2005

HAM-TMC Library Strategic Plan 2005-2010

Houston Academy of Medicine-Texas Medical Center Library

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Vision: Informed Healthcare Decisions

Mission: In order to realize our vision we will

- Collect, Provide and Conserve Health and Medical Information
- Teach Strategies and Develop Techniques for Knowledge Management
- Provide a Center for Study, Research and Collaboration

Goals:

1. Collect, Provide and Conserve Health and Medical Information
   Library Sections Involved: Information Services, Information Technology, Collections Management, McGovern, Circulation, Photocopy/Interlibrary Loan

- Maintain and enhance the pre-eminent position of the HAM-TMC Library collections
  o Establish a stable and more appropriate budget with built-in growth potential for needed print and electronic materials
  o Revise and publish Collection Development Policy
    ▪ “living document” interaction etc
    ▪ Establish Collection Development Team that includes key staff from Collections Management, Public Services, and McGovern
  o Analyze, improve, and increase access to electronic collections
Implement Serials Solutions ERMS
Negotiate to give broader access to licensed resources
Ensure every cardholder has proxy/remote access
- Automate the library card registration process
- Automate the process of creating a remote access account
- Provide instructions on accessing electronic resources
- Create web-based tutorial outlining our resources and methods for accessing them

Evaluate monograph and serials collections
- Determine appropriate locations
- Establish ongoing weeding process
- Merge the Menninger Collection

Increase overall Library support and develop new funding models
- Create and fund a named endowed position for the Library’s Executive Director
- Expand Adopt-A-Journal program
- Establish new funding models
  - Identify new internal and external funding sources and partners
  - Establish additional targeted funds for collections and services
- Work closely with the Friends of the Texas Medical Center Library to increase their support
  - Increase endowments for the Library’s collections
- Develop and publish a gift policy
  - Secure financial support to manage major acquisitions
  - Create educational programs regarding giving legacies
Engage a consultant to hold regular estate planning seminars with an emphasis on the disposition of personal papers, books, and other articles related to one’s professional life

- Develop a unified vision of the Library and its activities
  - Position the Library as a required-for-success business partner to the governing institutions
  - Create a public relations/marketing position

- Preserve the past by providing access to documents and information about the history of healthcare
  - Provide proper shelving and storage in the Historical Research Center
    - Expand available shelving for library materials
    - Expand available shelving for archival collections
  - Provide access to the photographs and manuscripts in the McGovern Research Center
  - Ensure historical and rare book collections are accessible through WorldCat and the local catalog
  - Digitize microforms, video, and other non-print materials
  - Expand the digital collections and access to manuscript collections on the McGovern webpage and through national or regional consortia
  - Increase awareness of historical collections
    - Create brochures, printed PR items, and educational materials for targeted audiences
    - Schedule mailings for publicity on specific collections, for challenge grants and for donations for specific funds or projects
    - Advertise in selected publications
    - Ensure regular articles appear in library and other publications
• Enrich resources available to our clients by strengthening consortial agreements
  o Increase participation in national and international programs through the NN/LM SCR
  o Strengthen existing consortial agreements, including THSLC, SCAMeL and the University of Texas System
  o Investigate other local and regional consortial groups
  o Establish consortial agreements outside the health and medical subject areas

• Remove barriers and make resources available and accessible to our clients
  o Promote open access for scholarly publications
    ▪ Support NIH Public Access Policy
    ▪ Increase TMC-wide awareness of scholarly publishing issues
  o Implement federated authentication
  o Implement Serials Solutions Article Linker across our database collection
  o Create and populate digital collections databases of local image and other collections
  o Create bibliographic records for non-cataloged materials

2. Teach Strategies and Develop Techniques for Knowledge Management
Library Sections Involved: Information Services, Collections Management, Information Technology, NN/LM SCR

