Public Health’s 45th Annual Graduate Summer Session in Epidemiology. This two-week session offers instruction in the principles, methods, and applications of epidemiology and the LibGuide will facilitate the coursework and research of students, researchers, and others during the session.

“I consider myself very fortunate to be a part of the Taubman Health Sciences Library while still a graduate student at the School of Information. The staff and work environment are extremely supportive and encourage the exploration of all areas of health sciences librarianship, including research, reference, instruction, grant writing, social media, e-learning technologies, needs assessment, and outreach. As a result, I’ve gained indispensable professional experience and skills that have not only complemented my coursework, but greatly prepared me for the real world!”

**Stephanie Swanberg,**
**Library Administration Student Assistant**

“Being the University Library Associate for the Taubman Health Sciences Library has been a great pleasure and absolutely the best training I could have asked for. I seriously cannot imagine my library school experience without it! My colleagues and mentors have been a wealth of information and support, allowing me to partner on projects that included instruction, research, assessment, interdisciplinary collaborations, information literacy, medical education, informatics, manuscript writing and publishing. The encouragement I have received has definitely been a motivating factor in my pursuits and successes in health sciences librarianship.”

**Bethany Harris,**
**University Library Associate**
The Taubman Library continues to participate in the University of Michigan’s Planet Blue environmental initiatives, and some of the measured impacts include decreases in overall energy usage and carbon emissions.

Key Changes
- Outside lighting timers
- Building recommissioning
- Motion sensing power strips
- Damper scheduling
- Restroom water conservation
- Chiller upgrades
- Piping insulation
- Steam trap testing/replacement

Utility data
- Avoided $25,000/year in energy costs at FY10 rates.
  - Decreased overall energy usage by 10%
  - Decreased steam usage by 29%
- Increased electric usage by 1%

Carbon Emissions Impacts
- Avoided 84 Metric Tons/year of CO2
  - CO2 avoidance is equal to removing 17 average automobiles from US roads
THL's Social Media Presence: Facebook

http://www.facebook.com/mlibraryhealthy

291 people “like” our page

31 logged-in monthly page views since July 1, 2009

The library’s Facebook page is a hub of online outreach activity. Daily updates appear on library events and announcements as well as links to health-related websites, articles, and consumer health information. Activity on the MLibrary Healthy Communities page has continued to increase over the past year with peaks in the number of page views in April and May.

Active Users

1 day, 7 day, and 30 day counts of users who have engaged with your Page, viewed your Page, or consumed content generated by your Page. This data corresponds to 01/01/2010 - 01/04/2011

Users

New Likes 7  Lifetime Likes 7
88  295

Active Users 7

Daily Active Users  Weekly Active Users  Monthly Active Users
The library uses its Twitter account for announcements, upcoming events, suggested health websites, and promotions. The library recently adopted CoTweet to allow multiple administrators for the account, which has led to increased activity both for the library and followers. In October, the library tweeted about our Plain Language Medical Dictionary and, as a result, online traffic of the tool increased.
We are currently experimenting with Foursquare, a social media mobile application, to engage users more with the library. Foursquare allows users to ‘check-in’ and tell their friends where they are with their mobile device, while also incorporating competition and games. Users are able to become ‘mayors’ of a particular venue when they check-in multiple times in a short period of time, and they often receive specials, such as discounts or prizes. In addition, users collect badges for completing particular tasks associated with a venue.
### THL’s Presentations and Publications


**Conte, Marisa.** “Grant writing basics.” Wayne State University Libraries Grant Writing Workshop. Detroit, MI. March 2009. Continuing Education Course.


<table>
<thead>
<tr>
<th>MacEachern, Mark, Marisa Conte and Whitney Townsend. “Implementing office hours to enhance liaison services in academic, clinical and research contexts.” Medical Library Association Annual Meeting. Washington, DC. May 2010. Poster Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Song, Jean and Marisa Conte.</td>
</tr>
<tr>
<td>Warden, Michael, Marisa Conte and Mary Hill.</td>
</tr>
</tbody>
</table>
MLibrary 4th Annual Student Photo Contest

Theme: Healthy Michigan

Submissions: January 24 - March 11, 2011

The 3 winning photos will be displayed in the Taubman Health Sciences Library.
Winners will receive gift cards.

Submit your entries, personal information, and a 250-word description of your photo(s) to libphotocontest@umich.edu. Maximum of 2 submissions per student.

Rules and submission guidelines, visit www.lib.umich.edu/photo-contest

http://www.lib.umich.edu/taubman-health-sciences-library