

BIBLIOGRAPHIC CONTROL

Sheryl R. Stevens, Head of Bibliographic Control

Ulonda Y. Sweeney, Acquisitions/Cataloging Assistant

Lonnette L. Buczko, Serials Assistant (until mid-June)

Kelly Lashuay, Student Helper (part-time)

Julie Tellman, Student Helper (part-time)

Staffing

The Department's full-time staffing level remained at three F.T.E.s during FY 1996/97, i.e., one librarian and two library media technical assistants; however, the individuals occupying both support staff positions changed over the course of the year. In July 1996, Linda Knotts resigned as Serials Assistant after accepting another job in the MCO Accounts Payable Department. She was replaced by Lonnette Buczko in September 1996. In November 1996, Heidi Steyer accepted a non-library position outside the Toledo area and resigned as Acquisitions/Cataloging Assistant. She was replaced by Ulonda Sweeney in January 1997. Ms. Buczko subsequently resigned in June 1997, after accepting a supervisory position in the Library's Access Services Department.

Five new student helpers were hired on a part-time basis as replacements for others who left at the end of FY 1995/96 or during FY 1996/97. Each worked between 10-15 hours per week on serials-related projects. Student workers who resigned prior to June 30 are: Marchelle Anderson, Amy Broadbus, Matthew Dwenger, Jennifer Felix, Joanne Gray, Misty Jackson, Kimberly Recker and Ryan Tessean.

Acquisitions & Collection Development

Expenditures

The Library spent \$41,887 on new books, audiovisuals, and CD-ROM databases in FY 1996/97, just slightly less than in the previous fiscal year. See the table on the next page for breakdowns and comparisons. See also the **COLLECTION COSTS** table at the end of this section.

BOOK & NON-PRINT EXPENDITURES, 1995-1997			
	FY 1996/97	FY 1995/96	% Change
Books	\$35,403	\$37,037	-4.4%
Audiovisuals	\$2,781	\$2,044	+3.6%
CD-ROMs	\$3,703	\$3,220	+15.0%
TOTALS	\$41,887	\$42,301	-1.0%

Total Items Acquired

The Library added 650 items to its book and non-print collections in FY 1996/97, of which 445 (68.5%) were purchased and 205 (31.5%) were donated or acquired free of charge. See the table directly below and **COLLECTION COSTS** table at the end of this section for breakdowns, comparisons, and averages. About 13% of all FY 1996/97 purchases were requested or recommended by faculty members.

NUMBER OF BOOK & NON-PRINT ACQUISITIONS, 1995-1997			
	FY 1996/97	FY 1995/96	% Change
PURCHASED			
Books	426	551	-22.7%
Audiovisuals	15	26	-42.3%
CD-ROMs	4	2	+100.0%
Total	445	579	-23.1%
GIFTS/FREE			
Books	127	133	+13.5%
MCO Theses	72	33	+118.2%
Audiovisuals	6	4	+50.0%
Total	205	172	+33.1%
TOTAL	650	751	-10.3%

Since FY 1988/89, the Library has added an average of 427 book and non-print items to the collection each year, although the annual totals have varied widely (particularly in the early 1990's). See the table on the next page and the **BOOK & NON-PRINT PURCHASES** graph at the end of this section for yearly totals and comparisons.

BOOK & NON-PRINT PURCHASES, 1988-1996	
FISCAL YEAR	NO. OF ITEMS
1988/89	330
1989/90	188
1990/91	216
1991/92	822
1991/93	313
1993/94	552
1994/95	402
1995/96	579
1996/97	445
TOTAL	3,847

Subject Overview & General Comments

The percent of total items purchased in the clinical sciences, the basic sciences, nursing, and allied health were each about the same as in the previous fiscal year. See the table directly below for FY 1996/97 breakdowns and totals.

BOOK & NON-PRINT ACQUISITIONS BY GENERAL SUBJECT, FY 1996/97				
	Items Purchased	% of Total Purchases	Total Items Acquired	% of Total Acquired
Clinical Sciences	187	42.0%	267	41.1%
Basic Sciences	101	22.7%	196	30.2%
Nursing	80	18.0%	97	14.9%
Allied Health	41	9.2%	51	7.8%
All Other	36	8.1%	39	6.0%
TOTALS	445	100.0%	650	100.0%

Books

Special attention was given to enhancing the Library's basic sciences collection in the areas of molecular biology and biochemistry. In the clinical sciences, particular emphasis was placed on updating the endocrinology, hematology, ophthalmology, and dentistry areas, which had the poorest showings in last year's book collection analysis. The scope and quality of nursing collection was also improved with purchase of all starred titles on the Brandon/Hill "Select List of Nursing Books." In all areas, efforts continued to add books of practical interest to students, such as clinical handbooks and board.

CD-ROMs

Three new clinically-oriented CD-ROM databases were purchased in FY 1996/97:

- *Goodman & Gilman's The Pharmacological Basis of Therapeutics*, the electronic version of the print textbook;
- *STAT!Ref*, the combined electronic versions of eight different clinical texts (*The Merck Manual*, *Physicians genRX*, and six of the *Current Diagnosis and Treatment* books); and
- *QMR: Quick Medical Reference*, an "expert system" designed to assist with diagnostic decisions.

In addition, the Library also purchased a newer version of *MAXX: Maximum Access to Diagnosis and Therapy*, which contains the full-text of over 20 clinical handbooks and manuals published by Little, Brown. Unfortunately, only two of these four purchases (*STAT!Ref* and *QMR*) were available for use on the campus network as of June 1997, despite repeated work requests to the MCO Department of Information Systems.

Audiovisuals

The *Network for Continuing Medical Education* videocassette series was discontinued and the funds used to purchase a collection of tapes deemed to be more practical and useful for students: the *Visual Guide to Physical Examination* series. This twelve-tape set is based on Barbara Bates' popular and heavily used textbook *A Guide to Physical Examination and History Taking*.

Web Development and Homepage Maintenance

The content, arrangement, and currency of the Library's World Wide Web home page was significantly enhanced and improved during FY 1996/97 in a continuous joint effort between Bibliographic Control and Computer Services. In July 1996, existing links were re-evaluated and others added according to new selection criteria; all were re-organized. The Library's "Instructions to Authors" resource, which had been created in May 1996, grew to over 1,000 links and received increasing national and international recognition. In September 1996, a "Health News" feature was developed, which provided users with links (updated each weekday) to health-related news stories at various Web sites. In February 1997, the graphics on most of the pages were replaced. In March 1997, the "New Books" feature was replaced with "Book of the Week," which spotlighted one recent Library acquisition and provided users with a continuously updated list of all new titles, each linked to the appropriate record in the OSLER Web catalog.

Miscellaneous

A general collection development policy was drafted in December 1996. In addition, written procedures were compiled for all basic acquisitions and ordering functions.

Cataloging

Statistics & Expenses

In addition to cataloging the 650 new books and non-print items acquired in FY 1996/97, 84 of the 175 Academic Press journals that became electronically available to all OhioLINK libraries in FY 1996/97 were also cataloged. (See the *Serials* section for additional information about these titles.) Another 872 books and 1,329 serials were re-cataloged, and 680 books were "un-cataloged," i.e., removed from the collection and discarded.

The cost of OCLC access and services for cataloging and serials control came to about \$6,500, just slightly less than the previous year. Overall, the total amount budgeted for all OCLC-related services (including acquisitions, cataloging, serials control, interlibrary loan, and software upgrades) decreased from \$15,448 in FY 1995/96 to \$13,646 in FY 1996/97. Since FY 1993/94, OCLC costs have decreased 29.2% mainly due to implementation of less costly access methods.

Projects

Academic Press Electronic Journals. As noted above, about half of the 175 electronic journals in the Academic Press site license package purchased by OhioLINK were deemed appropriate for inclusion in the Library's collection and online catalog. In February 1997,

brief bibliographic records for the 84 selected titles (which are listed in the *Serials* section of this report) were keyed into the catalog, accompanied by order and check-in records. Pertinent linking information was also added to 11 records in the catalog representing print equivalents in the Library's collection. In June 1997, these brief records were replaced by full ones created by a third-party company contracted and paid by OhioLINK.

Oversize Collection. To simplify locating and shelving materials in the book collection, the oversize portion (which previous catalogers had permitted to become unnecessarily large) was re-evaluated, "downsized," and recataloged in March 1997. Access Services staff members subsequently interfiled all books less than a certain height in with the regular size collection, adjusting and removing shelves as necessary.

Journal Monographs. Important journal monograph series were selected for "analytic" cataloging, which involved adding a separate bibliographic record for each monograph to the Library's catalog in order to provide increased access the title's contents. Work on the *Methods in Enzymology* series (100+ volumes) and *Advances in Neurology* series (70+ volumes) was completed by June 1997. About ten other series will be similarly cataloged over the course of the next year.

