

**HSL Advisory Council**  
**Spring 2016 Meeting**  
**April 26, 2016**

Meeting began at 3 pm

Present: Denice Adkins, Kimberly Hoffman, Jon Stemmler, Sherri Ulbrich, Lisa Wilkinson, Laine Young Walker, Bryce Bogart, Emily Hartung-Gilbirds, David Poole, Angela Story, Deb Ward, Gayle Mooney

Absent: Craig Downs, Dongsheng Duan, Rosemary Hogan, Deidre Wipke-Tevis, John Clohisy

Deb Ward opened the meeting and thanked everyone for coming. She explained that she decided to call the group a council rather than a committee because it is an informal group rather than a formally appointed committee like the MU Libraries Advisory Committee that is appointed by the Provost. She passed out an agenda, a budget update for MU Libraries, and a roster of the Advisory Council members. There is a page about the Advisory Council on the HSL website. It includes a list of all members so if there is someone who does not wish to have their name on the website, please let Deb know. She will see that minutes are posted there also. View the page at: <http://library.muhealth.org/about/hsladvisorycouncil/>

The group then went around the table and introduced themselves and told why they had agreed to serve on the council.

**MU Libraries Budget Update:**

As with all other units on campus, the libraries administration is budgeting for a 5% budget reduction for FY17. In addition, there are several one-time funding amounts going away. We will cut from both personnel and collections. This all means several things for the HSL. One of our librarians will be retiring and we will not be replacing her. When asked for an estimate of how many staff would be approaching retirement in the next few years, Deb said there were going to be some, but she did not know the exact number. Even if she did, she couldn't say anything specific now because this is a personnel issue. The librarian who is retiring in July is Shelley Worden, our collection development librarian.

In some ways, Deb said, we are a little ahead of the curve because we have been gradually shifting our focus away from printed materials to electronic journals and textbooks. Electronic resources require management, but at this point, does not require as many people to handle as does print. That said, we are dealing with escalating costs for some of our subscriptions.

Even though print materials cost more to take care of, the electronic versions actually cost more to obtain. We are currently renegotiating our contracts with our two largest journal vendors. We are trying to unbundle journal packages and eliminate low usage titles. Deb likened the current agreement to an agreement with a TV cable company. You might only watch a few channels but you have to buy a package with a lot of other channels to be able to have access to

the few you do like. Deb said that we are also looking at other programs to see where we can fine tune and make some cuts. Open Access and UpTo Date are two other programs that give us access to textbooks and journals and other library material.

Deb also explained that under UM President Elson Floyd, funds were established to use for cooperative purchasing of information resources needed on all four campuses in order to leverage volume discounts. Over the years, these funds have been cut along with other cuts. As we cut from this list, each campus has to decide if the cut items are critical, and if so, the items must be purchased by the campus libraries individually, without the volume discount. The net result is that any cut to the four-campus MERLIN funds will have a compounding effect on the libraries that subsequently add them back at the campus level because something else has to be cut by the campus library in order to afford picking up the resource that was previously paid for by the central fund. This creates a compounding effect.

Deb said that HSL will start using gift monies for journal subscriptions. We had not done that before because we had always used the money to buy book titles. We are now working on a list of possible journal cuts to cover the general budget shortfall. We should have a list ready to send out for review by this fall.

Denice Adkins told Deb that if there is any way anyone can help, perhaps with a specialized need, to let everyone know. She wants to help the library as much as she can.

### **Library Communications**

Deb said that she thought that the main topic for this meeting should be communication and how the library lets its users know about events and other things of interest. Deb said that we had recently put up a digital signage display and she showed a few slides that have been on the monitor. Everyone complimented the quality of the signage. Comments of the group encouraged Deb to explore sharing media slides with the Schools of Medicine and Nursing to widen the distribution of some of the library slides.

One the slides showed the new scanners we had that were here for a trial run. We do not know if we will have the money to purchase the scanners but Deb noted that people are making use of them and seem to enjoy them. The scanners allow a user to email a pdf to themselves or someone else, or to save it on a jump drive or to some other device. Right now we do not have them set up to be able to print to paper as that would be an additional cost for us. Denice asked about copyright laws since the scanners were geared for scanning books and other copyrighted material. Deb said that there is a sign above the machine about copyright and it is no different from our regular copiers.

Deb also mentioned some other ways in addition to the digital signage that we are communicating with our users. Jon Stemmler asked what kind of team Deb had put together to communicate about the library. Deb said that besides Terri Hall handling the signage, Taira Meadowcroft is in charge of social media, and Caryn Scoville in charge of the website. Rebecca Graves sends monthly e-mails. Also depending on the information, Deb sends emails out and also puts items in InSight. The HSL used to do a newsletter but found that not many people were reading it. She said probably the main area that is lacking is lists of targeted groups that she can send specific information to. She hopes that through this council she will be able to get more information out to more people.

She said that she is amazed at how many people do not realize what is available at the library or how often people make use of library services without ever stepping into the library. Lisa Wilkinson remarked that she had been surprised to learn that some of the programs and access she uses had come from the library. Deb told a story of meeting someone at a dinner recently who had said he hadn't used a library in years. She asked if he had ever looked up a journal on line. He had. Then Deb told him he had made use of the library. Many people do not realize that the library pays for a lot of the things that they can access "free" on line. She called it a "Communications Conundrum." How do we let students and faculty know how much the library does for them, especially behind the scenes? A discussion followed.

Jon Stemmler said that the key is to identify audiences and make library orientation part of their training. Angela Story said that in her undergraduate classes she had taken a one credit hour course about library usage. It was an elective, but she wondered if there was a way to make this available to everyone. Angela asked if there were some online courses where people could understand library skills. She thought that such a course should be part of any welcome packet, especially for new faculty or residents. She suggested having the basic information on a flash drive and providing that at orientation. She suggested that Deb or another librarian attend faculty meetings in each of the departments and make a presentation of what services the library has and what it can do for the students and faculty of that department. Deb said that HSL has done quite a bit with Child Health and Internal Medicine and it is very labor intensive. She noted that the e-librarian position is providing assistance to getting some of the HSL educational content made more accessible 24x7.

Jon said that he has honor students in the fall that will need a project to work on. He suggested he have them work up a "library communication plan." He might also be able to work in something with the capstone process. Sherri Ulbrich suggested that we might investigate getting access to some of the other digital feeds on campus. Perhaps we can supply other departments with some of our library slides. Deb will ask Media Relations about how to get our slides out to other monitors. Jon remarked that, at least with Journalism, the less they have to do in terms of creating something, the better they like it, so they would probably welcome pre-designed slides about the libraries.

The Advisory Council will meet again in the fall – probably in September. We will look at actual dates closer to that time. The main topic right now is Open Access, but Deb would like anyone who has another idea or question to email her. Please notify Gayle Mooney if you have strong preferences about timing for the fall meeting.

Meeting adjourned at 4 pm