

July 21, 2011

## Medical Center Libraries & Technologies Strategic Planning

Combined Results

1. Who are our customers (now and in the future)?
  - a. UR/URMC
    - i. Students
      1. Medical
      2. Nursing
      3. Graduate
      4. Undergraduate
      5. High School and Middle School
    - ii. Faculty (including part-time faculty, who often don't get same level of support as full-time)
    - iii. Staff
    - iv. Researchers (especially translational researchers)
    - v. Alumni
    - vi. Patients and their families
    - vii. Other health care providers
    - viii. Hospital (employee) educators
    - ix. Residents and Fellows
    - x. Other (than URMC) campuses
    - xi. Each other!
  - b. Non-UR
    - i. Greater Rochester community
    - ii. Rochester Regional Library Council
    - iii. Visitors to Center for Community Health
    - iv. Health professionals
    - v. Historians
    - vi. Other medical institutions
    - vii. Other academic institutions
    - viii. Legal firms
    - ix. Press
    - x. Government
  - c. Virtual
    - i. Social media followers
    - ii. National
    - iii. International

2. What do our customers **really** want from us? (Ref: Walt Disney World - "What time is the 3:00 parade?")
- a. Someone else to do the work for them; pressed for time or don't want to learn.
  - b. Friendliness; openness
  - c. No alarms while studying
  - d. Welcoming environment – be it physical or virtual ★
  - e. Fun and interactivity ("entertain me")
  - f. Remember me (virtual and in person) (Google "Suggest")
  - g. Trust and reassurance
  - h. Responsiveness; personal attention; human touch
    - i. Ability to schedule appointments with librarians via the website
  - i. Quality
  - j. Empathy (for individual circumstances & backgrounds)
  - k. Instant access ★ ★
    - i. Full text articles/books ★ ★
    - ii. Answers to questions on the spot; embedded clinical librarians
    - iii. Transparent access - no additional per-resource sign-on ★ ★
    - iv. Faster scanner
    - v. Real-time chat with ILL, Answer Desk, Help Desk, librarians
  - l. Make it convenient/easy
    - i. "Don't make me think"
    - ii. Clean, easy graphical user interface
    - iii. Seamless workflow
    - iv. Direct path to get answer
    - v. "How to" videos
    - vi. Everything should work on all platforms
    - vii. Easy printing
      1. Card that works @ Miner doesn't work @ Highland
      2. Customers don't know if there's money on their ID cards or not
      3. Library staff doesn't know what departments provide money for their staff/students
    - viii. Improved search function for the website ★
  - m. Holograms (virtual reality)
    - i. medical education
  - n. Virtual connectivity – virtual classroom/events
  - o. Sense of community
  - p. Don't want to come to library for resources & services
    - i. Want everything the library has to offer available in electronic format and available remotely
    - ii. Free interlibrary loan
  - q. Classes/instruction
    - i. Usual classes on how to use our resources, plus:
    - ii. Word
    - iii. Excel
    - iv. PowerPoint

- v. Web publishing
  - vi. Computer skills
  - r. Study space
    - i. 24 hour access/study space
    - ii. Group study space equipped with technology and internet
    - iii. Coffee and food near study space
    - iv. Computers with internet
  - s. Subject specialists with knowledge of the literature for the subject who can:
    - i. Provide best resources for field
    - ii. Help with research (literature reviews, grant writing)
    - iii. Help with collaboration especially with colleagues in distant locations
    - iv. Provide information and instruction on latest technologies
    - v. Provide advice on best technologies (i.e. information management tools) that will make their jobs easier
  - t. More computers for students, clinicians, etc. doing work as opposed to checking Facebook, etc.
  - u. Comfortable seating ★
  - v. More electrical outlets ★
  - w. Ability to FAX from the library
  - x. Chargers available for customer use, particularly for iPads, Macs, and laptops ★
  - y. Computers & space reserved for medical students
  - z. Latest, greatest stuff
  - aa. Mobile resources
    - i. Longer borrowing periods for iPad and laptops ★
  - bb. Advice on how to use social media (i.e. etiquette, interacting with patients)
  - cc. Many don't know what they want from us that is new/different
    - i. Anticipate customers' future needs
    - ii. Open customers' minds
  - dd. Fiction (adult and child-friendly) ★
  - ee. Directions; GPS system for the Medical Center
    - i. Library staff are expected to know where anything named \_\_\_\_ Library is located throughout the campus.
  - ff. Want to know why there are 3 libraries
    - i. What does it mean that libraries are "affiliated"?
    - ii. What does that mean for me as a customer?
    - iii. What services are available where?
    - iv. Why would I want to go to one of these other libraries?
3. What can we do to make our customers' lives more successful?
- a. More, better trained, better located staff (including students)
    - i. Cross-departmental education (for staff) within MCL&T
    - ii. Improve communication (benefits customers, too) ★★★
      - 1. Across departments
      - 2. Between libraries
      - 3. So that the left hand knows what the right hand is doing