Special Collections. In February and March 1997, work on reorganization and recataloging of two of the collections in the Library's Special Collections Room -- MCO theses and dissertations and autographed books -- was completed. Work on weeding, rearranging, and recataloging the remaining collections -- history of medicine and rare books -- will hopefully be completed during the next fiscal year.

Miscellaneous

Written policies and procedures were compiled for all basic cataloging functions in late 1996.

Serials

Expenses & Number of Subscriptions

A little over \$457,000 was spent on journal subscriptions in FY 1996/97, just slightly less than the previous year's expenditures (which included \$6,000 from a special Dean's fund, not available in FY 1996/97). A total of 113 titles were canceled to offset the journal inflation rate (16.1% in 1996; 11.9% in 1997); however, the overall decrease in the number of paid subscriptions was minimal (-2.0%) due to OhioLINK's purchase of a site license for the Academic Press electronic journal package of 175 titles, 84 of which were deemed appropriate for inclusion in the Library's collection and journal count. With the addition of the Academic Press titles (which cost the Library approximately \$20,000), the percent of electronic journals in the paid subscription count increased from 0.3% in FY 1995/96 to 8.4% in FY 1996/97.

See tables on next page, and **COLLECTION COSTS** at the end of this section for totals, comparisons, and averages.

COST & NUMBER OF JOURNAL SUBSCRIPTIONS, 1995-1997			
	FY 1996/97	FY 1995/96	% Change
EXPENDITURES	\$457,083	\$464,921	-1.7%
NO. OF TITLES	1,042	1,055	-1.2%
Paid	1,023	1,044	-2.0%
Free	21	11	+90.9%
Added	92	12	+666.7%
Canceled	113	135	-1.9%
Discontinued*	2	5	-60.0%

* No longer published

NUMBER OF PAID JOURNAL SUBSCRIPTIONS: PRINT VS. ELECTRONIC, 1995-1997			
	FY 1996/97	FY 1995/96	Net Change
Print	937	1,041	-104
Electronic	86	3	+83
TOTAL	1,023	1,044	-21

Between FY 1989 and FY 1997, the total amount spent by the Library on serials increased \$85,891 (+23.2%). However, the average cost per title increased by around 10% a year; thus, the total number of subscriptions that the Library could afford in FY 1996/97 decreased by 1,059 (-50.1%). As noted above, the overall decrease in the FY 1996/97 journal count was minimal due to addition of titles in the OhioLINK Academic Press journal package. See next tables the **PAID JOURNAL SUBSCRIPTIONS** and **JOURNAL BUDGET VS. INFLATION** graphs at the end of this section.

JOURNAL EXPENDITURES, 1989-1996		
FISCAL YEAR	AMOUNT SPENT	PERCENT CHANGE
1988/89	\$371,575	
1989/90	\$408,060	+9.8%
1990/91	\$458,839	+12.4%
1991/92	\$454,381	-1.0%
1991/93	\$426,852	-6.1%
1993/94	\$452,101	+5.9%
1994/95	\$454,937	+0.6%
1995/96	\$464,921	+2.2%
1996/97	\$457,466	-1.7%
NET CHANGE	+\$85,891	+23.2%

NUMBER OF PAID JOURNAL SUBSCRIPTIONS, 1989-1997		
FISCAL YEAR	NO. OF TITLES	PERCENT CHANGE
1988/89	2,082	
1989/90	1,787	-14.2%
1990/91	1,958	+9.6%
1991/92	1,810	-7.6%
1991/93	1,258	-30.5%
1993/94	1,277	+1.5%
1994/95	1,173	-8.1%
1995/96	1,044	-11.0%
1996/97	1,023	-2.0%
NET CHANGE	-1,059	-50.1%

Titles Canceled

The Library canceled 113 serial titles effective with the calendar year 1997. They were selected after consulting current issue usage data, price data, citation analysis data, faculty members, and the Library Advisory Committee (see Appendix B for list)

Titles Added

In addition to the electronic Academic Press titles, a small number of new print journal subscriptions were added in FY 1996/97:

PRINT

Child Maltreatment
Current Opinion in Cell Biology
Early Human Development
European Journal of Pediatrics

FEBS Letters
Journal of Child Neurology
Journal of Orthopaedic and Sports Physical Therapy
Occupational Therapy International

ELECTRONIC

Anaerobe
*Analytical Biochemistry**
Appetite
*Archives of Biochemistry and Biophysics**
*Biochemical & Biophysical Research Communications**
Biochemical and Molecular Medicine
Biological Control
Biologicals
*Bioorganic Chemistry**
*Blood Cells, Molecules & Diseases**
Brain and Cognition
Brain and Language
Brain, Behavior, and Immunity
*Cell Biology International **
*Cellular Immunology**
*Clinical Immunology and Immunopathology**
Cognitive Psychology
*Computers and Biomedical Research**
Consciousness and Cognition
Contemporary Educational Psychology
Cryobiology
Cytokine
*Developmental Biology**
Developmental Review
Processes
Ecotoxicology and Environmental Safety
Environmental Research
*Experimental Cell Research**
*Experimental Neurology**
*Experimental Eye Research**
*Experimental Neurology**
Experimental Parasitology
Food Microbiology
Frontiers in Neuroendocrinology
Fundamental and Applied Toxicology
*Fungal Genetics and Biology**
General and Comparative Endocrinology
*Genomics**
Gynecologic Oncology
Hormones and Behavior
Journal of Adolescence
Journal of Autoimmunity
Journal of Colloid and Interface Science
Journal of Environmental Psychology

Journal of Experimental Psychology
Journal of Experimental Child Psychology
Journal of Experimental Social Psychology
Journal of Magnetic Resonance
Journal of Memory and Language
Journal of Molecular Spectroscopy
Journal of Molecular and Cellular Cardiology
Journal of Research in Personality
Journal of Structural Biology
Journal of Surgical Research
Journal of Theoretical Biology
Journal of X-Ray Science and Technology
Journal of Vocational Behavior
Learning and Motivation
Methods: A companion to Methods in Enzymology
Microbial Pathogenesis
Microchemical Journal
Microvascular Research
Molecular and Cellular Neuroscience
Neuroimage
Neurobiology of Disease
Neurodegeneration
Neurobiology of Learning and Memory
Organizational Behavior and Human Decision

Pesticide Biochemistry and Physiology
Pharmacological Research
Plasmid
*Preventive Medicine**
Protein Expression and Purification
Pulmonary Pharmacology
Regulatory Toxicology and Pharmacology
Seminars in Cancer Biology
Seminars in Cell & Developmental Biology
Seminars in Immunology
Seminars in the Neurosciences
Seminars in Virology
Social Science Research
Theoretical Population Biology
Toxicology and Applied Pharmacology
Ultrasonic Imaging
Virology

* Library has current print subscription also.

Bindery

The Library spent \$16,494 binding 2,322 journal volumes in FY 1996/97, about 22% less than the previous fiscal year. The decrease was due to less money allocated. One student assistant (working between 15-20 hours per week) continued to helping out with bindery processing tasks.

Projects

Record Enhancement. Work on four major serials data projects was completed by the Serials Assistant in FY 1996/97: 1) keying in holdings statements onto the check-in records in the Library's online catalog for all 3,100+ non-current titles in the collection; 2) replacing the bibliographic records in the online catalog for all these titles; and 3) reviewing and updating all of the Library's 4,200+ records in the OCLC Union List subsystem.

Abstract/Index Barcoding. Between February 1997 and April 1997, the Serials Assistant and Acquisitions/Cataloging Assistant barcoded and created item records in the catalog for the 5,000+ volumes in the Library's abstract and index collection.

Depository. Four students each continued to work about 10 hour per week on the Regional Book Depository project. In July 1996, they completed barcoding all 33,641 pre-1970 journal volumes on the sixth floor and began working on the fifth floor journal collection. By the end June 1997, they had almost completed all fifth floor barcoding, having added about 60,000 item records to the Library's catalog for post-1970 journal volumes. Beginning in October 1996, the students were also simultaneously packing up 60 boxes of pre-1970 volumes per week for transfer to the offsite Depository (in Perrysburg). By the end of June 1997, almost all of the journal volumes previously on the sixth floor had been transferred to the Depository.

Miscellaneous

Written policies and procedures were compiled for all basic serials control functions in late 1996.

In May 1997, a journal usage survey was developed in conjunction with the Assistant Director and distributed to the Department of Microbiology. Similar surveys will be developed for other key departments during the next fiscal year.

Projects identified for the coming year include:

- Overseeing completion of depository project and journal collection barcoding.
- Enhancing and completing general collection development policy.
- Developing and enhancing permanent reserve collection.
- Cleaning up authority records in Library's online catalog.
- Completing reorganization and recataloging of materials in the Special Collections Room.
- Developing and utilizing additional survey instruments to facilitate serials collection management decisions.

