It is common to read editorials or comments wondering if libraries are still relevant in this digital age. **Everything is free on the Internet, right?** Why do we need as much space when we increasingly rely on electronic collections? **It is not a new phenomenon to hear questions on the future of libraries.** Libraries are still acquiring materials, assisting in requests for information or educational sessions, and people are still coming through our doors. **Libraries are more than just housing print collections.** What has changed is the type of content we purchase, ways we provide access for content, delivery mode in instruction, and complexity of questions we receive from patrons.
The change in providing traditional reference services has shifted to more in-depth research consultations, including assisting in systematic reviews. **We are moving more of our traditional education classes to electronic modules or tutorials for easier access.** Recognizing these shifts, a task force reviewed and recommended changes in our reference and education services. As part of this plan, **we are increasing our education and research services across campus.**

Library faculty and staff are reviewing how and what collections we purchase for our users. **We are identifying where we can substitute electronic books for print content.** The increasing costs of library collections coincides with campus growth in programs, students, and faculty. The marketplace for purchasing content is undergoing rapid changes as libraries move away from owning content stored on shelves to borrowing access for a limited time from publishers and other content providers. **We are exploring new models of purchasing or accessing content as a way to manage inflation with our current budget.** We are planning an extensive collection assessment project in 2015-2016 involving faculty, staff, and students.

In this year’s report, you will see evidence of how the McGoogan Library is implementing minor improvements to our physical space. Library faculty and staff continue developing partnerships with other campus units by hosting services for faculty and students through Academic Affairs and College of Allied Health Professions. **We are in the preliminary stages of planning a major renovation of library space to meet the ongoing requests from our users.** The library has an opportunity to reinvent the library from a place of storing materials to facilitating access and collaboration for users.

McGoogan Library of Medicine takes great pride in the collections hosted in our special collections and archives. **We are digitizing our unique collections so we can share previously hidden collections with the world.** Through support of our donors, we plan on implementing new projects as we collect, preserve, and provide access to our institution’s memory.

It was a successful year as we managed the adjustments in services, programs, and collections. After you read our report of activities, I hope you agree. I am proud of our library faculty and staff as they moved ahead in improving our services to our patrons.

**- Emily McElroy**
Director, McGoogan Library
2014

31% more people visited the library.

19% more education classes offered by our Education & Research Services librarians.

4% increase in study room usage but a 34% increase from 2014 to 2015.

2015

63% increase in students checking out models.

26% increase in visits to the library website.

31% increase in mediated searches for faculty, staff, and students.

Library Statistics at a Glance

409% increase in e-books owned with an 8% decline in print books. We spent 55% less on print books while e-book expenses increased 62%.

42% increase in electronic journals by purchasing new collections with minimal increase in spending.

50% increase in systematic reviews.

13% increase in individual instruction.

13% increase in databases purchased.

51% increase in volumes hosted in our special collections and archives.

11% increase in users checking out material from 2014 to 2015.
A less hierarchical administrative team.

After several retirements, the library evaluated all positions. Both the consultants and a Reference and Education Task Force report recommended an instructional design librarian and a reference associate position. We used another position to recruit an expert in library collections.

Merged different departments for better integration of services. Positions were redefined based on changes in how we provide services or purchase content. Managing electronic resources is more complex than traditional print materials. We adjusted staffing levels for better management of electronic resources.

Developed a set of expectations for department heads, faculty, and staff in creating a new organizational culture based on improved communication, collaboration across departments, and moving forward.
In January, Marty Magee joined the staff of the McGoogan Library as the new Instructional Design Librarian. For more than 11 years, Marty has been based in the library as the Nebraska and Education Coordinator for the National Network/Libraries of Medicine (NN/LM). Her background includes teaching credentials, as well as corporate and academic teaching/training experience, delivering in-person, online, and hybrid classes.

Marty’s job responsibilities include assessment and production of library instruction programs to address information literacy needs for on-campus and distance students as well as identification of emerging trends and sharing best practices in instructional technology. Aligned with this, Marty has also become involved in several UNMC initiatives including e-learning, iEXCEL, and delivery of an upcoming UNMC massive open online course (MOOC).

Alison Bobal joined the McGoogan Library of Medicine in February 2015 where she oversees Collection Development and Metadata. This is a sort of homecoming for Alison as she began her library career at McGoogan as a reference librarian. Prior to rejoining McGoogan, she was a Senior Customer Relationship Manager at ProQuest focusing on e-books and a Life Sciences/Collection Development Librarian at Oregon State University. Alison has a master’s degree in audiology from Ball State University and a master’s degree in information (specialization: library and information science) from the University of Michigan.

Danielle Drummond started as the Reference Associate for Education & Research Services (E&RS) in May 2015. Danielle began her career at the McGoogan Library in August 2014 in the Circulation Department as a part-time Library Assistant II. Before McGoogan, Danielle worked at a public library in her hometown and graduated from the University of Nebraska-Omaha with her bachelor’s in Education.
"Google can bring you back 100,000 answers. A librarian can bring you back the right one."

- Neil Gaiman
Twenty years ago, it was necessary to actually go to a library physically to conduct almost all library business. Today, the library still offers access to materials and services to users within the library, but visitors have a choice of venue for most transactions: in person or online.

Our roles are changing to address the needs of our users, who have the expectation that everything is available on the Internet and they should be able to access it instantly. While that’s not exactly true, librarians are seeking to educate our users in what is available, how best to access information for the complex questions from users that are not found quickly on the web, and educate users on what else is available. This also fits with the growing number of students in distance programs at UNMC.
Education

One cannot deliver library education using a cookie-cutter approach. Here are three examples of how McGoogan Library directly supports the unique education needs of UNMC and Nebraska Medicine.

1. Over the past two years, Alissa Fial, as liaison to the College of Nursing, has had the opportunity to embed herself into the graduate- and undergraduate-level classes, and meet with faculty.

   • Increased direct contact with the students and faculty at the five College of Nursing locations in Omaha, Lincoln, Norfolk, Kearney and Scottsbluff, by visiting in-person and presenting at least once per year.

   • Created a “Searching the Library for Evidence” module to review what would be discussed in class. Students can use the module to review the material at their own pace, at their convenience at http://webmedia.unmc.edu/library/ebp/presentation.html.

   • Originated a message board inside the Blackboard course management system for tips and suggestions. Students can comment and share back with other class participants.

