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Academic Information Services & Research Annual Report, 2003

Introduction

The functional units of AISR include: Scott Memorial Library, Learning Resources, Medical Media Services and AISR Education Services. Each of these divisions was very active, providing a high level of service while also leading many new projects. These are addressed in the sections below. Highlights include:

- Further improvement of the learning environment on campus, including upgrading classroom technology
- Addressing the ongoing problem of escalating journal pricing through International efforts and work with our faculty
- Providing leadership and support for significant changes in the curriculum of the Medical College
- Providing new direction and leadership for the Medical Simulation Center, and educational technology support for the Clinical Skills Center
- Identifying, evaluating and making available new electronic products to address the needs of our clinicians

Significant time was spent during the second half of the year addressing a most difficult and unanticipated crisis, the bankruptcy of Faxon, the Library's serials vendor. Nationally, 3,500 libraries, large and small, were affected by this bankruptcy. Through a collaborative effort by major publishers, a white knight serials vendor, and the efforts of our University Counsel, the Library was able to survive this crisis with no significant inconvenience to our faculty and students.

A decision by the University to require all users of public computers on campus to log on with a password had significant implications for AISR. The Library and AISR computer labs are the only sites on campus for students, faculty, staff and visitors to access the University network and the Internet. Jeff I.T. staff and AISR teamed together to develop and implement new policies and procedures related to this change. With over two-hundred public computers and hundreds of individual users each day, this was a formidable task.

Space continues to loom as a primary problem for the Scott Library. The Library is now approaching 100% capacity in terms of its physical collection. As noted by an outside consultant retained by the University several years ago, the recommended maximum space utilization is 85% of capacity. Although the Library receives many journal titles in electronic format, the print collection, by necessity continues, to grow. These concerns were noted in the self study for the Middle States accreditation site visit.

JEFFLINE

JEFFLINE continued to grow in terms of its content and its utilization by the University community. The number of 'hits' to the homepage increase by 29% to 2,180,000 over the previous year. Of that, approximately 10% of the use appears to have originated within T.J.U. Hospital. We believe this is the direct result of the development of unique 'communities' within JEFFLINE. For example, during the year we created one focused on the hospital's nurses, providing direct links to electronic textbooks related to clinical care, especially pharmaceuticals. This was done with the involvement of supervisory nursing staff in the hospital. As a result, over 10,000 visits were logged to this community during the year. Similar communities have been created for physicians, for Methodist Hospital, Einstein Hospital and researchers.

Learning Resources

Several years ago the Learning Resources division of AISR was created to manage the broad resources available for teaching and learning. These include:

- The Scott Learning Resources Center and its computer lab
- The Edison Learning Resources Center and its computer lab
- The Jefferson Alumni Hall computer lab
- The Medical Simulation Center in the Sheridan Building

In addition, Learning Resources is responsible for maintaining the overall learning environment on campus, including oversight for classrooms and study areas, and technology support for the Clinical Skills Center.

New simulation equipment has been purchased to enhance the library of resources available in the Simulation Center. Colleen Seeber-Combs, M.S.N. has joined the AISR staff to oversee that facility and provide support for all Learning Resources. In addition to assuring that the Simulation Center is equipped to support a wide variety of uses by faculty and students, she provides some teaching support for the use of the simulators. An agreement has now been reach with the Department of Nursing of the Jefferson College of Health Professions to manage their clinical skills/simulation center in the Edison Building.

Learning Resources staff also devote a significant amount of their time each day to assuring the quality of study spaces on campus, routinely checking on the condition of classrooms in Jeff Hall, College, and the Curtis buildings. And, AISR has worked with a student group to address their concerns for study space. During the year the Library surveyed students about Saturday hours and has decided to open and close later on that day, and to allow beverages in approved containers in the Library.

Education Services

This past academic year Education Services developed a large number of workshops that coached Jefferson faculty on improving their presentation skills. A separate track, specifically for Jefferson Medical College faculty, was established with Dr. Karen Novielli of the Office of Faculty Affairs. This series of workshops was well received by the faculty and we are planning an even larger curriculum for faculty development next year. For the year 131 educational sessions (orientations, lectures, etc.) were conducted for the campus, with a total of 1,738 participants.