COLLECTION COSTS AND SIZE

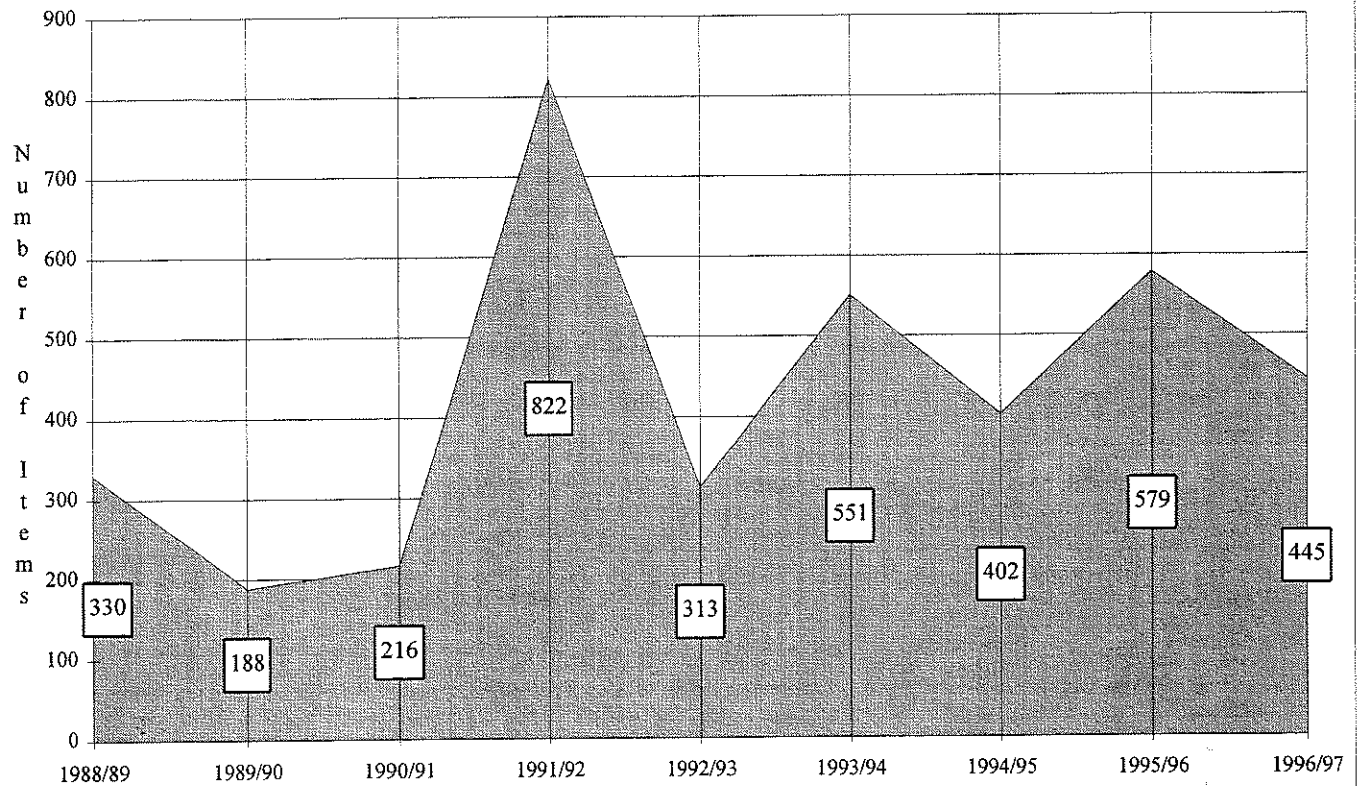
COLLECTION COSTS				
	FY 1996/97 TOTALS	FY 1994/95 TOTALS	FY 1996/97 AVERAGES	FY1995/96 AVERAGES
Books*	\$35,403	\$37,037	\$83.10	\$67.22
Audiovisuals*	\$2,781	\$2,044	\$185.40	\$78.61
CD-ROMs*	\$3,703	\$3,220	\$925.75	\$1,610.00
Journal Subscriptions*	\$457,083	\$464,921	\$446.80	\$445.37
Binding	\$16,494	\$21,041	\$7.10	\$6.35
TOTALS	\$515,464	\$542,263		

* Does not include costs associated with ordering and cataloging

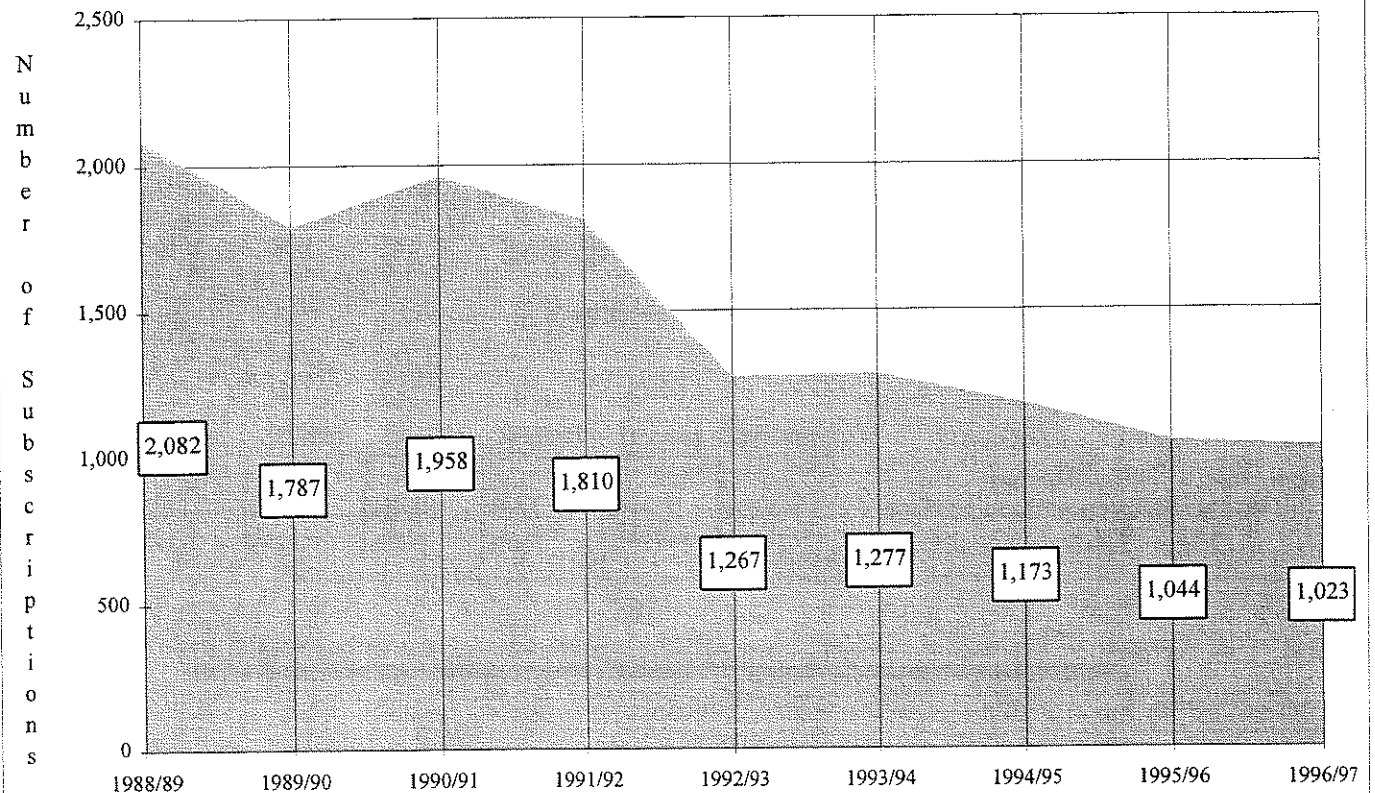
COLLECTION SIZE			
	FY 1996/97	FY 1995/96	% CHANGE
BOOKS	31,168	32,508	-4.2%
AUDIOVISUALS	160	163	-1.8%
CD-ROMS	7	7	0.0%
JOURNALS			-1.2%
Total Subscriptions	1,042	1,055	
Total Volumes	95,502	* 83,123	+14.8%
TOTAL VOLUMES	126,837	115,800	+9.5%