How have teaching / learning relationships with students changed?
When Cindy Schmidt, liaison to the College of Pharmacy, began her duties with the College of Pharmacy in 2002, the library was providing six hours of instruction for COP students each year. Cindy now provides a total of 34 hours of instruction per year.

- Use of online tutorials has changed the dynamic. The first tutorial on “PubMed Keyword Searching” gave students a chance to work at their own rate and still receive written step-by-step instructions with screenshot illustrations. The tutorial was immediately popular with students and lab facilitators. Students who’ve completed these tutorials seem to be more familiar with the levels of searching that are possible, more willing to ask for help in producing effective search strategies, and better prepared to understand any further help librarians can provide.

- More tutorials have followed for the College of Pharmacy and for other colleges.

Teri Hartman, liaison to the College of Medicine, Department of Family Medicine, supports third year students rotating through the Family Medicine Preceptorship.

- An interactive online education module was developed to support the unique learning needs of this group of students. Moving the education online served two purposes: 1. before they leave, students learn about McGoogan Library information services and resources that apply to their rotation; and 2. students can refer back and review the lessons at any time during their rotation.
Librarians spent over 1,800 hours on 1,106 topics ranging from simple requests for information about a common disease to requests for comparisons of treatments for rare, therapy-related complications.
Research

Traditionally librarians have assisted students and faculty through walk-in or drop-in sessions at the Reference Desk. **How has research support changed?**

Roxanne Cox, Head of Education and Research Services, has taken the lead in directing search activities and researching systematic reviews.

- Librarians support clinical and research activities by searching literature for evidence or articles in support of a research topic. Librarians spent over 1,800 hours on 1,106 topics ranging from simple requests for information about a common disease to requests for comparisons of treatments for rare, therapy-related complications.

- There has been an increase in systematic reviews, a form of research that synthesizes the best evidence from published and gray literature focused on a single topic. Librarians at McGoogan have trained and are experienced in assisting with systematic reviews and have helped 15 researchers in the last year with their topics. Two librarians have been listed as authors on systematic review articles, recognizing the significance of the librarian to the research process.

- Researchers collect large numbers of citations related to their research and manage them through RefWorks, a web-based citation manager. Librarians presented 13 RefWorks classes and spent over 67 hours on consultations focused on this useful tool.

Instructional Design

**How do you see the blended roles of librarians, for example, blending the roles of instructional design and technology skills with traditional librarian skills?**

Marty Magee, Instructional Design Librarian, puts a different twist on this combination.

- MOOC. It’s a funny word, but it has far-reaching effects. A Massive Open Online Class is open to anyone to attend. As a distance education tool, the outreach possibilities can be far-reaching. In the coming year, Marty will be part of the initiative to produce UNMC’s second MOOC, “Ebola and Beyond: High Level Biocontainment for Healthcare Facilities.”
“The greatest problem of today is how to teach people to ignore the irrelevant, how to refuse to know things, before they are suffocated. For too many facts are as bad as none at all.”

- W.H. Auden

Customer Service

Our users speak...

• “This is wonderful. I am telling everyone how helpful the reference librarians at UNMC have been for me.”

• “I enjoyed the tutorial. I have been using PubMed for years and I learned a lot from this. Thank you!”
The influx of new information is not new, and it is the goal of the Education and Research Services department to lead health professionals and students through digital communication and in-person consultations, to add McGoogan Library resources and services to their own personal learning network.

The overarching lynchpin of all these services is customer service. Each librarian is dedicated to providing the best information at the right time for each person, whether that be for the students and faculty of the University of Nebraska Medical Center, or for the residents of Nebraska who may need assistance from the Consumer Health Information Resource Service, now in its 30th year.
Request numbers between August 2014 and April 2014 were up 41% compared to the August 2013-April 2014 time period.
New Trends and New Services

A marked jump in requests for literature search service was noted beginning in August of 2014. The number of requests received during the 2014-2015 fiscal year was up 26% compared to the number of requests received during the 2013-2014 fiscal year. The bulk of the increase was seen during the traditional school year. Request numbers between August 2014 and April 2014 were up 41% compared to the August 2013-April 2014 time period.

Initial suspicions that the change might be due to promotion of library services to a specific library user group proved unfounded. Analysis has shown that increased request numbers were received from most library user status groups – students, faculty, staff, house officers, nurses, etc. – and from most library user affiliation groups – COM, CON, COP, etc.

In 2015, use of the NCBI’s “My Bibliography” became an essential part of compliance with the NIH’s new biosketch requirements. At the request of UNMC’s Research Users Group and Sponsored Programs Administration, the Library’s Education & Research Services staff provided instruction on use of “My NCBI,” “My Bibliography,” and “SciENcv.” The staff also created online educational materials, a LibGuide and FAQs to support those using “My Bibliography” and “SciENcv.”

In response to a request from the Institutional Animal Use and Care Committee, one of the Education & Research Librarians, Cindy Schmidt, attended a workshop on “Meeting the Information Requirements of the Animal Welfare Act” and has begun serving as an ex-officio member of the IACUC. Those working with USDA-regulated species are encouraged to contact Cindy for help complying with alternative search requirements.

Members of the Education & Research Services team have also created an online tutorial that will help prepare incoming first-year medical students (M1s) for their problem-based learning course. The tutorial is based on a hypothetical clinical case and helps students use the library’s information resources to answer learning issues related to that case. It is currently being used by incoming M1s enrolled in Fast Start. The E&RS team hopes to create similar tutorials for other groups of incoming students in the future.
Improvements for Students

McGoogan Library of Medicine strives to make itself a comfortable place for all our patrons. Some of the services are specifically targeted for our students, including rolling white boards, free coffee, anatomical models, and our most popular, study rooms.

Rolling White Boards

Since last fall, the library has incorporated five rolling white boards. They stand over four feet high and offer 1,900 square inches of writing space. While the study rooms are generally the first choice, students have found these rolling white boards to be a fantastic addition. Not only are the boards three times larger than the ones in the study rooms, they provide opportunities for students to create their own private study spaces.

Anatomical Models

Fall semester is a prime time for students to brush up on or learn about skulls, brains, and hearts. Our anatomical models are a big hit with the students. This past year, our models were checked out 377 times compared to 302 check-outs the previous year. Stopping by the AskUs desk beginning in September through the end of October, individuals will find a parade of skulls coming and going. The AskUs staff keep a waiting list, constantly striving to meet the demand of the anatomical models. Once one comes in, a call is made to the next student to let them know a skull is ready for them to use.

