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Academic and Instructional Support and Resources

Introduction

During the year a process of analysis and self reflection by staff and approval by the deans of the three colleges resulted in a new name and mission statement for AISR. From Academic Information Services and Research, we became Academic and Instructional Support and Resources (AISR) with the mission:

... to strengthen the educational, research and clinical activities of the Jefferson community by:

- providing knowledge-based information
- developing instructional technologies and content
- providing leadership in scholarly communications and publishing
- managing the University's learning infrastructure and facilities
- integrating learning resources into our educational programs

From Academic Information Services and Research, we became Academic and Instructional Support and Resources (AISR)...

To accomplish this mission AISR staff provides consultation, instruction, preservation, production and biomedical communication.

This mission better reflects the unique challenges which AISR is meeting for the University today.

Among the major activities during the year were the following:

- Providing support for the new first-year JMC curriculum, MP21. This included planning, teaching and staff support within the small group structure of that program.
- Planning for the creation of a new clinical skills and simulation center at 833 Chestnut St. and the implementation of a digital video recording system to support it.
- Garnering support from the three colleges and the President for more regular funding to support

student library services, such as public computers, printers, etc.

- Providing major teaching support for the JMC Faculty Development program through teaching and software development.
- Analyzing the use of JEFFLINE, seeking user feedback through focus groups, and transitioning that system to a new, more powerful interface.
- Continuing to develop commercially-viable educational software which enhances the image of the University and generates revenue for both faculty and the university.
- Continuing to build a strong collection of simulation and anatomical models and interactive software and other learning resources to assist faculty in teaching and students in their learning.

Two very serious challenges continue to persist for AISR:

First is the escalating cost of the medical literature. As has been the trend for well over a decade, the cost of journals continues to rise at a rate far in excess of the consumer price index. The anticipated increase in 2005 is expected to be more than 10%. AISR continues to educate TJU faculty about this crisis in publishing and encourages them to take control of their publishing and pressure the publishers to adopt an 'open access' model which would control these costs globally.

Second, space continues to present a very serious problem for the library. Despite now having more than 1,300 journals available in electronic format, the print collection continues to grow, and the library is at full capacity already. At the same time, student expectations for the library are changing. Jefferson students, who mainly come from dynamic undergraduate institutions, expect the library to provide more space for small group interaction, relaxation and technology.

Scott Memorial Library

The University Library Committee met three times during the year. Under the chairmanship of Dr. Ike Eisenlohr, the Committee provided support and advice during a budget crisis at the beginning of the fiscal year and sound advice at the end of the fiscal year regarding the selection and marketing of new journals, books and

databases. The Library maintains relationships with the hospital librarians at several sites in the region that host JMC students for their clinical rotations. Their libraries play an important role in providing computers, JEFFLINE access, local print collections and information services for our students. An annual Affiliates Meeting was hosted in February. Vice Dean Callahan welcomed the visitors and attended part of the meeting.

Use of the library facility increased significantly over recent years. This may partly be due to the information seeking needs of medical students in the MP21 curriculum. Although the library's design does not allow for a metered gate, several statistics are evidence of this change. The number of reference and directional questions answered by staff increased by 19% to 52,311. And, the number of laser prints made by users tripled to more than 208,000. Circulation of library materials, which had been declining in recent years due to the availability of electronic resources, appears to be stable at about 101,000 items. The following chart shows external circulation by user group:

Group	Circulation	Percent
JMC	8,085	38%
JCHP	5,272	25%
JCGS	1,423	7%
Corporate	801	4%
TJUH	4,492	21%
Members	1,392	6%
Total	21,464	

One trend is of concern. The amount of material borrowed under the interlibrary loan service increased by 7% for journal articles and books, while the number of items the Scott Library was able to fill for other libraries declined by 12% for journal articles and 31% for books. This would suggest that the library has fewer of the journals and books required by our researchers and students. Although the Library does not purchase journals and books to satisfy the interlibrary loan activities of other libraries, the dramatic decline in loaning also results in a dramatic reduction in revenue. Libraries charge each other, on average, about \$11 per item loaned/borrowed.