*Estimated

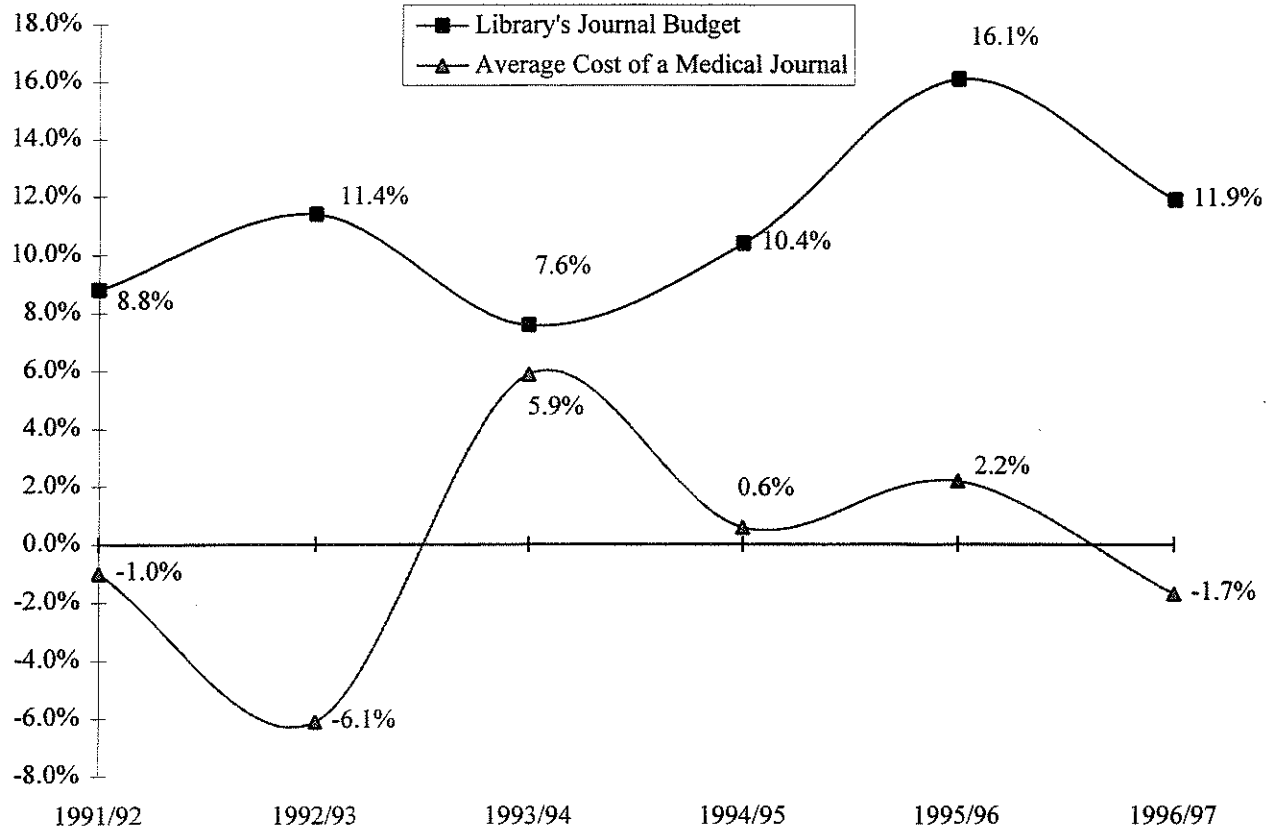
Books & Non-Print Items Last 9 Fiscal Years



Paid Journal Subscriptions Last 9 Fiscal Years



Journal Budget vs Inflation Last 6 Fiscal Years



Journal Budget vs Inflation Last 6 Fiscal Years

	1991/92	1992/93	1993/94	1994/95	1995/96	1996/97
% Change - Average Cost per Title	8.8%	11.4%	7.6%	10.4%	16.1%	11.9%
% Change - Library's Journal Budget	-1.0%	-6.1%	5.9%	0.6%	2.2%	-1.7%

COMPUTER SERVICES

James F. Garrett, Computer Services Librarian

Computer Services plays an integral role in the daily provision of service to library users and the ability of library staff to complete job tasks. In addition to the daily routine of ensuring a high level of performance and accessibility from the Library's systems, the role of the Computer Services Department has begun to evolve toward collaborative projects with other departments, establishing unique Web services, and developing interfaces that meet the needs of library users, keeping library staff current with technological changes and software capabilities.

OSLER :

- The self-install of Innovative Interface's catalog software, Release 10, was completed.
- Public Access Catalog menus were streamlined. Choices for other library catalog choices were reduced to reflect those nearby and those most useful for our users. As the list of available general databases continued to grow, first selections were streamlined to reflect those that had the most utility for MCO users. The remainder of the less often used databases were easily accessible through a direct link to OhioLINK's menu.

World-Wide Web:

In addition to the projects listed earlier on page 26, a new front end menu was designed for the Web accessible terminals in the Online Resources Room . The menu facilitates quick access to online databases, electronic journals, and library services. It incorporates MCO's new logo. New graphics for the Library's Web pages were added.

Previews for two library sponsored art exhibits by painters Dr. Leonard Nelson and Mr. Chad Wallace appeared on the Library's Homepage.

Collaboration:

Computer Services assisted two departments, Family Medicine and Internal Medicine, on Web projects. Internal Medicine was funded for an OhioLINK small grant to create an educational page which utilized OhioLINK resources. Additionally, assistance was provided for the initial design phase of the Faculty Publications Database project. Using Access software, three relational tables were configured to support the faculty names, citations and associated keywords that would populate the database. Nearing the end of the fiscal year, the database was ready for a preliminary preview for the MCO Board.

Computer Equipment and Software:

A key goal this year was to upgrade user stations in the Online Resources Room, particularly to provide onsite Web access for Library users. Four Pentiums were purchased and two PowerMacs were added to provide Web access. Three laser printers were purchased to support these machines to ensure rapid printing as well as high quality products for users. Statistics are being kept on paper usage to determine the point at which fee printing may be necessary.

**Computer Supplies Purchased
Fiscal Year 1996-97**

<u>Item</u>	<u>Qty</u>	<u>Unit Price</u>	<u>Extended Price</u>
<u>SOFTWARE</u>			
Adobe Acrobat Pro	1	\$184.00	\$184.00
Microsoft Publisher 2.0 for Windows	1	59.95	59.95
SUBTOTAL			\$243.95
<u>COMPUTERS</u>			
Gateway P5-166 desktop computer (32MB RAM)	4	1,681.00	6,724.00*
Gateway P5-133 desktop computer (16MB RAM)	4	1,649.00	6,596.00*
Gateway P5-133 desktop computer (16MB RAM)	2	1,503.00	3,006.00*
Gateway Notebook 2100 Multimedia portable computer	1	2,656.00	2,656.00*
SUBTOTAL			\$18,892.00
<u>PRINTERS</u>			
Brother HL-730 laserjet printer	5	399.00	1,995.00*
Epson LQ570+dot-matrix printer	3	282.95	848.85
SUBTOTAL			\$2,843.85
<u>MISCELLANEOUS</u>			
NEC CD ROM drive	1	109.00	109.00
Contact Barcode Reader	4	137.00	548.00
SIMM 4MB	2	49.95	99.90
SUBTOTAL			<u>\$756.90</u>
TOTAL			\$22,736.70

* Purchased with Capital Equipment Funds.

INFORMATION SYSTEMS

Marlene A. Porter, Head of Information Services

Jonathan Hartmann, Reference/Outreach Services Librarian

Jolene Miller, Reference/Education Librarian

Anne Bushel, Reference Associate

Overview

Many of last fiscal year's goals were achieved or initiated. Two major achievements include (1) designing and teaching subject specific WWW classes. Classes were created for nursing, physiology, biochemistry, and pathology; (2) increasing the department's role in the teaching of information resources to MCO faculty, staff and students. The Information Services Department also assumed full responsibility for teaching MCO's Internet class when an Information Systems Department trainer resigned. Information Services staff will continue in that role during FY1997-98.

Projects which were started in FY1996-97 and which will continue include: (1) implementing a personal research consultation service for MCO faculty. Discussions with a few faculty members indicate that this contribution would be welcome. (2) weeding and updating the Reference book and index collection; (3) updating a departmental policy and procedure manual.

Staffing & Scheduling

Staffing in the Information Services department was at full capacity for 1996/97 fiscal year. This enabled the Department to continue the Sunday reference desk hours during the school year and full hours during the week. The reference desk statistics for Sunday's show that during examination time and holidays/school breaks a drop in use occurs. This year a closer examination of Sunday hours and who uses the service (MCO or non-MCO patrons) may lead to staffing only during heavier MCO student use times and possibly shifting the Sunday on-call hours to weekday evening coverage. This will be studied closely this year.

Reference Desk & Resources

There was a 5% drop in reference desk statistics which may be credited to the 41% increase in instructional sessions and 41% increase in the number of MCO students, faculty and staff attending the sessions. Although student attendance was about the same, faculty and staff attendance increased by 73% and 47% respectively. The decrease in reference questions is not a negative indicator but a positive reflection upon the Library's education programs.