Free Coffee

Beginning in the spring of 2014, we brought in a self-service coffee brewer for the Linder Lounge. Paid for through the Linder Fund, the students now have easy access to free coffee. Endless amounts of coffee have been drunk, along with countless amounts of sugar and creamer. At the request of students, we began offering tea bags as well.

Study Rooms

While the library offers great services, none are as popular as our 16 study rooms. They go at a first-come-first-served basis. The bigger study rooms generally go first. Some of them hold up to four people and groups like the opportunity to study together. This past year, the study rooms were checked out over 5,500 times, with an average of 344 usages per room.
An overwhelming 90% of students responded that they come to work or study alone and 32% responded that they visit to study or work in a group.
Library Space Update

In recent years, as the paper collections in libraries have been replaced by digital full-text and as the shelf space that once held those paper collections have been reduced by collection compression, the space being made available has started being used to bring students and faculty back to the library for entirely new reasons. In many libraries, spaces once full of stacks are now giving way to small group study areas, collaborative learning spaces, course design and development facilities, writing centers, makerspaces for 3D printing, and coffee cafes.

While McGoogan hasn’t removed our stacks we are planning a new era of service for the UNMC campus. Here are a few highlights of space enhancements made over the past year:

- Part of the old photocopy room near the AskUs Desk has been converted into a 3D Makerspace. The area includes two 3D printers, a 3D scanner and a workspace.

- Five study rooms on the seventh floor had the old whiteboards removed and replaced by a whiteboard wall covering on two of the walls. The old whiteboards taken down were refurbished and added to four other study rooms. These changes more than doubled the amount of whiteboard space in ten of the sixteen study rooms.

- Eight moveable whiteboards were also purchased for students to roll anywhere in the library. A new Facilities, Emergency Planning & Safety committee was established. The committee tackled emergency response training in protection of faculty, staff, students, and patrons, as well as minor structural updates to the facility. The committee additionally began work on a plan for future renovation efforts within the library, in collaboration with the Office of the Vice Chancellor for Academic Affairs and UNMC Facilities. Surveys of UNMC faculty and students in 2014 revealed significant interest in a planned renovation. When asked if a designated space for faculty in the library would be of value, 64% responded yes. If space was provided in the library, 79% of faculty would like to see a fully equipped e-learning development center with staff available to help use the technology and software. 59% of faculty would like small group meeting rooms and 47% would like some type of quiet, individual study space for writing and research. Like the faculty, students thought that a mix of quiet and collaborative space would be ideal.

An overwhelming 90% of students responded that they come to work or study alone and 32% responded that they visit to study or work in a group. Similarly, faculty and students thought the library needed better lighting, more electrical outlets, more robust wireless internet and more quiet, private study space. In a related question, students were asked if they would use a 24/7 quiet study area in the library and 88% responded yes. These survey results will be used to inform and guide the committee as they continue to move forward.

Building on a partnership with the College of Allied Health Professions, in late October 2014, construction began to transform a former storage area on the eighth floor of the McGoogan Library into a Virtual Environment Radiotherapy Training (VERT) lab. The area renovated by CAHP houses a state-of-the-art, back-projected VERT system, new seating, lighting, carpeting and a room-darkening coat of paint. VERT is a virtual environment of a radiotherapy treatment room. Through captivating 3D views and life-size visualizations, VERT offers an excellent platform for supplying radiation therapy training to students, nurses and multidisciplinary team members.
Since the opening there have been 130 print requests submitted by 58 different individuals across campus.
New Programs

The McGoogan Makerspace, located on the sixth floor of the library near the main entrance, officially opened on March 31 during the Innovation Open House. The Makerspace is the home of a MakerBot Replicator, fifth Generation 3D Printer; a MakerBot Replicator 2x Experimental Printer; a MakerBot Digitizer for scanning objects to be printed on the 3D printer; and a workstation for creating 3D objects using 3D imaging software including MeshLab, NetFabb Basic, MakerBot MakerWare and MakerBot Desktop. UNMC students, faculty, and staff can submit objects to be printed on the 3D printer either through an online form or by bringing in a flash drive. They are also able to schedule time on the 3D workstation to create or refine objects they would like to print. All 3D printing is currently handled by McGoogan staff.

A wide variety of 3D objects have been submitted for printing, ranging from models of DNA and germs to skulls and brains. One unique object that was printed for Ellen Duysen, Coordinator, CS-CASH, College of Public Health, elicited the following response:

“We requested a 3D model to be made of the human cochlea with the vestibular labyrinth attached. The result is a thing of beauty! In the few weeks that we have had our model we have used it 3x in conjunction with our other hands-on models to present hearing conservation presentations to rural elementary, JH and HS students. The students absolutely love the fact that they can touch the model (it is incredibly durable) and that it was created by a ‘cool’ technology. As we discuss the importance of the cochlea this model helps to reinforce the learning process. We are anxious to send in our next 3D printing job! We are grateful to have this technology available.”

A group of UNMC Graduate Students recently formed a 3D printing group called UNMC Makers. The group will hold monthly meetings in the library conference room adjacent to the Makerspace and will be using the Makerspace to further their knowledge of how to create and print 3D objects. Tom Gensichen, who coordinates the Makerspace, will serve as the faculty sponsor for this new group.
The repository has seen an international reach, with visits from persons in India, Russia, the United Kingdom, Canada, and Australia.
Institutional Repository

DigitalCommons@UNMC is an online repository of the research, scholarly communications, and archival materials produced or owned by members of the University of Nebraska Medical Center community. The 2014-2015 fiscal year marked the first full year for the repository and included much growth and usage. 661 new items were added and included journal articles written by UNMC faculty and newly digitized institutional and historical collections. Though approximately 80% of users come from the United States, the repository has seen an international reach, with visits from persons in India, Russia, the United Kingdom, Canada, and Australia. Journal articles garnered the most downloads with 2,499 and are followed by the MD theses with 2,267 downloads. Other well-performing items include the book collection Centennial Trilogy of the University of Nebraska College of Medicine at http://digitalcommons.unmc.edu/cent_com/ with 616 downloads and College of Medicine Senior Class Pictures at http://digitalcommons.unmc.edu/comclass/ with 977 downloads.

