

2010

## HAM-TMC Library Strategic Plan 2010-2015

Houston Academy of Medicine-Texas Medical Center Library

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## HAM-TMC Library Strategic Plan - Summary FY 2012–15

**Vision:** The HAM-TMC Library is recognized as a world-class leader in the delivery and development of biomedical information

**Values:** Innovation  
Accountability  
Excellence  
Collaboration  
Education  
Outreach  
Integrity  
Leadership

**Mission:** In order to realize this vision and values, the Library's mission is to:

- Collect, Provide and Conserve Biomedical Information
- Teach Strategies and Develop Techniques for Knowledge Management
- Provide a Center for Study, Research and Collaboration
- Implement Public Relations and Marketing Strategies

**Goals:**

**1. Collect, Provide and Conserve Biomedical Information**

- Enhance the Collection to position the Library as the pre-eminent resource for biomedical information
  - Focus services and resources for constituents with emphasis placed on the academic institutions that constitute the Library's TMC Governing Institutions
  - Pursue initiatives to enhance the provision of services and resources for the Library's TMC Supporting Institutions and others
  - Establish an appropriate budget with built-in growth potential
  - Implement the Assessment Model based on a component budget of core, physical, and electronic library services

- Identify significant research and educational programs among the Governing Institutions and link these to development of print and electronic collections
- Collect accurate data for the electronic access and physical usage of the Library and link these data to collection development
- Analyze, improve and increase access to electronic collections as a top priority
- Benchmark Library services with nationally recognized best practices
- Increase overall support and gain additional funding via grants and philanthropy to complement the Assessment Model
- Develop an optimal remote storage and archive plan
- Make the McGovern Center a world-class special collection in medical history
  - Acquire and maintain rare book and archival collections
  - Make McGovern website user friendly and donation information clear
  - Make historical resources available to the public through cataloging, finding aids and digitization
  - Attract researchers and donors of historical material
  - Collaborate with other special collections and related institutions
  - Be supported by an active financial donor base
  - Provide community outreach
- Enrich resources available to our clients by strengthening consortial agreements
  - Strengthen the consortial agreement with the University of Texas System
  - Optimize existing consortial agreements, including those with THSLC and SCAMeL
  - Investigate other local and regional consortial groups
  - Establish consortial agreements outside the biomedical subject areas
- Promote open access for scholarly publications
  - Support NIH Public Access Policy
  - Increase TMC-wide awareness of scholarly publishing issues
  - Implement federated authentication (Shibboleth)

- Provide access to biomedical resources for unaffiliated professionals and consumers throughout the South Central Region by retaining the National Network of Libraries of Medicine South Central Region contract
- Provide access to healthcare professionals and consumers through the implementation of a World Center for Health Information
  - Develop partnerships and MOUs with institutions and countries

## 2. Teach Strategies and Develop Techniques for Knowledge Management

- Develop innovative methods for teaching and learning
  - Create virtual teaching, including web-based tutorials
  - Integrate curriculum management tools used by our educational institutions and partner with the educational institutions to provide added value
- Integrate library resources into clinical/patient information systems
  - Create task force to study current informatics and library joint systems
- Establish clinician-focused web portals by specialty
- Continue to develop the *DigitalCommons@The TMC* as an open access repository of scientific publications and data
- Participate in implementation of meaningful use of the EMR and HCR as called for in the 2010 Patient Protection and Affordable Healthcare Act
- Increase number of classes and participation for TMC institutions
  - Identify educational partners in each institution
  - Pursue curriculum innovations
  - Provide continuing education credit for appropriate classes
  -
- Strengthen our relationships with the region's library school programs
- Provide new educational opportunities for employees

### **3. Provide a Center for Study, Research and Collaboration**

- Establish a world-class physical library
  - Develop and implement a site redesign to meet the educational and business needs of the Library as a contemporary health information and learning center
  - Maintain a safe environment for everyone
  - Maintain an emergency preparedness plan
  
- Establish a world-class electronic library
  - Provide access to all electronic resources via federated authentication or library credentials
  - Provide 24/7/365 access and support for electronic resources
  - Maintain a state-of-the-art internet interface
  - Explore EMR for patient-tailored information retrieval with UT School of Biomedical Informatics

### **4. Implement Public Relations and Marketing Strategies**

- Research and adapt successful promotion strategies
  - Create a public relations and marketing committee
  - Consider creating a business development department
  - Prove our worth to member institutions
  - Attend marketing sessions at conferences
  - Network with institutions successful in public relations and marketing
  - Continually update website
  
- Develop public relations and marketing skill sets for all employees
  - Develop a unified *elevator* speech on the importance of the Library
  - Seek contributions from marketing, public relations and media professionals
  - Attend educational opportunities from non-profit organizations such as United Way
  - Increase marketing skills of the staff through training

- Develop and implement marketing plans for specific clients
  - Conduct an environmental scan of our user community
  - Define our products and services
  - Raise awareness of Library's services
  - Foster multilevel relationships with Governing institutions
  
- Build a passionate workforce that is committed to the mission of the Library
  - Introduce all employees to the charter, mission, direction and finances of the Library
  - Increase the customer service skills of all employees
  - Ensure a clear line of communication between Library staff and administration
  - Design a management-by-objectives program
  - Support employees continuing education opportunities at all levels
  - Ensure safety and wellness opportunities of all employees
  - Continue employee events that build solid work relations
  
- Work closely with the Friends of the TMC Library to build strong community support
  - Assist in reinvigorating the organization
  - Assist in fundraising and membership activities
  - Develop close working relations with Friends Board members
  
- Collaborate with other business, community and philanthropic organizations
  - Co-sponsor events and programs
  - Serve as a liaison between leadership of other organizations and Library
  - Encourage Library staff to identify collaborative efforts with other institutions and community based organizations