Many new databases became available for use by MCO faculty staff and students via OhioLINK this fiscal year, about which 3% are biomedically related. The Library also provided a number of CD ROM full text resources, as well as a diagnosis-assisting program (QMR). Also, Academic Press full-text journals online, became available in September, 1996. Collecting data on database usage is difficult because MCO's link to OhioLINK's databases is via a general access menu, and the outgoing MCO campus network does not accommodate tracking software.

Several projects were completed this year. The pamphlet collection came to fruition with the hard work of J. Miller and assistance of A. Bushel. The collection is housed in a file cabinet in the Online Resources Room to support patient education and consumer health questions. A display unit was also purchased to give patrons access to frequently used library forms.

Online/Database Searching

We again continued our OVID and Dialog accounts with Ohionet so that we have access to databases not available from OhioLINK.

Literature search requests decreased this fiscal year by 23% compared to a 2% decline last year. This decrease can be attributed to the availability of the medical databases via MCONet and the Library databases educational program. Of requested searches, 81% were done in MEDLINE with 77% of all searches for research, grants or patient care. Most of the requests came from faculty (39%), administration/staff (18%) and residents (13%). There was a 6% increase in resident requests, which may be due to increased MCONet access from MCH and other locations.

Educational Services

The Educational Services of the R. H. Mulford Library expanded over the past year. The traditional orientation tours for new students and library-sponsored database training sessions continued. However, librarians began this year teaching within the formal curriculum of two schools, and considerable time and effort spent developing new educational initiatives for the two other schools.

Course-Integrated Instruction

We provided course-integrated instruction for classes in the School of Allied Health and the School of Nursing. Course-integrated instruction is more beneficial to students because the instruction they receive is tailored to their needs.

Information Management Elective

This year, our first information management class for credit was accepted to be offered in the School of Medicine and will be held in the Fall of 1997. A second version of the elective (geared more toward biomedical research rather than clinical practice) was submitted to the Graduate School as well.

Sessions for Web Resources

Some of the library-sponsored training sessions focused on web-based resources, such as web resources in nursing and pathology, and demonstrations of library services and full-text journals from Academic Press.

Family Medicine

In FY 97, Information Services will begin managing the library assistant at the Family Practice Center in order to improve services and possibly reduce costs.

Outreach Services/AHEC

AHEC

Jonathan Hartmann continued to make quarterly site visits to the AHECs. During these visits, he demonstrated new computer resources for the AHEC librarians. The most significant resources which the Library made available to the AHECs during the year were QMR, a diagnostic CD-ROM, which became available in February 1997, and Stat!Ref, a reference CD-ROM, which became available in May 1997. In other AHEC developments, the library at St. Rita's Medical Center was moved and expanded in March-June 1997. As a result the MCO PC at St. Rita's was moved and installed in a new computer room. An urban AHEC was established at Mercy Family Medicine Clinic in June, 1997, when the Department of Information Systems installed a PC at the Clinic to provide electronic access to MCO.

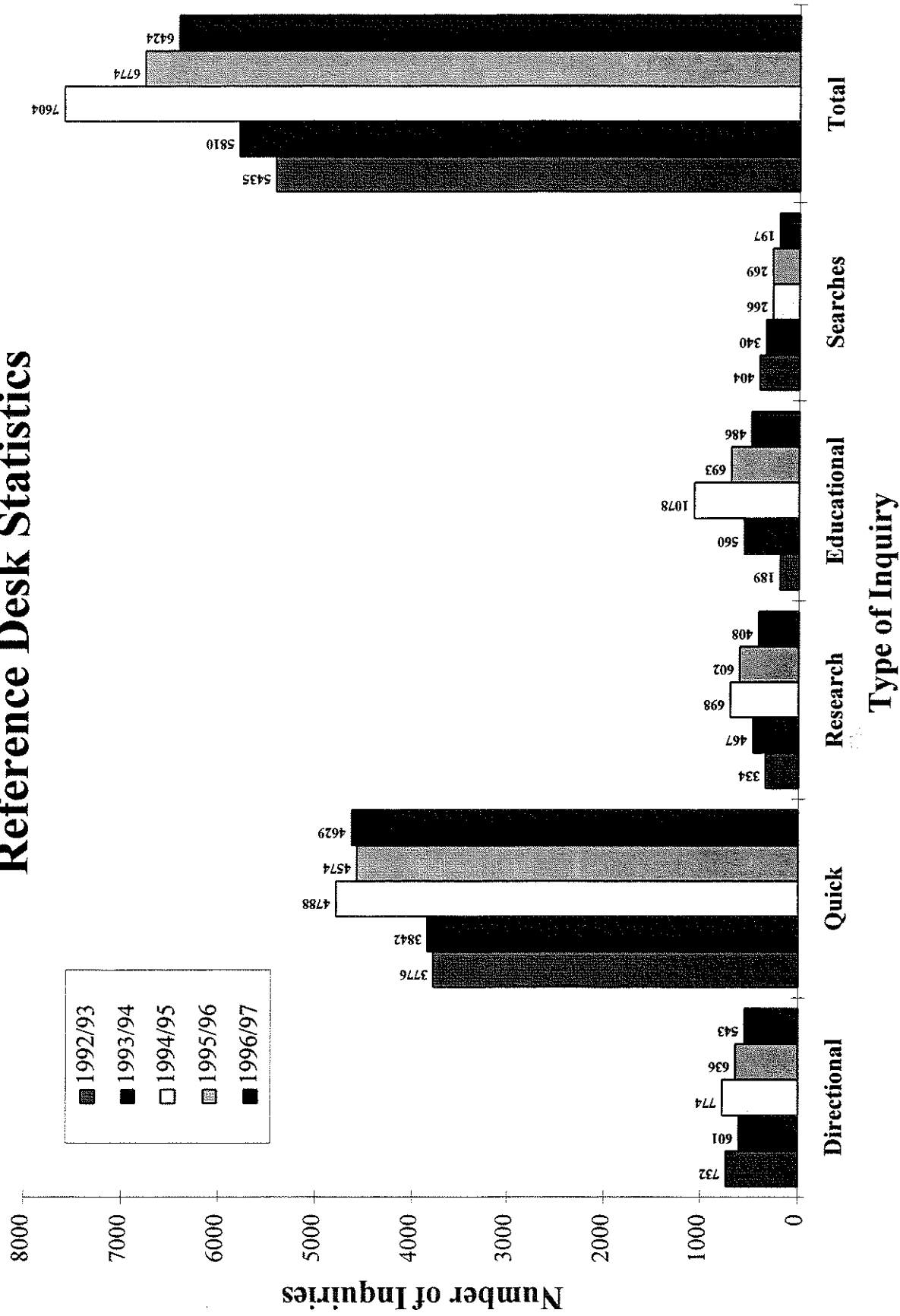
AHEC Education

The AHEC sponsored tutorial for rural physicians, "Medical Applications of Computers," was held in Bellevue in October-November, 1996, and in Bryan in February-April, 1997. Improvements were made in these tutorials based on the experience gained in the initial tutorial in Defiance. A short session on computer basics was added and two of the sessions of each tutorial were held at the College to allow for more hands-on training. J. Hartmann assumed more responsibility for the tutorials, and became the primary educator in them. The tutorials were very successful, although the limitations of the pcANYWHERE remote access software created minor problems. A new system for remote access which will be developed in Summer 1997 by the Department of Academic Informatics should eliminate these problems in the future. The next tutorial is scheduled to take place in Sandusky in September-October, 1997.