Digitization of Special Collections and Archives

Digitization of materials from the library’s archives and special collections has been ongoing throughout the past year. Among the many items digitized and uploaded to the institutional repository are a number of documents from UNMC’s predecessor institution, the Omaha Medical College (OMC).

The OMC was a proprietary medical school, owned by physicians who also were faculty members, which existed from 1881 until 1902 (when it affiliated with the University of Nebraska). The OMC collection includes commencement and graduation banquet programs, college schedules and catalogs, as well as photographs. Nearly half of the Omaha Medical College “Pulse” newsletter and journal, published from 1898 thru early 1921, has also been added to the online collection.

Also uploaded were 97 senior class photos from the Omaha Medical College and University of Nebraska College of Medicine, dating from 1881 to 2013. Included with each class photo are the names of students and faculty shown. The archives does not have a complete set of every senior class photo.

The digitization of yearbooks from UNMC’s past is also in progress. Already completed are the College of Medicine’s “Caduceus” (1929 and 1930), and the several years of the College of Nursing’s “Starch and Stripes” (from the 1950s). Currently in progress are College of Pharmacy yearbooks from 1913-1920. Additional work was done that gives the viewer the ability to flip through the pages of each yearbook, for a rich, multimedia experience.
As well as the history of UNMC, materials from the collection of Wolf P. Wolfensberger, Ph.D. (1934-2011), a faculty member at the Nebraska Psychiatric Institute from 1964 to 1971, have also been placed online. Among his lifetime body of work is a newsletter called “TIPS: the Training Institute Publication Series,” issued from 1981 to 2006.

This 27-volume series covers a wide variety of topics concerning mentally and developmentally disabled citizens, and it features articles on new developments in normalization, service quality, evaluation developments, training and moral values issues and their role in human services. This newsletter has received numerous downloads from around the world.

Digitization has also been completed on some of Wolfensberger’s lecture materials, including more than 3,500 overhead transparencies used in his many lectures and workshops given across the country and around the world on the topics of normalization and social role valorization.

Digitization of these and other materials has been done by library staff Erin Torell and Cameron Boettcher. To see these and other historical materials from UNMC’s archives, please visit http://digitalcommons.unmc.edu/.

Expanded Services

Interlibrary Loan

Beginning January 1, 2015, the library ceased charging faculty and staff for the interlibrary loan service. Additionally, students were no longer limited to 50 free requests per year. This change was made to make information more accessible to the UNMC and Nebraska Medicine community. Since that time, we have seen an increase in requests compared to last year. Though the number of requests has decreased significantly over the past five years, this increase indicates that the UNMC and Nebraska Medicine communities could be utilizing this service more, now that the barrier of a charge has been lifted. Compared to the same time period last year, preliminary data shows that faculty and student requests have increased by approximately 25%. Further and continued analysis will be performed to track these trends.
In 2015-2016, we added 13 online subscriptions. Of special note, the *Journal of Interprofessional Education & Practice*, a newly published journal that examines current issues and trends in interprofessional healthcare topics, is affiliated with UNMC.

This year the library added 2,320 e-books to the collection. The majority of the titles were purchased through e-books collections from the publishers Springer and Thieme. The e-books come with archival rights so they will always be part of our collection.

From Springer, we bought two subject collections, Biomedical/Life Sciences and Medicine, which cover books published in 2014 and 2015. The titles in the collection range from *Atlas of Robotic Cardiac Surgery* to *Culture and Health Disparities* to *Biological Toxins and Bioterrorism*.

We also purchased the 2015 collection of e-books from Thieme. This collection currently consists of 37 titles. There will be 42 when all the titles have been published. This collection consists of clinically-focused titles such as *Neuro-Oncology: The Essentials, Oral Cancer Surgery: A Visual Guide*, and *Surgical Management of Pain*.

This year the library purchased the complete SpringerProtocols archive. Making this one-time purchase of the archive and switching to an archival rights model allows for more stability to our collection. SpringerProtocols is an online database of reproducible laboratory protocols from the book series *Methods in Molecular Biology* and other sources. This resource offers researchers access to nearly thirty years of tested, trusted, step-by-step protocols for immediate use in the lab.

In an effort to support Open Access publishing and the researchers at UNMC, the library became a supporter member of BioMed Central. With this membership, any UNMC author who publishes in a BioMed Central journal will receive a 15% discount on article processing charges. BioMed Central publishes over 100 open access journals across the whole spectrum of biology and medicine. Articles submitted to these journals receive rigorous and rapid peer review and authors retain the copyright of their work.
Outreach/Service to Nebraska

National Network of Libraries of Medicine

The National Network of Libraries of Medicine (NN/LM) provides health professionals with equal access to biomedical information, and improves the general public’s access to information to help them make informed decisions about their health. This program is coordinated by the National Library of Medicine (NLM), and carried out by a nationwide network of health sciences libraries and information centers. The network is divided into eight regions, and a Regional Medical Library coordinates the services and outreach for each region. The MidContinental Region of NN/LM includes Nebraska, Utah, Colorado, Kansas, Missouri, and Wyoming.

The McGoogan Library of Medicine serves as one of seven Resource Libraries in the MidContinental Region, and is engaged in a unique collaboration with the Regional Medical Library, The University of Utah Spencer S. Eccles Health Sciences Library. As a Resource Library, McGoogan receives funding to support an Education Coordinator position. The Education Coordinator is responsible for coordinating education activities for the region and provides outreach to the state of Nebraska to promote health information resources from NLM and other reputable sources.

The Education Coordinator activities have included organizing education sessions, exhibiting at different meetings, and providing promotional materials on NLM resources to local organizations and libraries. Education sessions include the monthly webinars “Breezing Along With the RML” and “Discover NLM Resources and More.” Webinar topics have covered history of medicine exhibits, content licensing solutions, health literacy updates, social media tools, using results to promote library services, the Nebraska Biocontainment Unit, and instruction on the use of online health information resources. Conference exhibits have included CIMRO Quality Care Conference, Nebraska Library Association, Olson Women’s Center Conference, Nebraska Distance Learning Association, and Librarianship in For-Profit Educational Institutions. The Education Coordinator also writes a quarterly column in the journal Nebraska Libraries on health information resources and programming ideas. Starting in 2015, Christian Minter assumes the role of Education Coordinator.
CHIRS & SEPA

During the 2014-2015 fiscal year, McGoogan librarians presented information on the Consumer Health Information Resource Service (CHIRS) at several Omaha community events, providing authoritative, reliable information resources intended for consumer audiences. Librarians also presented information on health careers and consumer health to two Native American communities in South Dakota. These exhibits supported the Science Education Partnership Award (SEPA) - Building Bridges: Health Science Education in Native American Communities http://www.unmc.edu/cci/education/sepa/.

