

# Coy C. Carpenter Library Strategic Plan

## MISSION

Promoting Health, Research, and Education

## VISION

To accomplish this mission, the Library will maintain a competent and well-motivated staff dedicated to promoting health and curing disease, provide appropriate information resources and access to these resources, develop and conduct educational programs, and serve as a catalyst in the information/client interface.

## EDUCATION GOALS

### The Library will support the institutional goals in its efforts to:

*Produce graduates with enhanced critical thinking, problem-solving, inquiry, and self-assessment skills necessary for self-directed, lifelong learning.*

*Instill a value for professional and ethical attitudes among students, faculty, and staff that demonstrates a respect for human dignity in the practice of medicine and health promotion.*

*Establish a system to provide a strong environment for education by supporting a core of committed and outstanding educational faculty who will lead efforts in curriculum development, teaching, faculty development, and educational research.*

*Gain national prominence and recognition as innovators in educational program design, implementation, and success.*

### To do so, the Library will:

#### 1. ***Expand the Library's educational programs.***

- Increase the Library's role in the curriculum.
- Partner with CME/Faculty Development to offer noon conferences on campus on information management topics.
- Continue to market the services offered by the Library, especially promoting classes taught by the librarians.
- Promote orientation sessions for new students, staff, residents, and faculty.
- Continue to integrate new technologies, updating the library staff in the use and training of others in these new technologies.
- Continue to provide web tutorials, print guides, viewlets, and pathfinders to help users develop better searching techniques.
- Develop and market a more formalized Knowledge & Training Center (similar to PDC on Reynolda Campus)

**2. *Build and strengthen partnerships with local and regional libraries and associations.***

- Continuing forging stronger relationships with the three other NC medical schools, the National Network of Libraries of Medicine, and the National Library of Medicine.
- Seek local partners to work on consumer health information projects.
- Continue to utilize state-wide purchasing consortiums.

**3. *Gain national prominence and recognition for the institution.***

- Increase professional publication levels of librarians where possible in the areas of health librarianship, medical informatics, education, and computer science.
- Increase the number of meetings attended and active roles taken in various organizations.
- Seek extramural funding where appropriate.
- Continue to benchmark resources with other health science libraries.
- Identify best practice areas of librarianship and incorporate those practices.

**4. *Improve the Library's physical environment for study.***

- Enhance the teaching classrooms, keeping equipment updated.
- Create versatile areas of space.
- Increase small group study space.
- Investigate expanded hours.

**5. *Build educational partnerships within the Institution.***

- Continue our involvement in the medical curriculum.
- Demonstrate the Library's electronic information tools at faculty meetings and whenever else possible.
- Continue to provide and promote more vigorously one-on-one instruction in faculty offices in the use of the Library's resources.
- Enhance the position of the Library as the heart of the institution by demonstrating the resources available through Faculty contact and publications within the institution.

## RESEARCH GOALS

### The Library will support the institution in its efforts to:

*Move the Medical Center into the top tier of the nation as designated by an exceptional level of research funding from the National Institutes of Health and other peer-review-based extramural sources.*

*Promote an environment that enhances our ability to increase the level of research funding from all sources.*

*Promote an environment that enables individual researchers to increase significantly their contribution to biomedical science by assuring the availability of enabling and cutting-edge technologies.*

*Develop decision-making and implementation processes that allow for rational allocation and efficient use of resources for research and increase our investment in research.*

*Integrate undergraduate, graduate, and postdoctoral education into our research programs to increase the participation of students and faculty in research.*

*Cultivate an environment that lends itself to innovation and to increasing the transfer of intellectual property.*

### To do so, the Library will:

#### 1. ***Increase the functionality and appearance of the Library's website.***

- Continuously improve the Library's website for ease of use, including enhanced remote usage and increased search functionality to accommodate an overwhelming demand.
- Work with the Reynolda campus to provide universal seamless access to all electronic resources.

#### 2. ***Continue to build a digital library that is accessible to users from anywhere at any time.***

- Expand the Library's electronic book, journal, and database holdings as aggressively as possible.
- Work with the faculty to examine costs and benefits of replacing selected print subscriptions with electronic journal access.
- Continue to do joint purchasing of electronic information resources with the Reynolda Campus Library.
- Enhance access to information resources not held at the Library through the delivery of documents by the document delivery and ILL service including keeping up with the latest technology to improve service.
- Consider implementing a staffed virtual reference service point in the Library versus establishing a satellite in the downtown research park or vice versa.
- Promote institutional research through the Faculty Pubs database and e-theses.
- Develop an expertise in citation metrics.
- Investigate alternative/complementary medicine resources vis-à-vis new research areas in the institution.

#### 3. ***Improve bibliographic access to research literature.***

- Advocate and communicate to publishers and vendors the library information needs of researchers.
- Keep abreast of and lobby for more liberal licensing of electronic resources.

## CLINICAL GOALS

### The Library will support the institution in its efforts to:

*Continually improve patient care by re-engineering health systems and implementing evidence-based clinical practice programs.*

*Optimize patient satisfaction by providing excellent service in an atmosphere centered on the individual patient's need.*

*Identify and develop strategic partnerships to address management of clinical demand, capacity, and community relations.*

*Manage capacity and financial resources to allow growth of national programs while meeting our regional obligations.*

### To do so, the Library will:

**1. *Provide effective and efficient resources to the practicing healthcare provider and affiliates.***

- Increase the ease of remote access to electronic information.
- Make a concerted effort to publicize library resources.
- Encourage the Medical Center to assist in expanding the scope of electronic resources.
- Consider offering memberships to the Carpenter Library to healthcare practitioners and to alumni.

**2. *Provide healthcare professionals with information resources which affect patient care.***

- Continue to involve the librarians in the clinical setting.
- Provide evidence-based medicine resources and tools.
- Advocate and communicate to publishers and vendors the library information needs of the healthcare professionals.
- More closely align the Library's resources and expenditures with the Medical Center's specialty emphases, but not to the exclusion of others.

**3. *Assist with improving the quality of patient care.***

- Continue to evaluate and offer consumer health web-pages.
- Position the Library to serve as a consumer health information source.
- Educate clinicians about what consumer information is available in the library and on the Internet to share with patients.