The Ripple Effect: The Benefits of Focused Resource Initiatives

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Objective:

To build relationships with & provide improved service to small academic divisions by creating highly focused resource pages.
Department of Allied Health Sciences
School of Medicine (1 of 27 Departments)

- 7 Divisions:
  - Clinical Laboratory Medicine
  - Cytotechnology
  - Occupational Science
  - Physical Therapy
  - Radiologic Science
  - Rehabilitation Counseling & Psychology
  - Speech & Hearing Sciences

- 3 Centers:
  - Center for Literacy & Disability Studies
  - Center for Human Movement Science
  - Distance Education Information Center
Rehabilitation Counseling & Psychology: A Small, Unique Division

- 4 Full-time Faculty
- 1 Part-time Faculty
- 1 Staff Member
- 27 MS Students
  - 14 New Students
    - Fall, 2008
2007 Collection Development Survey

Chair/Associate Dean & Division Heads recommended…

- Key materials for purchase
- Key web sites
- Top 5 journals
- Online book collections or titles
Identified Need

A specialized, highly-focused tool to address an unusual mix of needs:

- University has many relevant but widely dispersed resources
- Time-consuming training was necessary for broad range of more generic resource pages
- Students and faculty would benefit from easier access to electronic resources
Meeting between Liaison & Division Head

- Introduce potential tool
- View existing prototype
- Discuss focus, categories, & specific resources
- Identify Library and Division collaborators
Anticipated Broader Benefits

- Gain more knowledge of a unique division’s other needs
- Build warmer relationship with entire Department of Allied Health
- Demonstrate willingness to work with the smallest divisions as extensively as the largest

  - Other small or large divisions with unusual needs may more readily approach the library with requests
Development Process

- Meetings between Liaison and Collections Development Librarian during draft development
  - Email and discussion with interested faculty

- Sharing of draft at division faculty meeting
  - Spark excitement and sense of ownership among all faculty

- Revision of draft based on feedback
  - Ensure site meets division needs, not preconceived ideas
Design of Tightly Focused Resource Page

Produce for Firefox, Internet Explorer, & Safari

Develop in Dreamweaver

Rehabilitation Counseling & Psychology Resources

Core Databases
- Rehabilitation Counseling Bulletin
- American Rehabilitation Counseling Association Awards
- Family Resiliency, Uncertainty, Optimism, and the Quality of Life of

Core Electronic Journals
- Journal of Disability Policy Studies
- Journal of Rehabilitation
- Journal of Vocational Rehabilitation
- Psychiatric Rehabilitation Journal
- Rehabilitation Counseling Bulletin
- Research and Practice with Persons with Severe Disabilities
Categories of Included Resources

- **Library Resources**
  - Core Databases
  - Core Electronic Journals
  - Core Electronic Reference Books
  - Help & Library Assistance

- **Academic Resources**
  - Ethics Resources
  - Writing & Grant Resources
  - Evidence-Based Medicine Resources

- **Professional Resources**
  - Professional Organizations
  - Licensing Bodies
  - Government Agencies & Organizations

Link to Rehab Counseling & Psych page
Additional Needs Identified

- **New Page: Psychiatry and Mental Health**
  - No broad subject resource page existed
  - Area is relevant to all Departments & Divisions

- **New Page: Autism and Related Disorders**
  - Multidisciplinary
  - To support entire Department plus other programs & research centers across University

- **Replacement of All Older Format Pages**
  - Speech and Hearing Sciences
  - Social Work
  - Physical Therapy
Requests from Other Divisions

- Other Allied Health Divisions
  - Speech and Hearing Sciences
    - Out-dated page replaced with 2 pages after discussion with faculty
      - Speech-Language Pathology
      - Hearing and Audiology
  - Physical Therapy
    - Existing, out-dated page to be replaced
    - Adding Multiple Sclerosis page for new fellowship training track

- Units from other Schools to receive special pages
  - Hydrology, Neurology, etc.
Additional Outcomes

- Program knows the Library respects & values it (despite small size and newness of program)
- Faculty overcame reluctance to request “special” resources/services, allowing us to learn about other needs
- Requests for Liaison consultations increased, as did student referrals
- Collections Development Librarian made contacts useful for further collection development work
- Division shared experience and results with other faculty, resulting in additional requests & growth in relationships
Additional Observations

- Partnering between Collections Development (CD) Librarian & Liaison important
  (especially where no subject bibliographers exist)

- CD Librarian can serve as important link between User Services and Technical Services

- Involving CD Librarian directly in collaboration allows CD Librarian to form direct relationships with faculty

- Collaboration allows CD Librarian to learn local context, nuances of program, and specialized (sometimes local) vocabulary
Conclusion

- Investment of time and effort to meet the needs of a tiny group of users
  - Can have a disproportionately large return for the Library
  - Can reach beyond the original small user audience and initial project
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Specialized Health Resources pages:
http://www.hsl.unc.edu/Services/Guides/hlthresources.cfm

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