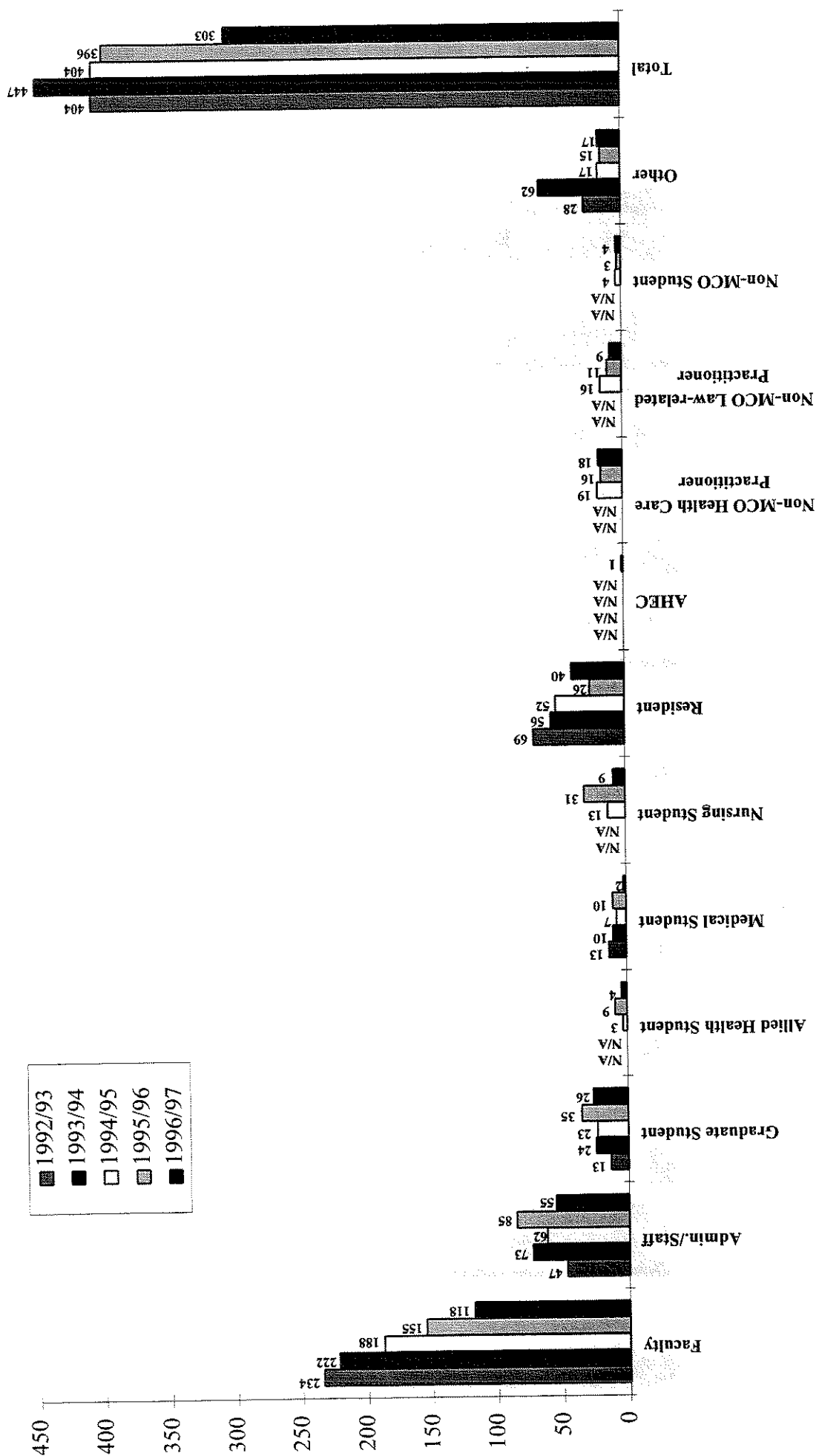
Regional Outreach

The Library's outreach program expanded during the year. D. Boilard, B. McNamee, and J. Hartmann met with administrators of Mercy College in May, 1997 to discuss access to OhioLINK and Mulford Library resources. A test of electronic access to these resources was initiated at Mercy in June, 1997. Also, D. Boilard submitted a proposal for an NLM AIDS Outreach grant in June, 1997. J. Hartmann will be responsible for service and training at sites in Allen, Defiance, Sandusky, and Seneca counties if this grant is obtained.

