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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
o Identify significant research and educational programs among the Governing Institutions and link these to development of print and electronic collections
o Collect accurate data for the electronic access and physical usage of the Library and link these data to collection development
o Analyze, improve and increase access to electronic collections as a top priority
o Benchmark Library services with nationally recognized best practices
o Increase overall support and gain additional funding via grants and philanthropy to complement the Assessment Model
o Develop an optimal remote storage and archive plan

• Make the McGovern Center a world-class special collection in medical history
  o Acquire and maintain rare book and archival collections
  o Make McGovern website user friendly and donation information clear
  o Make historical resources available to the public through cataloging, finding aids and digitization
  o Attract researchers and donors of historical material
  o Collaborate with other special collections and related institutions
  o Be supported by an active financial donor base
  o Provide community outreach

• Enrich resources available to our clients by strengthening consortial agreements
  o Strengthen the consortial agreement with the University of Texas System
  o Optimize existing consortial agreements, including those with THSLC and SCAMEL
  o Investigate other local and regional consortial groups
  o Establish consortial agreements outside the biomedical subject areas

• Promote open access for scholarly publications
  o Support NIH Public Access Policy
  o Increase TMC-wide awareness of scholarly publishing issues
  o 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
  o Develop partnerships and MOUs with institutions and countries

2. Teach Strategies and Develop Techniques for Knowledge Management
• Develop innovative methods for teaching and learning
  o Create virtual teaching, including web-based tutorials
  o 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
  o 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
  o Identify educational partners in each institution
  o Pursue curriculum innovations
  o 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 marking, 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
  o Conduct an environmental scan of our user community
  o Define our products and services
  o Raise awareness of Library’s services
  o Foster multilevel relationships with Governing institutions

• Build a passionate workforce that is committed to the mission of the Library
  o Introduce all employees to the charter, mission, direction and finances of the Library
  o Increase the customer service skills of all employees
  o Ensure a clear line of communication between Library staff and administration
  o Design a management-by-objectives program
  o Support employees continuing education opportunities at all levels
  o Ensure safety and wellness opportunities of all employees
  o Continue employee events that build solid work relations

• Work closely with the Friends of the TMC Library to build strong community support
  o Assist in reinvigorating the organization
  o Assist in fundraising and membership activities
  o Develop close working relations with Friends Board members

• Collaborate with other business, community and philanthropic organizations
  o Co-sponsor events and programs
  o Serve as a liaison between leadership of other organizations and Library
  o Encourage Library staff to identify collaborative efforts with other institutions and community based organizations