

TRLN ANNUAL MEETING 2009: DIRECTORS' REPORTS

The University of North Carolina at Chapel Hill
Health Sciences Library
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<http://www.hsl.unc.edu>

The Most Exciting Things That Your Library Did Last Year

Growth of the Digital Library.

- Our first web based special collections catalog - of Dr. Benson Wilcox's donated book collection: <http://www.hsl.unc.edu/specialcollections/donors/wilcox/index.cfm>.
- Our first online exhibit, *UNC Gillings School of Global Public Health: Meeting the Public Health Challenges of the 21st Century.* <http://www.hsl.unc.edu/specialcollections/exhibits/gillings/index.cfm>.
- Our first web based video event (via UNC YouTube) – “ A Conversation with Dr. Oliver Smithies” moderated by Dr. Tony Waldrop: <http://www.hsl.unc.edu/events/smithies/videos.cfm>.

In addition, we maintain an HSL front page web site with the latest and most authoritative information on H1N1 (Swine) Flu. Our consumer health web site, *NC Health Info*, grew in popularity and is being promoted by Time Warner on various cable channels. We began a thorough redesign of our HSL “virtual presence” (more than just a web site) with the goals of increasing its effectiveness at marketing the library and serving as the primary information and communication tool our users need. We continued to manage a campus Open Access Fund that provides funding to UNC authors to publish in open access journals; and to consult with faculty researchers needing assistance depositing their NIH funded articles into PubMedCentral, the national biomedical repository.

New and Better Library Services to Meet Changing Users' Needs: The library continues to be a busy place despite its pervasive digital presence. Gate count will climb over 16% this year, continuing a trend. At the same time, librarians are typically found working with students and faculty elsewhere – holding office hours for students; teaching a pharmacy information class in their video classroom; providing ‘best evidence’ searches and building a research article database at weekly research team meetings; helping radiation oncology residents prepare case presentations; and more. As a result of these efforts HSL librarians have been recognized with adjunct faculty appointments in several schools and one, Julia Shaw Kokot, received a coveted “collaboration” award from the School of Nursing.

New Library Roles Supporting the Use of Innovative Technologies: We continue to promote the use of visualization technology available in our Collaboration Center. An article describing our collaboration with a School of Public Health faculty member to use the visualization ‘wall’ in injury prevention research has just been published:

["Information Visualization Services in a Library? A Public Health Case Study"](#)

The Biggest Challenges Facing Your Library in the Coming Year (besides just staying afloat)

The biggest challenge is to turn crises into opportunities. We will make major journal cancellations and postpone hiring, while expanding our support for global health, e-science, and CTSA supported translational research. We will use LSTA funds to digitize NC medical materials, and find ways to sustain *NC HealthInfo* once grant funds are depleted. We will make progress on our digital transformation. All of this will require changes in how we work, a process that is already underway.