• Provide new methods for teaching and learning
  o Create virtual teaching, including web-based tutorials
    ▪ Investigate new tools for online education
    ▪ Expand audio/video studio capabilities
  • Help potential educators become comfortable with near-live presentation skills
  • Provide on-line question submission to answer questions off-line
• Develop a full Library training program on video/webcast
  o Create virtual tour on the Library’s website
  o Integrate and recommend curriculum management tools used by our educational partners
    ▪ Conduct an environmental scan of curricula of all TMC educational institutions
    ▪ Identify faculty champion partners in all TMC educational institutions
• Create and maintain the digital institutional repository for the TMC
  o Implement ProQuest Digital Commons
    ▪ Collaborate and pilot with The University of Texas School of Nursing at Houston to store and catalog faculty research, theses and dissertations, and learning objects
    ▪ Create and publish policy and workflow processes
    ▪ Expand to include all TMC educational institutions
    ▪ Identify and plan long-term funding mechanisms
    ▪ Market publishing capabilities to TMC institutions
    ▪ Encourage educational institutions to require submission of faculty research to the repository
    ▪ Continue to explore institutional repository software
• Integrate library and clinical/patient information systems
  o Create task force to study current informatics and library joint systems
  o Establish clinician-focused web portals by specialty

• Enhance and expand repertoire of classes
  o Increase number of classes and participation for TMC institutions
    ▪ Improve the Library’s AAHSL standing
  o Create Curriculum Team with departmental representation
    ▪ Contact faculty to investigate appropriate points of insertion into their curricula
3. Provide a Positive Center for Study, Research and Collaboration
Library Sections Involved: Public Services, McGovern, Information Technology

- Provide the information tools and infrastructure to meet client needs
  - Maintain access to all electronic resources via federated authentication
    - Use TMC institutional authentication sources where appropriate
    - Maintain Shibboleth source for authentication where the institutions cannot provide the service
    - Create automated reporting mechanisms to better align services with costs
      - Provide feedback reports for institutional partners
      - Provide reports to facilitate relationships with vendors
  - Provide and enhance wireless Internet connectivity
    - Provide public access points to users inside the Library
    - Market the service
Document methods for accessing resources at their home institutions while in the Library, including email and patient records
  o Develop an alternate route to the Internet
    ▪ Build alternate fiber path from the Library to the University of Texas Health Science Center at Houston
    ▪ Enhance routing capability of Library to participate in dual-homing arrangement with BCM and UTHSC
    ▪ Negotiate peering arrangements with UTHSC
  o Provide around-the-clock access and support to electronic resources
    ▪ Create a hot-standby collocation site for web, proxy and accounting systems
    ▪ Define IT services levels and align with Library business commitments
      • Provide infrastructure, including monitoring, hardware, support and connectivity, for 24/7 operations
    ▪ Expand Reference Librarian service to on-call during off-hours
      • Conduct needs assessment of our users
    ▪ Expand Electronic Resource triage to on-call during off-hours
      • Create access point from the Library’s homepage for this service
    ▪ Institute self-service portals to allow patrons to become more self-sufficient in the areas of IT, reference and electronic triage support
      • Simplify interfaces to all library resources

• Design a physical library to meet the changing needs of our clients
  o Determine the changing needs of our clients through focus groups, needs analysis, environmental study, surveys, and visits to other libraries
  o Provide group study areas, including study rooms and computer pods for collaboration
o Provide more publicly available and safe electricity
o Analyze use of books and journals to determine which materials should remain onsite
o Make wireless internet access available ubiquitously in the Library
o Redesign the Library space to meet the business objectives of the Library
  ▪ Plan, fund and implement the design
o Determine resources and services that are most important to our users and move those into the appropriate spaces
• Create a safe, secure and attractive environment for all
  o Purchase new, comfortable, ergonomic furniture
  o Create a 24/7 security program utilizing staff and surveillance technology
    ▪ Increase Library physical security
      • Investigate sharing security personnel with other TMC institutions
      • Install surveillance equipment
• Communicate physical environmental needs and ideas to key people
  o Develop marketing techniques for different audiences
  o Develop funding models for capital campaigns
• Develop and equip a state-of-the-art conference center
  o Perform needs assessment
  o Move existing street-level computer lab and classroom to Library first floor
    ▪ Build out classroom/computer lab space
    ▪ Build out conference center
  o Move staff from Library first and second floor areas
  o Install electronic announcement system