Supporting a Local Elementary School

From Amulet #6: Escape from Lucien to Pigeon Needs a Puppy to Zero Tolerance, the students at Fontenelle Elementary School have a wide variety of new books to read, enjoy, and read again because of the fundraising efforts of the McGoogan Library staff. Holding several donation-only “book sales” of donated materials, McGoogan was able to provide funds to Fontenelle to purchase 94 books. The school librarian picked out over $1,100 worth of books for all the school’s grade levels at the Bookworm, a local Omaha independent bookstore. Emma Bradley unpacked, quality checked, and added gift plates to the 94 titles. Mary Helms and Euem Osmera delivered the books to Fontenelle Elementary School Library on September 17, 2014.

Teri Hartman, as a member of SEPA, provided a “Train the Teachers” class to Nebraska middle school teachers on May 28th. The class, held in Norfolk at the Nebraska Department of Education’s Middle Academy, covered health information and health career resources, providing teachers with reliable, accurate resources to share with their students.
The Nebraska State Historical Marker commemorating the 100th anniversary of Poynter Hall, and its place as the first and oldest building on the UNMC campus, was unveiled on October 17, 2014, with Dr. Robert Wigton, John Schleicher, Chancellor Jeffrey P. Gold, and library director Emily McElroy speaking at a brief ceremony. The marker was made possible by the Wigton History of Medicine Fund and the McGoogan Library’s Special Collections Department.

The historical marker is located on the southeast corner of the building near the connector with Wittson Hall. The historical marker program was established by state statute, and is administered through the Nebraska State Historical Society. The familiar blue markers can be seen across Nebraska, and the Poynter Hall marker is the 501st marker placed.

The Poynter Hall marker reads:

In 1902 the Omaha Medical College, a private medical school, affiliated with the University of Nebraska to form the University of Nebraska College of Medicine. At first, classes were split between Lincoln and Omaha. After much debate, in 1909 the Nebraska Legislature approved this site on what was then the western edge of Omaha.

A national competition was held for the campus design. During construction this building was in the direct path of the devastating Easter Sunday tornado of March 23, 1913, but survived unscathed. The first building on this campus, it was completed in September 1913 at a cost of $110,000.

Initially, it held all medical school classes. After other buildings were added to the campus, it remained the home of the departments of anatomy, embryology, microbiology, and pathology and was known as the North Building. In 1970 it was renamed in memory of Charles William McCorkle Poynter, the longest-serving dean of the college (1929 to 1946). In 2012 Poynter Hall was completely refurbished and is now home to the Department of Psychiatry.
The Friends of the McGoogan Library of Medicine held its annual meeting on October 29, 2014. A reception and business meeting took place before library director Emily McElroy spoke on “The Medical Library of Tomorrow: We Are Planning it Now.” McElroy highlighted the changes implemented before her arrival, including development of an institutional repository, systematic review service, partnering in e-learning initiatives, and increasing support for researchers. McElroy described current usage of the physical space with students asking for improved study spaces. Trends show libraries are still valued spaces for studying and accessing expertise and resources. McGoogan staff and faculty envision a future library space offering gathering spaces for faculty, writing support for students, and areas that support production services. McElroy described how library positions are changing from generalist reference positions to instructional designers, clinical librarians, and specialists in the basic sciences. Finally, the library is emphasizing its special collections and archives program as a priority in improving global access to its unique resources. Dr. Robert S. Wigton, Jr., assumed the role as President of the Friends of the Library after Dr. Anthony J. Yonkers reached the end of his term.

The history of childbirth in the U.S. was the focus of the seventh annual Richard B. Davis, M.D., Ph.D., History of Medicine Lecture on Thursday, April 23, 2015, with a record attendance of 80 people. The guest speaker was Judith W. Leavitt, Ph.D., from the Department of Medical History at the University of Wisconsin, Madison. Leavitt is Bascom Chair/Professor and Wisconsin Alumni Research Foundation Professor Emerita of
Robert Wigton, M.D., assistant dean of special projects, has teamed with College of Medicine Dean Brad Britigan, M.D., and the McGoogan Library to create a new photo history exhibit, “130 Years of Leadership: Images of the Deans of the College of Medicine.”

The exhibit, which includes photos and information on every former dean of the college, hangs outside the College of Medicine offices on the fourth floor of the Sorrell Center. On May 7, UNMC leaders and members of the UNMC community were joined by family members of some of the former deans for the unveiling of the portraits, followed by tours of the exhibit.

“In today’s rapidly changing technological society, I sometimes think people define history as something that happened a short 10 years ago,” Dr. Britigan said.

“History, and remembering our collective history, is an important endeavor. Certainly the leadership provided through the deans of our College of Medicine is worthy of study, note and celebration. Together, they have set this college on a course of sustained excellence.”

This project is just one of several the library is implementing with Dr. Wigton’s help. The display also has been turned into a book of photographs and biographies, which is available to view electronically in DigitalCommons@UNMC. To view the book online go to http://digitalcommons.unmc.edu/com_deans/.

Medical History, History of Science, and Women’s Studies. Her major research interests are 19th and 20th century public health and women’s health.

The title of Dr. Leavitt’s lecture was “From ‘Brought to Bed’ to ‘Alone among Strangers’: Medical and Social Issues in American Childbirth History,” which focused on the late 19th and early 20th centuries, including the transition from home births to hospital births. Leavitt is author or co-author of several books including Brought to Bed: Childbearing in America, 1750 to 1950 (1986, 30th anniversary edition forthcoming), and her most recent work Make Room for Daddy: The Journey from Waiting Room to Birthing Room (2009).

