Lamar Soutter Library
University of Massachusetts Medical School
55 Lake Avenue North
Worcester, MA 01655

Director's Message

It is my pleasure to present to you the Lamar Soutter Library’s Annual Report for the period covering July 1, 2008-June 30, 2009. The library is a place of study, but it is also a place where people connect to scholarship and information, and is a place of art, history and the culture of academic medicine and health care, a “cultural commons” for the entire UMass Medical School community. This report highlights the many services, resources and projects that accomplish these goals.

One of our major achievements this year was the implementation of the library’s web portal development project. The development of a single point of service and outreach model focuses our patron-service and resources on those who really need them in a timely manner. As they are physically in the library or at a remote location, this focus on customized, personalized service irrespective of time or place is what defines the Lamar Soutter Library.

A new service initiative focused on ecotones—both as a service to our researchers and as a leader of the other libraries in New England in ecotones initiatives. With many from this National Library of Medicine, we hosted a symposium to bring together health science and science librarians to brainstorm ways to collaboratively address the needs of researchers to curate, retrieve, manage and present data. We continued to take a lead in the ecotones initiative by creating an ecotones walk and panel and other opportunities for collaboration as a network of librarians and information professionals.

Awards, Honors and Events

The Lamar Soutter Library Staff (7-1-08 - 6-30-09)

Director, The Lamar Soutter Library

Selected Statistics FY 09

Collections

<table>
<thead>
<tr>
<th>Current Subscriptions</th>
<th>5,089</th>
</tr>
</thead>
<tbody>
<tr>
<td>(print and electronic)</td>
<td></td>
</tr>
<tr>
<td>Total print volumes held</td>
<td>20,716</td>
</tr>
<tr>
<td>Databases</td>
<td>375</td>
</tr>
</tbody>
</table>

Services and Staff

<table>
<thead>
<tr>
<th>Service Type</th>
<th>99.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library visitors</td>
<td>253,634</td>
</tr>
<tr>
<td>Web site visits</td>
<td>3,760,762</td>
</tr>
<tr>
<td>/$1 home page</td>
<td></td>
</tr>
<tr>
<td>Education sessions</td>
<td>20</td>
</tr>
<tr>
<td>Participants in education sessions</td>
<td>1,359</td>
</tr>
<tr>
<td>Outreach sessions</td>
<td>51</td>
</tr>
<tr>
<td>Circulation transactions</td>
<td>27,771</td>
</tr>
<tr>
<td>/$1 from others</td>
<td>2,230</td>
</tr>
<tr>
<td>/$1 from others</td>
<td>1,300</td>
</tr>
<tr>
<td>/$1 from others</td>
<td>1,000</td>
</tr>
<tr>
<td>Staff (FTE, all funding sources)</td>
<td>66.4</td>
</tr>
</tbody>
</table>

FISCAL YEAR 2009

Lamar Soutter Library Operating Budget
Pointing Towards the Future: A New Model of Customer Service

Working toward our long-term goal of providing librarians more outreach to our primary clients, the LSL eliminated the Reference Desk in January, 2009 as part of the implementation of a single Service Desk. In simple terms, this change refines a traditional model:

Library assistants staff the desk.

Reference librarians are on call for in-depth patron assistance.

Library service personnel provide services in clients’ own departments.

At the one-stop-shopping stage of service for the library patrons, the Library Service Point provides access to the services formerly provided in the Library’s reference and circulation areas. It combines the services formerly provided at the Circulation Desk and the ready reference services formerly provided at the Reference Desk. In the interest of providing the appropriate place for getting his or her particular need, the library assistant at the LSL’s “trash” the patron’s request. Either the assistants handle ready reference questions themselves or refer the patron to the Reference Desk. Instead of the patron deciding what the appropriate place to go for his or her particular need would be, the library assistants at the LSL’s reference Desk provide information tailored to the specific need of the library patron.

Under contract with the National Library of Medicine, the Lamar Soutter Library supports the National Network of Libraries that serve health professionals and the public with timely access to health information. Its role of supporting librarians who have a mandate to provide this service, such as PubMed, MedlinePlus, and DOCLINE, provides the opportunity to link librarians and community organizations to provide a wide range of outreach projects that provide training and expand the use of the NBIS.

In FY 2009, 920 participants attended 50 instructional sessions/programs on a variety of topics. These sessions were conducted in classrooms, libraries, and community organizations. The NBIS was given, through continuing education courses offered throughout the winter months. Updates to The Medical Library Association and the American Society for Information Science and Technology. The LSL’s Return on Investment was important to the NER, a measure of the value of the library’s services. The LSL agreed to digitize and make publicly available several items from its Rare Books collection, digitized text. In collaboration with other libraries, the Archives received a total of 216 collections, totaling some 40,000 items, which was viewed by hundreds of library patrons and researchers. More than 15000 unique users visited the LSL’s website.

NER Update

Working toward our long-term goal of providing librarians more outreach to our primary clients, the LSL eliminated the Reference Desk in January, 2009 as part of the implementation of a single Service Desk. In simple terms, this change refines a traditional model:

Library assistants staff the desk.

Reference librarians are on call for in-depth patron assistance.

Library service personnel provide services in clients’ own departments.