- iii. Improve orientation program for staff and students
  - iv. Staff should be knowledgeable about our organization and be able to deliver up-to-date expertise
  - v. Don't "hand off" a question; see it through.
  - vi. Hire more library staff, especially subject specialists ★
  - vii. Rethink role of the librarian (We are behind other academic health science libraries.) ★ ★ ★
  - viii. Make librarians more visible using short videos, podcasts on website
  - ix. Librarians embedded, integrated into departments (virtual and physical) ★ ★ ★
- b. Address the digital divide
- i. Sensitive service delivery
  - ii. Awareness
  - iii. Raise customers' comfort level
- c. Encourage continuous feedback or input from customers
- i. Ask our customers what they want or need ★
    - 1. Surveys
    - 2. Focus groups
  - ii. Usability testing
    - 1. Make sure our stuff works the way our customers want it to work. ★ ★
- d. Provide training resources (esp. related to technology) for customers AND staff (including student assistants) ★ ★ ★ ★
- i. Enhance Answer Desk to include support for Blackboard (e-Learning) and Information Technology
  - ii. Stay current with technology and online learning development tools ★
  - iii. Create more tutorials
  - iv. "Just in time" training ★
  - v. Allot dedicated time for staff to learn ★
- e. Foster and promote the use of technology
- f. Provide easier and faster access to answers & information
- i. Resources on mobile devices
  - ii. Provide more resources in electronic format
    - 1. Digitize unique materials (HOM) ★ ★
    - 2. Buy more materials in electronic format, especially books
  - iii. New technologies (texting, skyping) for answering questions – making us easy to reach
  - iv. Integrate our Learning Management System with Library Resources, Services ★ ★
  - v. Develop knowledge base(es) for Google-like searching in or about Blackboard, Library ★
  - vi. Make the catalog more Google-like (more forgiving)
  - vii. Develop search of eBooks list on Miner's web site
  - viii. Virtual stack browsing

- ix. Enhance/foster mobile use
  - 1. Have a designated social media person or team to provide a more interactive social media experience.
    - a. Twitter and/or chat as internal and external communication.
  - 2. Demonstrate benefits (marketing) ★
  
- g. Expand, revamp, “reconceptualize” physical space ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
  - i. More computers in quiet study space (carrels)
  - ii. Dynamic and flexible space – meeting many different needs – now and in future:
    - 1. Convertible classroom
    - 2. Collaborative space
    - 3. Group study
    - 4. Quiet study
  
- h. Provide personalized services & instruction
  - i. Best tools for collaborative research
  - ii. Best information management tools
  - iii. Best social media tools
  - iv. Support administrators (not sure how, but think we need to)
  - v. Provide more support for Researchers – We don’t know what will make them successful, but we need to find out. Is it getting grants, making discoveries and finding results, translating into treatments/patents? That will help us develop targeted services. (This includes doing systematic reviews for researchers.) ★ ★ ★ ★
    - 1. Genomic information and support
  - vi. Do more with patient information/education
  - vii. Be more “expert” regarding clinical trials, and provide a support service to researchers, potential subjects.
  - viii. Support (even more than we do now) NIH Public Access
    - 1. Support the entire publishing process
  
- i. Do more strategically targeted PR/marketing ★
  - i. Build customer confidence in library staff expertise
  - ii. Figure out what we want to be good at, learn it, market it ★
  - iii. Do more publicity to let staff here (who are students elsewhere) know what we can provide.
    - 1. Want a place to check your Facebook page? You can do that at Miner.
    - 2. Need a place to check your personal email? You can do that at Miner.
  
- j. Pick our priorities because of limited library staff
  
- k. Additional hours (@ Bibby)

IDEA OR SUGGESTION	TOTAL VOTES
Expand, revamp, improve, upgrade, reconceptualize physical space	12
Rethink role of the librarian... ...embedded/integrated into departments (virtual and physical) ...more subject specialists ...etc.	7
Instant access... ...to full-text articles/books ...without additional per-resource sign-on ...etc.	7
Improve communication (staff and customers)	6
Provide more support for researchers	4
Provide training resources (esp. related to technology) for customers AND staff (including student assistants)	4
More targeted use of marketing, including demonstrating benefits of mobile technologies; figure out what we're good at and market it.	3
Integrate our Learning Management System with Library Resources, Services	2
Digitize unique materials (HOM)	2
Stay current with technology and online learning development tools; more dedicated time to learn.	2
"Just in time" training	1
Develop knowledge base(es) for Google-like searching in or about Blackboard, Library	1
Welcoming environment – be it physical or virtual	1
Provide chargers for customer use, particularly for iPads, Macs, and laptops	1
Longer borrowing periods for iPad and laptops	1
Fiction (adult and child-friendly)	1