The lectureship brings national experts to the UNMC campus to discuss the history of medicine, in support of special collections at the McGoogan Library. It is supported through an endowed fund given by the late Richard B. Davis, M.D., Ph.D. (1926-2010), professor emeritus of internal medicine at UNMC, and his wife, Jean.
Citizens Advocacy

All around the globe, there are people with disabilities who feel alone and isolated. There are people with disabilities whose hopes, dreams, and, sometimes, basic needs are not taken seriously. Wolf Wolfensberger, Ph.D., came up with the idea of Citizen Advocacy in the 1960s. Citizen Advocacy takes aim at identifying the people who need a voice, a friend, an advocate. An advocate is a person that will listen, offer support and encouragement, and be there for the person in need. This organization is completely grassroots and advocates volunteer their time to help and do not receive payment. The Citizen Advocacy system arranges matches between advocates and people with a wide variety of limitations which include disabilities, developmental disorders, mental illness, and disabilities related to aging.

The Citizen Advocacy “Get Together” was held in Omaha from September 11-14, 2014. On the 11th, from 1:00 p.m. – 5:00 p.m., 50 attendees from across the globe visited the McGoogan Library to tour the collection of the late Wolf Wolfensberger, Ph.D.
Innovation Open House

The McGoogan Library of Medicine successfully participated in a vibrant and collaborative Innovation Open House with the College of Allied Health Professions and Academic Affairs. On March 31st, approximately 150 UNMC faculty, staff, and students were able to get a closer look at:

- McGoogan Makerspace 3D printer. Guests watched as plastic filament, fed through a heated nozzle moved by a computer, built layer upon layer from the base of an item upward. The MakerBot Digitizer, which scans objects to be printed on the 3D printer, was also viewed by guests. A workstation in the library is available for creating 3D objects using 3D-imaging software.

- Radiation Therapy Virtual Education Suite, which features the VERT, a 3D, fully immersive simulation system.

- E-Learning Studio, which includes an audio recording booth, e-learning software, video production equipment and staff who support e-learning by collaborating with faculty and students. Open House attendees had the opportunity to test online polling software, record audio in the sound booth, evaluate e-learning software and schedule instructional design and e-learning development for summer and fall courses.

- Anatomage virtual dissection table, a state-of-the-art digital simulation tool for teaching anatomy. Rather than using cadavers, the table combines hardware and software, taking cases from actual patient cadavers and scans. It can be utilized in either lab or lecture sessions.

- Anderson Ultrasound Scan Lab, which contains ultrasound imaging machines, hospital diagnostic beds, a projector and SmartBoard. It features assorted ultrasound imaging phantoms, specially designed objects that can precisely simulate the internal area of a body being scanned and can be viewed in 2D or 3D.
Exhibits

The exhibits in the library are currently being updated. Two exhibits on the seventh floor have been updated, one features items of UNMC’s history and the other contains a historical display about stereoscopes. Exhibit space in the eighth floor’s vitrine now spotlights the work of Andreas Vesalius, a 16th century anatomist. Exhibits are a great way to show off our holdings in special collections and there are many more interesting subjects we look forward to covering.

Alumni from "Greatest Generation" Visit Archives

Two members of the college of medicine class of 1946 visited the UNMC Archives to share their medical school memories, reminisce about the medical profession in Omaha during the second half of the 20th century, and look back on their own part in that history. Omaha physicians John L. Barmore (age 93), anesthesiologist, and Byron Oberst (age 92), pediatrician, visited with library faculty member John Schleicher and alumni director Roxanna Jokela. They were accompanied by Dr. Barmore’s daughter Alice, who drove them to campus from Lakeside Village Retirement Community where they both live.
These two friends since medical school days have shared many experiences throughout their long lives. Although born in different places (Barmore in Springview, Nebraska, and Oberst in Omaha), they very nearly shared their birthday, being born one year and one day apart. Their lives also paralleled each other in numerous other ways as well. Upon graduation from med school in the first year following the end of World War II, most of the members of the class were commissioned as First Lieutenants in the Medical Corps of the U.S. Army. Barmore and Oberst were both eventually posted in U.S.-occupied Japan, from 1945 to 1952. By the early 1950s, both of them ended up back in Omaha for medical practice, and by the mid-fifties they both had become volunteer faculty members of their alma mater. They both had long and successful careers here in Omaha.

Dr. Barmore moved to Lakeside Village prior to Dr. Oberst. Oberst related that “while unpacking our things in our new apartment at Lakeside, there was a knock at the door one day. When I answered it, gosh darn if it wasn’t John Barmore, who lives down the hall.” With daughter Alice Barmore’s help, the two are working on a project to identify who is who in their medical school class picture, in which the class is standing on the steps of the old front of University Hospital.

Acknowledgements

Library Advisory Committee

The responsibilities of our advisory committee include advising the library on policies governing the development and delivery of information services at UNMC, developing criteria to guide the investment of available funds in information resources, and advocating with UNMC administration for the information needs of UNMC faculty, staff, and students. The Library Advisory Committee is a UNMC Faculty Senate Committee.

Members for 2014-2015:

Audrey Nelson, Ph.D., College of Nursing (Committee Chair)
Karen Honeycutt, M.Ed., College of Allied Health Professions
Xu Luo, Ph.D., Eppley Institute
Denise Britigan, Ph.D., College of Public Health
Stephen Bonasera, M.D., College of Medicine
Dean Collier, Pharm.D., BCPS, College of Pharmacy
Emily McElroy, MLIS, Library of Medicine (ex-officio)
Acknowledgements

