The Changing Face of Reference

Biomedical and Health Information Services in the Classroom, Clinic and Beyond

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HSC Library Reference Department

- 1995 – 7.5 professionals
- 2009 – 5 professionals
  - Liaisons/reference primarily served educational mission of the Health Science Center
- 2011 – 11 professionals
  - Serve educational, clinical and research missions

- How did we get there in such difficult budgetary times?
The UF Health Science Center

- Six colleges:
  - Dentistry, Medicine, Nursing, Pharmacy, Public Health and Health Professions, Veterinary Medicine
- Numerous centers and institutes, including:
  - Brain Institute, Emerging Pathogens Institute, Genetics Institute, Institute on Aging, etc.
- Population
  - Over 1600 faculty
  - Nearly 7000 on-campus students
  - Over 1100 residents
New Leadership, New Vision

- More client focused environment
- Loosened food and drink policy
- Created Collaboration Commons and Collaboration Center
- More transparency in decision-making
- Change encouraged and valued
Changes Specific to Reference

- **February 2009** – Department moved from a Team Leader model to an Assistant Director model

- **March 2009** – Reference moved from small second floor space to larger first floor space

- **September 2009** – Closed Reference Desk and moved to an on-call model
What Did We Want To Be?

- Contribute to the clinical mission
- Contribute to the research mission
  - Both clinical and basic science research
- Become involved in consumer health and community outreach
- Become a vibrant, relevant part of the university community
What Stood in the Way?

- No time
- Little money
- No space
- No plan
We Flattened the Organization

- Did not replace:
  - Deputy Director
  - Head of Systems
  - Head of Technical Services
  - Three Staff Members

- Salary savings:
  - Professional positions
  - Staff members
  - Student assistants
  - Training and other “perks”
Closed the Reference Desk

- Moved to an on call model
- Triage questions at the information/circulation desk
  - Paraprofessionals and students
- Monday-Friday 10:00-3:00 librarian on call
- Required creation of in-depth training series
- New reliance on student assistants
Benefits of Closing the Desk

- Librarians more mobile
  - House calls
  - Instruction wherever needed
  - Social events
  - A goal of original liaison program

- To facilitate such mobility (and productivity)
  - Smartphones
  - Virtual desktop
Merger with Main Library

- Beyond our control; mandated by university President
- Numerous changes
  - HSC Library Director made an Associate Dean
  - HSCL eligible to compete for funding, etc
  - Required reduction of duplication of effort
- How do we make those changes work for us?
Position Re-engineering

- Senior Administrative Assistant
  - Became Head of Access Services
- Head of Access Services
  - Became Consumer Health and Community Outreach Librarian in Reference Department

- Allowed us to keep great manager
- Allowed us to meet our goal of entering consumer health arena
- Retained knowledge and connections
Eligible to Compete

- Clinical Research Librarian
  - Provost “jump start” position – stimulus funds
  - Competed among all university departments – 100 faculty were hired
  - Provost tweaked from “Clinical” to “Clinical Research”
- Basic Biomedical Science Librarian
  - Dual career position
  - Background in genetics
  - Associate Dean in “inner circle”
- Met our goal to serve research mission
New Services and Partnerships

- Support CTSI
- House calls
- Rounding in pediatrics
- Support hospital nurses – Nursing Research Council
- Collaborate with county public library district
- Academic Health Center IT Governance Committees
  - Clinical, Education, Research
- E-science and data curation – HPCC
- New commitment to bioinformatics support
- Unit retreats – curriculum reform, accreditation, planning
- Consultant to IACUC
- Veterinary Medicine Reading Room renovation committee
- Hosting events – communications and marketing plan
Who Are We Now?

- Biomedical and Health Information Services
The Importance of Being Learned

- For morale, professional knowledge, and new service development – keep learning!
- Free or low cost opportunities – such as Woods Hole Biomedical Informatics Workshop
- Bring in speakers to teach your staff
- Look for campus opportunities – FEOs
- Teach each other
Inclusive, Vibrant, Relevant

- Bring users into the equation
  - BHIS surveys, focus groups
    - Library space, SmartPhone use, marketing events
- Hosting events and other activities
  - Class poster sessions
    - Undergraduate genetics
  - NLM exhibits
    - Speaker and film series, artifacts and images
- Helping us to meet goal of becoming “heart of the institution”
Look for Money Everywhere

- Non-intuitive partnerships
  - Center for Humanities and the Public Sphere for Frankenstein
- Main library funding
  - Public Relations and Marketing Committee
- External grants and awards
  - Don’t worry who will continue the regular work – you will figure it out
Our Awesome Staff

- In two years BHIS experienced:
  - Two library directors
  - From Team Leader to Assistant Director
  - Swapped space
  - Closed desk, moved to on call and house call models
  - More than doubled number of librarians
To Learn More

- Monday night AAAS program
  - Clinical Research Librarian presentation
- Tuesday, 1:00-2:00
  - VIVO – poster 82
  - Space Planning – poster 100
  - New Liaisons – poster 106
- Tuesday, 2:00-3:00
  - Rounding – poster 62