AISR has worked with the staff at the Clinical Skills Center (CSC) to acquire a software package to manage the facility's OSCE requirements. The system, Clinical Skills Training and Evaluation (CSTE), was written by Enterprise Messaging Services, Inc. (EMS). This database will manage the information on the standardized patients, students, the case studies used, as well as collect and facilitate scoring of the post-encounter SP evaluations and student question items. AISR Education Services and Learning Resources Centers staff worked on this project. They entered case studies, related images, Standardized Patients checklists, and student post-encounter questions, written by JMC clinical faculty and edited by the CSC faculty.

AISR produces educational software both for the use of the University, but, also for publication. Below are listed a number of projects which were completed during the year and are now being distributed nationally or internationally.

1. ***Breast Epithelial Lesions*** was developed with Dr. Juan Palazzo from TJUH Pathology Laboratories. The main aim of this CD is to help the practicing pathologist find a quick, simple, and well-illustrated source of information for diagnosing and differentiating epithelial breast lesions.
2. AISR signed a contract with the University of Tennessee licensing its use of one of its distance learning course ***Pathology for Allied Health Professions*** for an annual fee.
3. After lengthy negotiations, a contract has been completed with Lippincott William and Wilkins (LWW) for the publication of an interactive CD ROM series called ***The Patient Encounter***. The first title in the series, ***The Infant History and Exam***, will be marketed by LWW in the second half of 2003. They are expecting robust sales. AISR is in further negotiations on the next title in this series.
4. An update to the ***Resident Resources: Cardiovascular Medicine*** program was requested and is completed. Both editions of this program were funded by Bristol-Myers Squibb (BMS). Under the terms of the agreement, TJU retains the copyright to all of the underlying content, and BMS has the exclusive right to distribute the compiled product. They distributed over 40,000 copies of the first edition nationally.

5. AISR Education Services is now working closely with Jefferson's Office of Continuing Medical Education. It has developed a new Web site for the CME Office and have started two externally funded projects, including the *Neurotoxin Centers of Excellence* and a site to help general practitioners stay up-to-date with changes in the diagnosis and management of diabetes. This site will offer case studies physicians can complete to obtain CME credit for their participation.

Scott Library

The Library remains one of the most valuable resources the University can offer to the local public and visiting scholars. Access is controlled through the use of day passes and during the year over 1,523 individuals visited the facility and utilized its resources. This does not include those individuals or institutions which have paid memberships, such as publishers and law firms.

Scott Library staff were directly involved in the Best Evidence Medical Education project funded by the American Board of Internal Medicine Foundation under the direction of the Center for Research in Medical Education and Health Care.

- The Library continues to seek electronic resources which can be delivered to its users anytime and anywhere. Toward this end the following important titles were added:
- 176 new e-journals were added, bringing the total available to over 1,000
- 4 important nursing e-books were acquired in an effort to address the needs of hospital nurses
- *The Metabolic and Molecular Bases of Inherited Disease* was added, providing a full-text of the authoritative compendium on genetic disorders with 3D representations.
- Three standalone CD versions of *UpToDate* were placed in the Library and Residents' Lounge.
- Working with key physician faculty members of the JEFFLINE Clinicians Community, the Library acquired *MedWeaver*, a differential diagnosis resource.

The circulation of library materials declined only slightly (107,207 vs. 118,748) over the previous year. This decline is the result of an increase in the availability of resources in electronic format. Clearly, however, there is a continuing need for print materials, both books and journals, by users. The Library continued its trend of loaning more materials to other libraries (interlibrary loan) than it borrowed. This results in some net revenue to offset operating costs of the Library.