Donations

Ethel S. Abbott Charitable Foundation, Inc.
Ruth Abrahams
Anonymous
Dr. Chandrakanth Are
Mrs. Jean F. Ashby
Dr. Teresa M. Bane Terakubo
Dr. James H. Bell
Lynda Bersani
Dr. Robert G. (Greg) Bociek
Steven Brekel
Drs. Bradley E. and Denise H. Britigan
Drs. R. Samuel and Lorrie E. Bryant
Dr. and Mrs. Merlin G. Butler
Dr. and Mrs. James W. Chapin
Dr. Thomas M. Dieringer
Eli Lilly and Company Foundation, Inc.
Dr. Cynthia A. Ferris
Dr. Kathryn L. Fiandt
Helene Fournier
Ms. Joan Frost
Dr. and Mrs. John A. Galloway
John Gepson
Stuart and Jackie Goldenstein
Ms. Nancy E. Grissom
Robin Harman and Dr. Mark Harman
Teresa Hartman
Tom & Michelle Hiscott
Dr. and Mrs. T. J. Hiscott
Mrs. Marjorie Hood
Dr. Thomas Imray
Drs. Allen N. Jelks, Sr., and Mary L. Jelks
Dr. & Mrs. K.M. Johannsen
Dr. Lynn L. Juracek
Dr. Kenneth Kimball and Mrs. Bev Kimball
Dr. Heidi M. Koenig and Dr. William W. Holt
Dr. and Mrs. Robert L. Kollmorgen
Jennifer Kosteva
Drs. Steven M. and Elizabeth W. Lau
Dr. and Mrs. Gerald W. Luckey
Martha L. Magee
James Mannion
Dr. and Mrs. James G. Marx
Dr. Leo J. McCarthy
Dr. Kathleen R. McDonald
Dr. L. Jay McIntyre and Ms. Carol J. Iverson
McIntyre
Mrs. Oxana Metiuk
Nebraska Medicine
Nebraska Medicine Development Office
Drs. James and Myrna Newland
Dr. and Mrs. John A. Niemann
Omaha Community Foundation
M. A. Ray
Diane Richler
Dr. Jorge Rodriguez-Sierra
Dr. and Mrs. Gerald W. Rounsborg
Dr. Mark Rupp
Mr. and Mrs. Timothy C. Sager
Mrs. Peggy Sands
Dr. & Mrs. Joseph C. Scott, Jr.
Dr. James R. Scott-Miller
Sentinel Trust Company
Dr. Craig S. Shapiro
Dr. Dean A. Shuey
Mr. Keith Simmons and Dr. Mary J. McNamee
Dr. and Mrs. McClure L. Smith
Mrs. Phyllis L. Smith
Anne Standish
Dr. Hemalatha Subbaratnam
James Temme
Cheryl Thompson
Dr. and Mrs. Stanley M. Truhlsen
Dr. Clarence Ueda
Dr. and Mrs. James L. Unger
University of Nebraska-Lincoln C. Y. Thompson Library
UNMC Chancellor’s Office
John and Dr. Nancy Woelfl
Dr. and Mrs. Anthony J. Yonkers
Dr. and Mrs. Gerald D. Young, Jr.
Departments / Colleges who help support collections through cost sharing

College of Medicine
- UpToDate
- Acland Anatomy

College of Medicine, Department of Anesthesiology
- Clinical Anesthesia

College of Medicine, Department of Emergency Medicine
- AccessEmergency Medicine

College of Medicine, Department of Family Medicine
- VisualDx

College of Medicine, Department of Orthopaedic Surgery & Rehabilitation
- Journal of Shoulder & Elbow Surgery

College of Medicine, Department of Radiation Oncology
- Seminars in Radiation Oncology

College of Medicine, Sorrell Clinical Simulation Lab
- ClinicalKey

College of Medicine, Department of Surgery – Cardiothoracic Surgery Division
- Seminars in Thoracic & Cardiovascular Surgery
- Seminars in Thoracic & Cardiovascular Surgery/Pediatric Cardiac Surgery Annual

College of Pharmacy
- AccessPharmacy

College of Public Health
- American Journal of Disaster Medicine
- Disaster Medicine and Public Health Preparedness
- Health Security
- Journal of Business Continuity & Emergency Planning
- Journal of Emergency Management
- Prehospital & Disaster Medicine

Nebraska Medicine
- UpToDate
- CINAHL with Full Text
- Health Business Elite
- Psychology & Behavioral Sciences Collection

Acknowledgements
News from Library HR

The Library encourages the professional growth and ongoing training of its faculty and staff. The resulting increase in expertise and knowledge enhances the operational effectiveness of the library. Opportunities for professional growth include participation in the library’s newly established staff development series, UNMC’s HR professional development sessions, and professional organizations and conferences. Also, the library actively demonstrates its commitment to relevant positions for each of its faculty and staff by conducting a thorough review of all position descriptions, which will continue as an annual process.

Change to the library has included the retirement and career changes of some of our valued library faculty and staff. We’ve had to bid a fond farewell to Cassie Hays, Ann Kaste, Dorothy McCarthy, Ann Newman, Marie Reidelbach, Sheryl Williams, and Dawn Wilson. New faculty and staff include Laura Bashus, Alison Bobal, Danielle Drummond, and Ben Simon. We are filled with gratitude for the work of those who have gone before us and look forward to continuing our progress in excellence of service to the campus and community as we continue to move forward and welcome new members to the team.

Osler Bust

Leo J. McCarthy, M.D., FRCP Edin/Ire, Professor Emeritus, University of Indiana School of Medicine Indianapolis (University of Nebraska College of Medicine Class of 1964) presents a bust of Sir William Osler (1849-1919), “Father of Modern Medicine” to Emily McElroy, Director, McGoogan Library of Medicine. The sculpture was done in 1971 by Craig Gosling of the University of Indiana School of Medicine. McCarthy was the recipient of a Distinguished Alumnus award during UNMC alumni weekend activities in October. The Osler bust will be displayed in the library on the sixth floor.
Sir William Osler
1849-1919
“Father of Modern Medicine”
Internist, pathologist, educator, and historian.
Founded bedside teaching and first residency program, first Professor of Medicine
Johns Hopkins School of Medicine,
Regius Chair of Medicine, Oxford, England.
Authored “The Principles and Practice of Medicine.”

Graciously donated by
Leo J. McCarthy, M.D., FRCP Edinburgh and Ireland
AOA Alumnus Member,
Nebraska College of Medicine
2014 Distinguished Alumnus,
Nebraska College of Medicine (1964)
Professional Activities

Publications and Acknowledgments


Presentations at State, Regional, or National Conferences

ALCTS: Technical Services Evolving at the National Level
Presented at the Nebraska Library Association’s Technical Services Roundtable
Emily McElroy, Library Director

Managing Researcher Reputation and Metrics
Presented at the Hunter Forum, a Digital Library Forum, at American Library Association’s Midwinter Meeting
Emily McElroy, Library Director

Measuring and Managing Researcher Reputations
Presented at the Elsevier North American Library Advisory Board Annual Meeting
Emily McElroy, Library Director

Medical Library of Tomorrow: We Are Planning It Now
Presented at the Friends of the Library Annual Meeting
Emily McElroy, Library Director
New Times, New Roles, New Structures
Presented at the 2015 University of Nebraska-Lincoln Libraries Visiting Scholar Lecture
Roxanne Cox, Head of Education & Research Libraries

Pioneers in Health Care and Science
Chair and Commenter at the Missouri Valley History Conference
John Schleicher, Head of Special Collections