Budgetary restrictions have resulted in a decline in the scope and size of the journals and books the library can

purchase. As a cost savings measure the Library cancelled the Web of Science, a major research database. Approximately 80 journals were cancelled or ceased publication during the year. The number of current subscriptions declined 4% to 1,872. Despite this, the Library was able to increase the number of titles available in electronic format to 1,335. By year's end 265 new e-journals and 36 new e-books were added.

University Archives and Special Collections

The University Archives and Special Collections grew during the year with the addition of several important items:

- Sixty important rare books were received as a gift of Dr. Serge Duckett, some dating to the 18th century.
- The papers of President Brucker were transferred to the Archives.
- Thirty boxes of archival materials were transferred from the Cardeza Foundation.

Three exhibits were mounted by AISR during the year: one celebrating the 50th anniversary of the first heart-lung machine, one on African American graduates of JMC, and an exhibit of very large format photographs related to the current NASA Mars program. As part of that, an exhibit on JMC graduate James Bagian was prepared.

JEFFLINE

AISR relaeased a new interface for JEFFLINE at the end of the fiscal year. This represents the culmination of a lengthy process which included user surveys, focus groups and research of other library sites. Use of JEFFLINE increased dramatically for several specialty sections of JEFFLINE. Formerly called JEFFLINE Communities, under the new interface these are labeled "My JEFFLINE." These sections provide special services, more direct links to resources, or a place to publish unique materials for the population served.

Of particular note is the increased use in two sections. TJUH Nurses made 46% (14,174 uses) more use of their section, and the use for the Methodist Hospital section increased by 100% (53,916 uses).

There were more than 250,000 uses of JEFFLINE databases, a 13% increase over the previous year. Taken individually the following saw increased use:

- MD Consult: 39%
- Micromedex: 25%

Ovid: 10%
Stat!Ref (e-books): 73%
Harrison's: 15%

Learning Resources

The Learning Resources division of AISR manages the Scott and Edison Learning Resources centers and the Simulation Center, supports the Clinical Skills Center, and has general oversight for the teaching and study spaces on campus. The Learning Resources staff provided support and assistance for moving the Clinical Skills and Simulation Centers to 833 Chestnut St. Staff of the LRC, Education Services and Medical Media Services divisions provided expertise and recommendation for the design of the educational spaces, the acquisition and implementation of the clinical skill software support suite, and the computer networking and audio visual systems.

Several important changes to the learning infrastructure were planned and underway by year's end:

- A major upgrading of the computer network wiring within the Scott and Edison LRC's, Edison student lounge and Jefferson Alumni Hall public areas.
- Deployment of over 100 new computers within the Scott and Edison LRC's, Edison student lounge, Jefferson Alumni Hall student lounge, and adjacent to the escalators on the first floor of Alumni Hall.
- Creating more and better group study areas within the Scott LRC. This includes the upgrading of three small group rooms with new technology and furniture.
- Purchasing more computer projectors and other audiovisual equipment for faculty to check out.

AISR also purchased new clinical simulation and anatomical models to support teaching clinical skills, such as: central line simulators, a lumbar puncture simulator, and naso-gastric tube simulators.

The use of LRC collections increased by 40% to 8,230, and the number of uses of lab computers increased by 69% to 91,238. Part of this increase, however must be attributed to a new system of capturing lab usage data.

Medical Media Services

The year was characterized by an almost universal shift to digital technology for teaching, image acquisition and processing, preparation of material for publication

and the creation of scientific and poster presentations. This shift necessitated many hours of consulting services by MMS staff to faculty and staff. Many faculty members switched to digital cameras for their microscopes and other lab equipment and often relied on MMS staff to help them resolve hardware and software issues.

Although the total number of work orders completed decreased from 5,487 to 5,056, this can be attributed mainly to the use of digital technologies for presentation mentioned above. The decline was mainly in photography and slide imaging. Overall, the Graphics and Medical Illustration division was very active with the following increases:

Medical Illustrations: 53%
Graphic Design: 39%
Multimedia Design: 150%

The number of video and audio recording hours increased by 38% to 514. The Video division was involved with the implementation of the Objective Structured Clinical Exam (OSCE) for JMC students. Over a period of 18 days, the staff videotaped the interaction of medical students with standardized students in the Clinical Skills Center. Staff also played the lead role in planning for the shift to a totally digital, software systems approach to recording student interactions in the new Clinical Skills Center at 833 Chestnut St. This integrated system will be implemented in the fall of 2004.