Circulation of library materials by user affiliation breakdown as:

JMC: 36%
TJU Hospital: 26%
JCHP: 19%
TJU Affiliated Institutions: 9%
CGS: 7%
Corporate: 4%

University Archives

The University Archives/Special Collections received a number of important gifts during the year. Dr. Serge Duckett, retired faculty, contributed twenty rare titles of significant historical and monetary value. The estate of Dr. Jose Oller JMC '45, contributed over 125 linear feet of papers related to his work in as founder and leader of the Personal Doctors Association, a 40,000 member group. As part of our efforts to protect the collection, AISR contracted with an appraiser to provide a written insurance evaluation of the rare books published before 1650.

The Archives served a leadership role in acknowledging the 50th anniversary of the first heart-lung operation at the Hospital. An exhibit of this milestone was prepared by the archivist, including a display of parts of the original machine used for this purpose. This important equipment has now been given to the Archives for its permanent collection by a donor. In addition, we are negotiating with the Philadelphia College of Physicians to house a replica of that original machine on a multi-year loan for exhibition in the Library. The archives also planed an important role in honoring the 125th anniversary of the Hospital through an exhibit of images and artifacts.

Medical Media Services

Over 5,500 work orders were completed during the year. This represents a decline in traditional production work, such as slides, film processing, etc. However, there was an increase in support for new areas such as digital photography and computer projection services. A total of 61 video teleconferences were conducted during the year in support of the departments of Pediatrics, Neonatology, Kimmel Cancer Institute and others. This is a twenty percent increase over the previous year.

MMS coordinated the selection and installation of new video projection equipment in 207, 307 and 407 lecture halls in Jefferson Alumni Hall. These rooms are heavily utilized by faculty of all three colleges.

MMS staff also participated in the first OSCE in spring by setting up and configuring the

necessary equipment and providing digital and analog recording of the student encounters with standardized patients.

MMS does not charge for services related to the regular activities of the first two years of the curriculum of the Medical College. During the year there was a 39% increase in demand for audiovisual support as more faculty required computer/video projection service, use of the audience response system and the wireless stethophone technology. These 'no charges' amounted to \$110,000 for the College.

Goals 2003-2004

A major effort will be made in the new year to address the problem of the cost of scientific literature in journal publications. For the last twenty years these costs have risen at a rate far in excess of the Consumer Price Index, usually in the range of 10-20% per year. No library can afford to sustain such increases and most libraries find themselves purchasing less of the published literature at the same time our faculty move into new research fronts which require more knowledge. During the new year the Library will focus its energies on educating faculty about alternative publishing options that allow faculty to retain copyright to their works while also holding down institutional costs substantially.

In support of this effort AISR has joined Biomed Central (BMC), which promotes a new, open model of publishing. As an institutional member, faculty may publish with BMC without incurring a fee. They also retain copyright to their work, and, although it is still peer-reviewed, it is published much more quickly than usual. Finally, BMC makes most of its journals freely available, a model that benefits universities and their libraries.

Additionally, the Library will closely monitor another, similar publishing model, the Public Library of Science.

With very substantial cuts in its funding, the Scott Library will need to make some difficult decisions about cutting the collection. A decision has already been made to eliminate the Web of Science, an important tool for our researchers. During the year we will consult with the faculty as we cut perhaps several hundred journal titles as well. And, due to the budget crisis, very few books will be purchased.

AISR staff have been intimately involved in the curriculum reform planning for Year I of the JMC curriculum. This integrated curriculum will require staff participation in teaching informatics, supporting the case-based approach that involves literature searching and literature evaluation by the students, and technology support for small group activities.

AISR will be presenting a new goals document to the deans of the three colleges for approval. A detailed set of objectives in support of these goals is under development by

the staff also. A key issue will be to assure input from the faculty on our goals and operations. Toward that end we will be working with three advisory groups.

- The Library Committee will be reconstituted and appointments made by the President. Its function is to advise on the Scott Library collection, a critical activity as we make deep cuts in these resources.
- A new Learning Resources Advisory Group will be created to assure good feedback from faculty and students about the learning environment (classrooms, technology, software) we make available.
- A new Media Services Advisory Group will be created to provide feedback on the support service we provide for: publishing, conference presentation, classroom support, etc.