Sustainability and Profitability: The Future of Scholarly Monographs and STLs
Presented at the Charleston Conference Annual Meeting
Emily McElroy, Library Director

Thirteen Things You May Not Know about National Library of Medicine
Presented at Empowering Librarians, Empowering Students
Marty Magee, Instructional Design Librarian

Thirteen Things You May Not Know about National Library of Medicine
Presented at the Nebraska Distance Teaching and Learning Conference
Marty Magee, Instructional Design Librarian

Thirteen Things You Should Know about National Library of Medicine
Presented at the Nebraska Library Association Annual Meeting
Marty Magee, Instructional Design Librarian

Using Analytic Tools to Help Improve Collection Strategy and Engage the Research Enterprise
Presented at the Charleston Conference Annual Meeting
Emily McElroy, Library Director

Poster presentations at State, Regional, or National Conferences

Testing the Limits of Virtual Connections
Medical Library Association Annual Meeting
Heather Brown, Head of Collection Services

Copyright FAQ
MidContinental Region of National Network of Libraries of Medicine’s Breezing Along with the RML Series
Heather Brown, Head of Collection Services
Marie Reidelbach, Associate Director of User Services

Meeting the Information Requirements of the Animal Welfare Act
MidContinental Region of National Network of Libraries of Medicine’s Sharing Back Series
Cindy Schmidt, Education & Research Services Librarian

Thirteen Things You May Not Know about National Library of Medicine
Nebraska Library Association’s NCompass Series
Marty Magee, Instructional Design Librarian
Regional or National Appointments

Alison Bobal, Head of Collection Development and Metadata
• Member, Policy and Planning Committee: American Library Association’s Association of Library Collections and Technical Services Acquisitions Section
• Member, Planning Committee: American Library Association’s Association of Library Collections and Technical Services Collection Management Section
• Member, EBSCO Library Advisory Board
• Member, Oxford University Press Library Advisory Board

Heather Brown, Head of Collection Services
• Communications Coordinator, ICON Library Consortium Board
• Co-Chair, Virtual Conference Planning Committee: MidContinental Chapter of Medical Library Association
• Chapter Council Representative to Medical Library Association: MidContinental Chapter of Medical Library Association
• Member, Professional Recruitment and Retention Committee: Medical Library Association

Tom Gensichen, Head of Systems
• Chair, Bylaws Committee: MidContinental Chapter of Medical Library Association
• Co-Chair, Virtual Conference Planning Committee: MidContinental Chapter of Medical Library Association
• Vice-Chair/Chair Elect: MidContinental Chapter of Medical Library Association

Teri Hartman, Education and Research Services Librarian
• Recorder, Libraries in Medical Education – Western Group on Educational Affairs
• Member, Membership Committee: MidContinental Chapter of Medical Library Association

Mary Helms, Strategic Initiatives Librarian
• Chair, Bylaws Committee: Medical Library Association
• Chair-Elect, History of the Health Sciences Section: Medical Library Association
• Executive Secretary, ICON Library Consortium Board

Marty Magee, Instructional Design Librarian
• Member, Education Committee: MidContinental Chapter of Medical Library Association

Emily McElroy, Library Director
• Chair, Ross Atkinson Award Jury: American Library Association’s Association of Library Collections and Technical Services
• Co-editor of Resource Reviews column in Journal of Medical Library Association
• Served as a consultant for University of Southern California Libraries
• Member, Springer Library Advisory Board
• Member, Elsevier North American Library Advisory Board
• Member, CRC Press Library Advisory Board

Euem Osmera, Digital/Tangible Media Cataloger
• Secretary, Nebraska Library Association’s Technical Services Roundtable
• Member, ICON Library Consortium Board
• Member, Governmental Relations Committee: MidContinental Chapter of Medical Library Association
Awards

CartSmart E-Shop Award
Dorothy McCarthy, Human Resources/Accounting Associate
Karen Foster, Library Services Associate

Green U
Euem Osmera, Digital/Tangible Media Cataloger

Donate to McGoogan Library

McGoogan Library’s mission is to support the academic, research, and patient care programs of the University of Nebraska Medical Center. Help us maintain excellence in high quality collections, information technology, and information management to support lifelong learning. Please consider a gift to the Dr. Leon S. McGoogan Library of Medicine Fund.

For more information, contact:

Meg Johnson
University of Nebraska Foundation
402-502-4107
meg.johnson@nufoundation.org
Staff

Laura Bashus, Business Operations Administrator, Administration
Alison Bobal, Head, Collection Development and Metadata
Dana Boden, Library Assistant II, Interlibrary Loan
Cameron Boettcher, Library Assistant II, Special Collections
Emma Bradley, Library Assistant II, Collection Development and Metadata
Heather Brown, Head, Collection Services
Sue Clark, Library Technician II, Education & Research Services
Rod Cope, Library Technician II, Interlibrary Loan
Roxanne Cox, Head, Education & Research Services
Stuart Dayton, Graphic Designer
Mary DeSive, Accounting/Office Associate, Administration
Danielle Drummond, Education and Research Services Associate
Alissa Fial, Education and Research Services Librarian
Karen Foster, Library Services Associate, Collection Development and Metadata
Tom Gensichen, Head, Systems
Teresa ‘Teri’ Hartman, Education and Research Services Librarian
Cassie Hays, Library Assistant II, Education & Research Services
Mary Helms, Strategic Initiatives Librarian
Ann Kaste, Digital Services Librarian
Marty Magee, Instructional Design Librarian, Education & Research Services
Emily McElroy, Director
Euem Osmera, Digital/Tangible Media Cataloger, Collection Development and Metadata
Evelyn Reinthaler, Library Technician II, Education & Research Services
Jeremy Ripley, Library Technology Technician, Systems
John Schleicher, Head, Special Collections
Cynthia Schmidt, Education and Research Services Librarian
Benjamin Simon, Library Assistant II, Education & Research Services
Erin Torell, Library Assistant II, Special Collections
Susie Tyrrell, Library Assistant II, Collection Development and Metadata
Dawn Wilson, Library Services Associate, Education & Research Services

Retirements
Dorothy McCarthy, Department Human Resources/Accounting Associate, Administration
Ann Newman, Administrator
Marie Reidelbach, Associate Director for User Services
Sheryl Williams, Head of Materials Management