The Audiovisual-Classroom Support division saw a 17% increase in the use of video projectors and laptop computers. There were also 32 separate uses of the Audience Response System which was purchased several years ago. This is a 73% increase over the previous year.

MMS continued to push to create more lecture halls that are permanently equipped with computer and other projection systems. During the year it planned and implemented the installation of such equipment in 207, 307 and 407 lecture halls in Jefferson Alumni Hall. The response of faculty teaching in those spaces has been very positive. MMS staff also participated in plans to renovate classrooms on the second floor of the College and Curtis buildings.

Education Services

AISR Education services staff managed a number of major projects during the year. Among these:

- Created the Jefferson Multimedia Database which is a new resource designed to help faculty locate teaching images and other media resources developed at Jefferson and to share their instructional materials with others on campus. It stores in a wide variety of formats, including animations, video, sound files, diagnostic images and other media resources.
- Created the 24/7 Web site with the Office of Continuing Medical Education and participating TJUH physicians in order to provide the current best medical practice guidelines for common diseases. Included in this software is a function to download the guidelines to a personal digital assistant such as Palm.
- Created a JMC Faculty Development and Registration and Tracking Database for the Office of Faculty Affairs. The software is for workshop registration, attendance and session evaluation, to send email reminders to attendees and to provide reports.
- Converted the Effective Teaching seminars into computerized, self-directed learning modules. CME management software was included in this product development.

Two important new contracts were awarded to AISR during the year for educational software development:

Lippincott Williams & Wilkins agreed to fund the development of a second title in the *Patient Encounter* series which AISR initiated. This title will be *The History Taking Encounter*. LWW will fund the development, and TJU will also receive royalties on the sale of this product. Royalties from the first quarter sales on the first title in the series, *The Infant Patient Encounter*, were received and distributed to the authors and JMC.

AISR negotiated a contract for the third edition of the program *Resident Resources: Cardiovascular Medicine*. Funding was received from Bristol-Myers Squibb for this major project. Faculty from the Department of Family Medicine will author the program.

In collaboration with the Department of Continuing Medical Education AISR developed packaged educational products for TAP Pharmaceuticals. This generated income and national exposure for JMC departments.

Selected AISR Goals for 2004

Based on the new mission statement and broad goals approved by the deans in 2003, AISR staff has developed a significant number of goals to achieve in the next year. Among these:

During the past year AISR staff began investigating products that help manage thesis creation and the management process for graduate schools and their students. These products also interface with international databases for locating theses by subject and author. This activity will continue in the new year, and a report and proposal for adopting such software will be made to the Graduate Council.

Similar and related to the theses project, AISR staff have identified software for managing an 'institutional repository' of Jefferson-created intellectual content. Such repositories already exist at larger institutions and many are using a product called D-Space, developed at Massachusetts Institute of Technology. AISR will load D-Space and at least one other product to evaluate their functionality and approach faculty about their interest in maintaining their content (published papers, technical reports, archival materials) in such a repository.

AISR intends to acquire a 'digital video server' which will make educational videos available to users from any workstation on and off. Examples of the kind of video that will be made available include anatomical dissection programs, physical examination demonstrations, and Jefferson lectures.

Working with Dr. Emilie Passow, AISR has arranged for the mounting of an exhibition of the artwork of Mary Ann Bartley. Ms. Bartley is artist in residence at Villanova University, WHYY, and the College of Physicians. The art will hang in both Jefferson Alumni Hall and the Library. Titled "A Flotilla of Healing Kites" the exhibit focuses on health and healing. This exhibit is part of "The Kite Project" which involves faculty from various departments and a variety of events, including lectures, creation of new art by medical students, and possibly a concert. The goal is to integrate the humanities into the educational process and to provide more beauty for students, faculty and staff on the campus.

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