At the one-stop-shopping stage of service for the library patrons, the Library Service Point provides access to the services formerly provided in the Library’s reference and circulation areas. It combines the services formerly provided at the Circulation Desk and the ready reference services formerly provided at the Reference Desk. In the interest of providing the appropriate place for getting his or her particular need, the library assistant at the LSL’s “trash” the patron’s request. Either the assistants handle ready reference questions themselves or refer the patron to the Reference Desk. Instead of the patron deciding what the appropriate place to go for his or her particular need would be, the library assistants at the LSL’s reference Desk provide information tailored to the specific need of the library patron.

NER Update

Working toward our long-term goal of providing librarians more outreach to our primary clients, the LSL eliminated the Reference Desk in January, 2009 as part of the implementation of a single Service Desk. In simple terms, this change refines a traditional model:

Library assistants staff the desk.

Reference librarians are on call for in-depth patron assistance.

Library service personnel provide services in clients’ own departments.

At the one-stop-shopping stage of service for the library patrons, the Library Service Point provides access to the services formerly provided in the Library’s reference and circulation areas. It combines the services formerly provided at the Circulation Desk and the ready reference services formerly provided at the Reference Desk. In the interest of providing the appropriate place for getting his or her particular need, the library assistant at the LSL’s “trash” the patron’s request. Either the assistants handle ready reference questions themselves or refer the patron to the Reference Desk. Instead of the patron deciding what the appropriate place to go for his or her particular need would be, the library assistants at the LSL’s reference Desk provide information tailored to the specific need of the library patron.

NER Update

Working toward our long-term goal of providing librarians more outreach to our primary clients, the LSL eliminated the Reference Desk in January, 2009 as part of the implementation of a single Service Desk. In simple terms, this change refines a traditional model:

Library assistants staff the desk.

Reference librarians are on call for in-depth patron assistance.

Library service personnel provide services in clients’ own departments.

At the one-stop-shopping stage of service for the library patrons, the Library Service Point provides access to the services formerly provided in the Library’s reference and circulation areas. It combines the services formerly provided at the Circulation Desk and the ready reference services formerly provided at the Reference Desk. In the interest of providing the appropriate place for getting his or her particular need, the library assistant at the LSL’s “trash” the patron’s request. Either the assistants handle ready reference questions themselves or refer the patron to the Reference Desk. Instead of the patron deciding what the appropriate place to go for his or her particular need would be, the library assistants at the LSL’s reference Desk provide information tailored to the specific need of the library patron.

NER Update

Working toward our long-term goal of providing librarians more outreach to our primary clients, the LSL eliminated the Reference Desk in January, 2009 as part of the implementation of a single Service Desk. In simple terms, this change refines a traditional model:

Library assistants staff the desk.

Reference librarians are on call for in-depth patron assistance.

Library service personnel provide services in clients’ own departments.

At the one-stop-shopping stage of service for the library patrons, the Library Service Point provides access to the services formerly provided in the Library’s reference and circulation areas. It combines the services formerly provided at the Circulation Desk and the ready reference services formerly provided at the Reference Desk. In the interest of providing the appropriate place for getting his or her particular need, the library assistant at the LSL’s “trash” the patron’s request. Either the assistants handle ready reference questions themselves or refer the patron to the Reference Desk. Instead of the patron deciding what the appropriate place to go for his or her particular need would be, the library assistants at the LSL’s reference Desk provide information tailored to the specific need of the library patron.

NER Update

Working toward our long-term goal of providing librarians more outreach to our primary clients, the LSL eliminated the Reference Desk in January, 2009 as part of the implementation of a single Service Desk. In simple terms, this change refines a traditional model:

Library assistants staff the desk.

Reference librarians are on call for in-depth patron assistance.

Library service personnel provide services in clients’ own departments.

At the one-stop-shopping stage of service for the library patrons, the Library Service Point provides access to the services formerly provided in the Library’s reference and circulation areas. It combines the services formerly provided at the Circulation Desk and the ready reference services formerly provided at the Reference Desk. In the interest of providing the appropriate place for getting his or her particular need, the library assistant at the LSL’s “trash” the patron’s request. Either the assistants handle ready reference questions themselves or refer the patron to the Reference Desk. Instead of the patron deciding what the appropriate place to go for his or her particular need would be, the library assistants at the LSL’s reference Desk provide information tailored to the specific need of the library patron.

NER Update

Working toward our long-term goal of providing librarians more outreach to our primary clients, the LSL eliminated the Reference Desk in January, 2009 as part of the implementation of a single Service Desk. In simple terms, this change refines a traditional model:

Library assistants staff the desk.

Reference librarians are on call for in-depth patron assistance.

Library service personnel provide services in clients’ own departments.

At the one-stop-shopping stage of service for the library patrons, the Library Service Point provides access to the services formerly provided in the Library’s reference and circulation areas. It combines the services formerly provided at the Circulation Desk and the ready reference services formerly provided at the Reference Desk. In the interest of providing the appropriate place for getting his or her particular need, the library assistant at the LSL’s “trash” the patron’s request. Either the assistants handle ready reference questions themselves or refer the patron to the Reference Desk. Instead of the patron deciding what the appropriate place to go for his or her particular need would be, the library assistants at the LSL’s reference Desk provide information tailored to the specific need of the library patron.