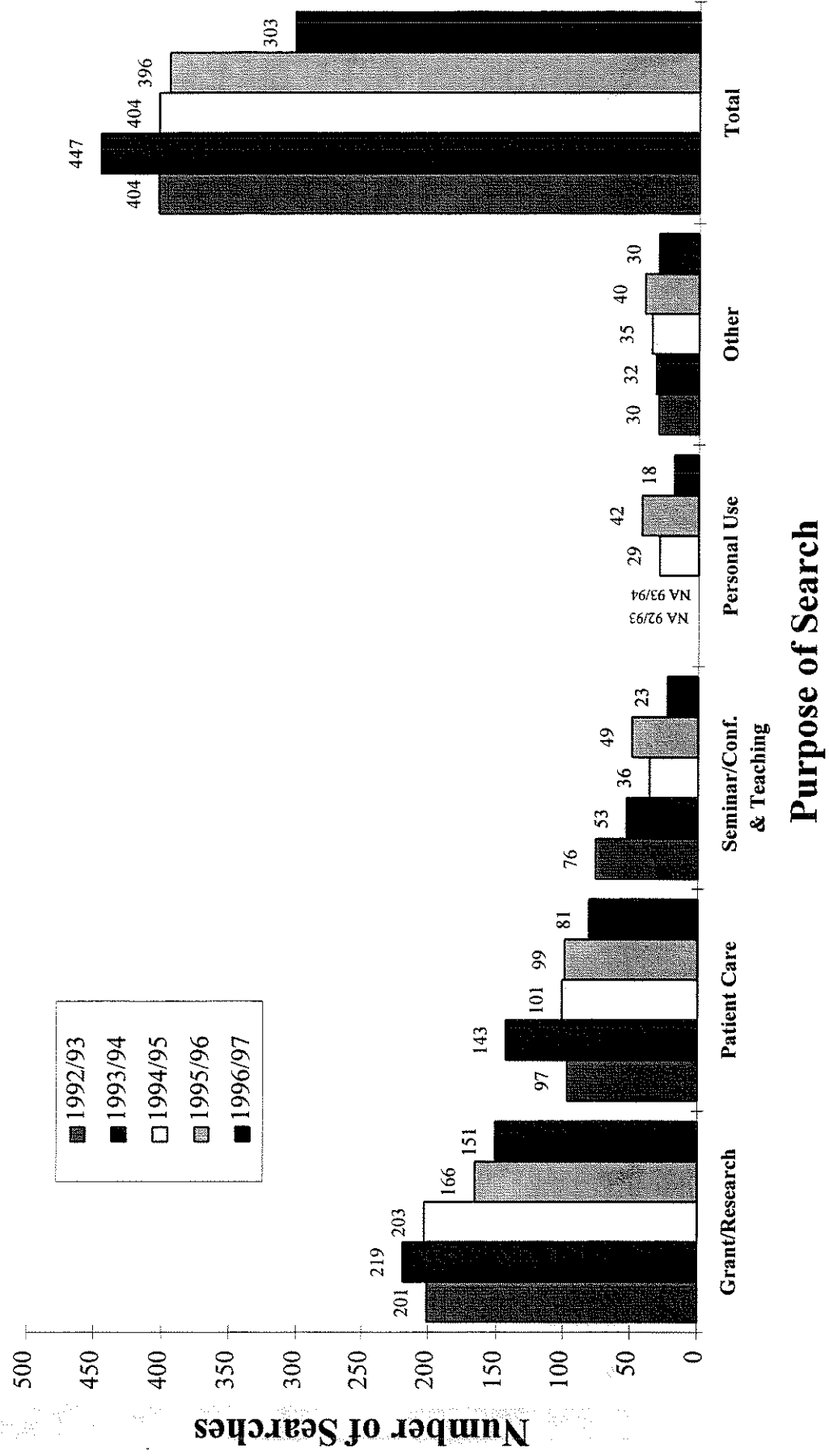
Reference Desk Statistics



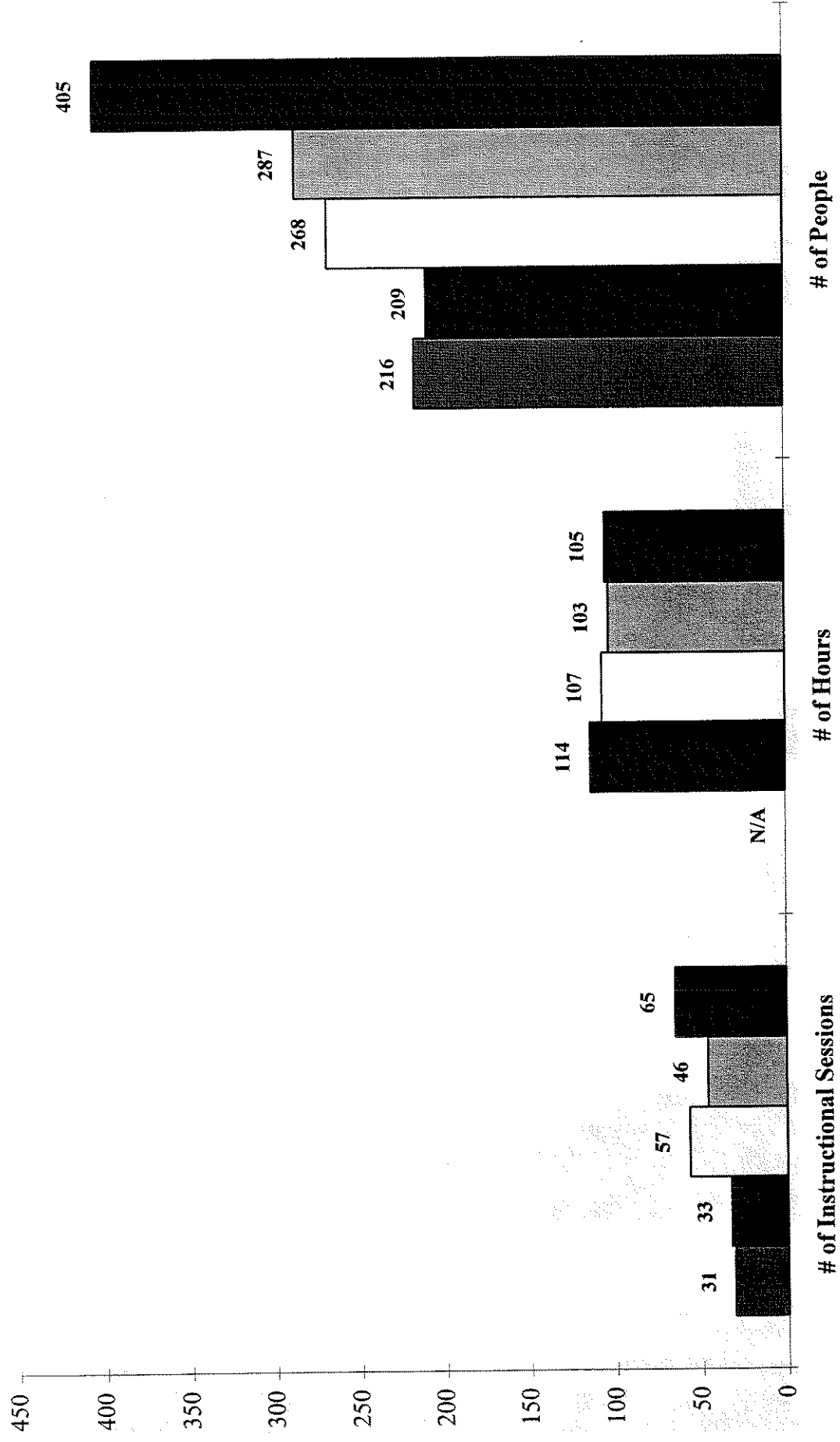
Librarian Performed Literature Searches by Patron Type



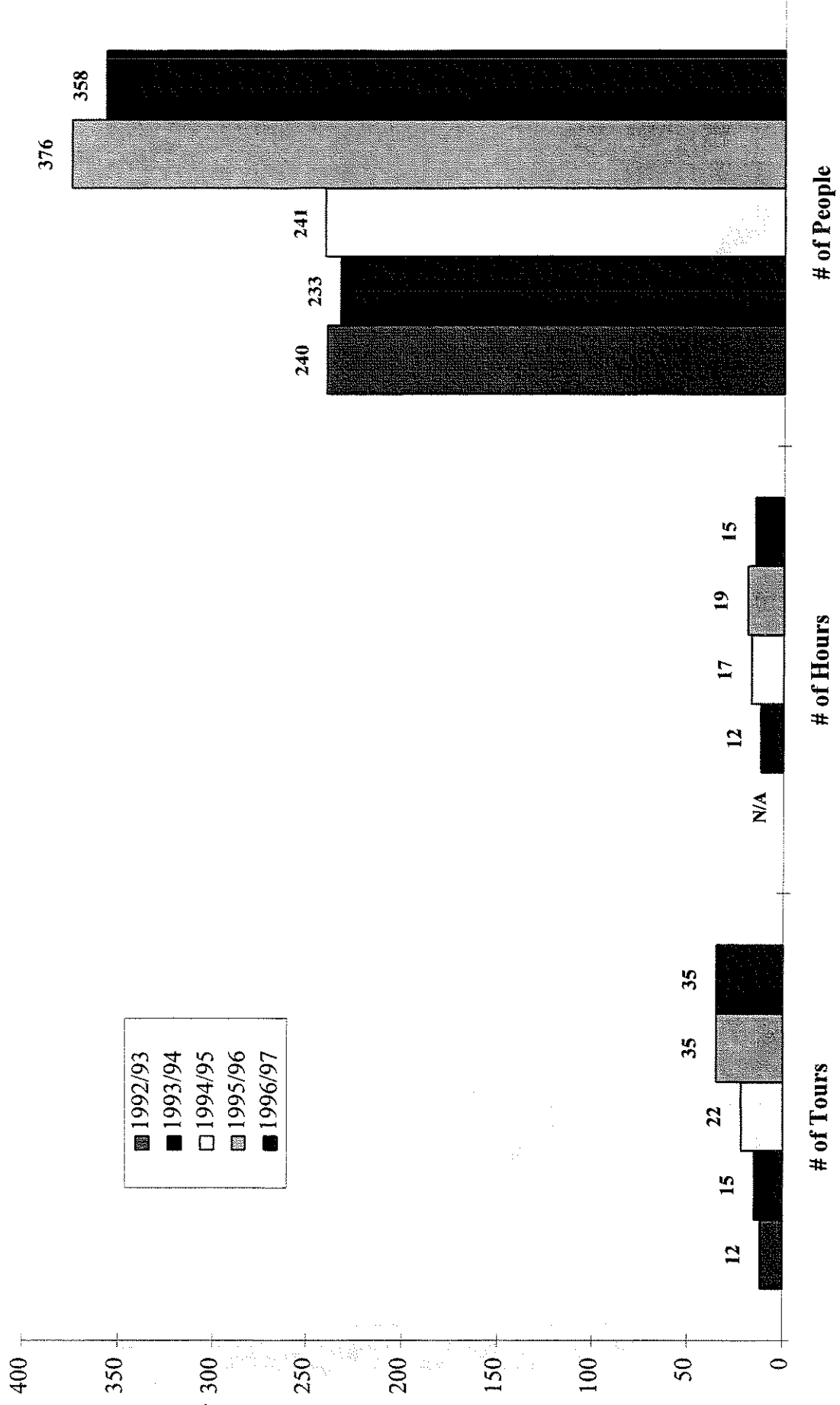
Librarian Performed Literature Searches



Instructional Sessions Statistics



Tour/Orientation Statistics





Supporting Teaching and
Learning with Technology

Annual Report 1996-1997

Educational Technology Services

EDUCATIONAL TECHNOLOGY SERVICES

Jeffrey Jablonski, Ph.D.

Assistant Director of Educational Technology Services

Introduction

The two most important information technology issues that will confront colleges and universities over the next three years will be instructional integration and user support. These were the findings of the recently released 1996 annual Campus Computing Survey of 660 US colleges and universities. Over one-quarter of the respondents indicated that "assisting faculty with the integration of technology into instruction is the single most important information technology issue at their institution."

Educational Technology Services (ETS), a new division of the Mulford Library, was designed specifically to address these issues. It was created by integrating four previously distinct units from three different administrative areas of MCO:

- the CLRC (Computer Learning Resource Center),
- Media/Classroom Support Services (M/CSS),
- Photographic Services,
- and the instructional graphics support function from MeDesign (now called Publications)

These four areas were combined in FY 1996-97 to try to meet and anticipate MCO's educational technology needs in an era when the delivery of instruction relies increasingly on digital technology. In the new digital learning environment, the expertise needed to meet our institution's educational technology needs must come from multidisciplinary teams. Merging these four areas under a common administrative unit creates a support team with expertise in the overlapping areas of computers/information technology, instructional design, photography, and graphics.

The primary benefit derived from the formation of an ETS unit is an increase in the services offered to MCO's faculty, staff and students. The combined expertise of these four units now allows each service area to better meet and anticipate the changing needs of its clients. Economies are also gained through the cross-training of personnel and the centralization of certain administrative functions.

Finally, it will take the combined expertise and resources of these four complimentary areas to be able to keep up with the rapid technological advances taking place in the areas of digital media and educational technology.

Although each of the four areas within ETS is discussed separately, work has already begun (and will continue throughout the coming year) on integrating them into a single unified service.

Goals for Fiscal Year 1997-98

Renovation/Construction Projects

Renovation of the Photographic Services area as well as construction of a new Instructional Support Center (ICS) in the basement of the Mulford Library Building is currently scheduled to begin in early November 1997. Construction/renovation should be completed some time after the first of the new year (1998).

Both the new photo studio and the Instructional Support Center will occupy the space formerly taken by the Print Shop (adjacent to the student lounge). In addition to the new photo studio, the space will provide:

- a centralized reception area (for Photography, Classroom/Media Support Services, and the new Instructional Support Center),
- the Instructional Support Center itself,
- an electronic presentation practice/training room,
- and office space for the graphics support person

The purpose of this facility is two fold:

1. to provide faculty with the technical resources and assistance needed to develop multimedia instructional materials for classroom use and for inclusion in the developing MCO Academic Intranet;
2. to provide a single point of service for instructional support services such as photography, audio/video, classroom presentation media, and instructional graphics.

The Instructional Support Center (ISC) will serve as a “one-stop” shop for what was formerly 3 distinct areas: Media/Classroom Support Services, Photography, and MeDesign. This combined resource area will be able to better support faculty instructional presentation needs by placing a multidisciplinary team of people at their disposal. This area will also centralize many of the technological resources that faculty and others need to produce multimedia instructional materials.

Increasing Customer Satisfaction

The customer services that ETS provides are constantly changing due to rapid technological developments in computers and instructional technology. To help gauge both customer satisfaction with current services as well as to help anticipate new customer needs, a series of customer surveys or questionnaires will be developed, distributed and analyzed over the coming year. The responses to these surveys should help the ETS staff pinpoint and correct any deficiencies in current services and also suggest new or improved services.

The Assistant Director for Ed Tech Services and the Assistant Director for Library Services will be jointly conducting focus groups of students on a semi-monthly basis. The student suggestions and comments recorded during these sessions will provide useful information that can be used to increase student satisfaction with those services offered by the CLRC.

COMPUTER LEARNING RESOURCE CENTER (CLRC)

Ruth Jacobs, A.E.E.T., Computer Lab Technician
Anne Trinchero, M.Ed., Computer Lab Technician
Mamoud Mohamed, Student Computer Assistant
James Patrick, Student Computer Assistant
Angie Wilson, Student Computer Assistant

Introduction

This is the ninth year that the Computer Learning Resource Center (CLRC) has been in operation. The CLRC is an open access computer laboratory providing computer resources, support, and training for students, faculty, and staff.

Specifically, the CLRC provides access to and training on the following computer-related resources:

- Computer hardware, both Macintosh and Windows-compatible computers;
- Computer peripherals: laser printers, graphics and text scanners, film recorders, computer projection equipment;
- General productivity software: word processing, databases, spreadsheets;
- Illustration graphics software and clipart libraries;
- Research analysis tools: database software, statistical and image analysis software;
- Multimedia learning software for healthcare;
- Email and Internet databases and resources including World Wide Web access;
- Exam grading software and hardware (bubble-sheet scanner) which can also be used for the analysis of survey forms.

The CLRC has a training room (for up to 10 students) that can be used for conducting hands-on computer and information management classes. Additionally, this room is equipped with three combination television/VCR units that can be used for self-study using the CLRC's video tape library of computer-related training materials.

Educational Activities/Services

Computer Applications in Biomedical Research Course

During the summer of 1996, 13 graduate students were enrolled in the course *Computer Applications in Biomedical Research*. Over the 10 week course the students worked with various computer applications and their use in support of biomedical research. The students also viewed how different faculty used special computer applications in their research. Each student was required to successfully complete 4 hands-on proficiency tests and also prepare two final projects: a poster presentation and a slide presentation using the software applications and skills learned throughout the course.

Integration of the ETS Units and Training

As already suggested, one of the ways that ETS will be better able to respond to the needs of its customers is by offering services that will often transcend the boundaries of each of the former units that comprise ETS. To accomplish this goal, the staff members of each of ETS's component units will need to learn to work together as a team. Often the projects that ETS will be involved with will be of such a nature that the formation of flexible multidisciplinary teams is necessary. For example, the development of multimedia instructional materials will involve the disciplines of instructional and graphics design, photography, and audio/video production. To work effectively as a team, each staff member must understand what services the other units provide and how their products (services) are used in producing a finished product. Accomplishing this level of understanding and cooperation will involve a fair degree of cross-training of individual staff members.

The demand for training and maintaining the skills of ETS staff members will therefore be very high. Not only will staff members need to be responsible for keeping up with changes in their own fields, but also they will need to be knowledgeable about the related fields within ETS. One of the goals of the coming year is to be able to formulate a workable plan for self-development that will not only enhance the skills of the ETS staff, but also assist individual staff members in increasing their contribution to the ETS team.

Support for Other Graduate School Courses

The CLRC staff continues to provide support for faculty who are teaching statistics courses using software in the CLRC. This involves considerable technical support for the faculty who are teaching the course to make sure that everything is set up properly for the classes and providing classroom demonstrations of the software. In addition, our staff must provide user support for the students taking the classes since the students come to the CLRC to work on assigned exercises. Cheryl Bourginon (School of Nursing) teaches an introductory statistics class for about 40 students in the fall quarter and an advanced class for about 15 students in the spring. The students in this course use the CLRC to access the SPSS statistical package.

Computer Software, Hardware, and Peripherals

New Equipment Purchases

A total of 17 new computers were purchased in the CLRC during the 96-97 academic year. This included nine Gateway P5 200s and eight high-end Apple Macintosh computers (180–233 MHz 603e and 604 series processors). These machines were used to replace some of the slower 486 PCs and the slower non-PowerPC Macintoshes and therefore have not altered the overall number of computers available for use in the CLRC. All the new machines have at least 16 MB of RAM and very fast processors capable of running the latest Internet web browser and multimedia software.

One of the Gateway P5 200s was used to replace the CLRC's aging 386 PC fileserver and thus provide better (faster) access to the CLRC's PC software. The Purchase of the new Gateways also allowed the CLRC to meet the growing demand from its patrons to be able to run the Windows 95 operating system and its associated applications.

With the new machines, the total number of computers in the CLRC now stands at 50 with the following breakdown according to use

Type of Usage/Access	Number of Computers Available
Macs available for general use	18
PCs available for general use	15
PCs available for training room use (also available for general use when not being used for training)	10
PCs dedicated for special purpose (grade scanner, film recorder, graphic scanner, help desk)	4
Macs dedicated for special purpose (film recorder, graphic scanner, help desk)	3

With the financial assistance of the Graduate School a new Montage FR2 film recorder was also purchased last Fall when the prior unit required major repairs. It was determined that it would be more cost efficient to trade in the old unit rather than have the old unit fixed. The new unit has significantly reduced the amount of time required to image slides and has thus led to a quicker turn around time for the patrons.

Printing

Printing to the two laser printers in the CLRC continues to be free of charge although the cost of paper and toner alone is approaching \$20,000 per year. This expenditure is expected to increase even further with increased use of the Web, particularly as instructors make more of their course material available over the MCO Academic Intranet. One of the side effects of making course materials available on the Academic Intranet only is that it serves to defer the cost of providing printed material from the individual departments to the CLRC.

As printing costs continue to rise, it will be either necessary to further subsidize the CLRC's printing support budget or to investigate ways that the CLRC can charge students for each printout. The CLRC staff has looked into charging for printing in the past but decided not to pursue this avenue since most methods of cost recovery involved costly technology, were staff labor intensive, or were inconvenient from the student's perspective.

Software

No major purchases or upgrades to existing productivity or educational software were made during the 96-97 academic year. Additionally to help reduce software expenditures, the CLRC switched virus protection software since the institution purchased a site license for the McAfee virus protection software (formerly the CLRC had a license with Virex for its Macintosh computers).

Other CLRC Services

Exam Grading Support

A new NCS exam grading (bubble sheet) scanner was purchased to replace the ten-year old unit for which NCS was dropping support.

Loaning Equipment

The CLRC continued to loan its portable notebook computers to faculty and students who need them for working off campus. New portables will need to be purchased during the coming year if they are to continue to be of use. The current portables, two 68K Macs and two 386 PCs with monochrome displays are too slow and have too little memory to be of much use in producing and displaying instructional materials such as color PowerPoint presentations.

Film Recorder

The CLRC has a film recorder (Montage II) for converting on-screen presentation via a program such as Microsoft PowerPoint to a conventional 35mm slide presentation. This resource is provided as a free service to those who wish to create their own slide presentations. (Patrons must provide their own film and pay for film processing.)

During the 1996-97 operating year over 11,000 slides were imaged on the CLRC's film recorder. This is about a 22% increase over the previous year's 9000 slides. About 28% of the slides were produced by students from the Graduate School and the remaining 72% were produced by faculty, research, and hospital staff.

If these slides had been taken to an agency off campus to be imaged it would cost a minimum of \$5.50/slide (Image Source). Therefore the CLRC has saved MCO (its employees and students) over \$80,500 by offering this service.

Administering the Higher Education Purchase Plan

MCO has a contract with Apple Computer which provides a substantial discount for institutional and personal purchases of Macintosh computers. This plan supports the long term goal of having all students own a computer and using this technology as the primary form of information exchange and teaching. Supervising this plan requires a considerable amount of time from the CLRC staff for counseling potential purchasers, preparing and updating price lists and keeping current on the features of the available equipment. This plan allows the CLRC to purchase single units of all new computers and peripherals at reduced prices, substantially decreasing the cost purchasing hardware for the CLRC.

CLRC Staff

During the 1996-97 operating year, the CLRC employed 2 full-time and 3 part time staff members: two Computer Laboratory Technicians, Anne Trinchero, and Ruth Jacobs and 3 computer assistants: Mamoud Mohamed, Ali Mohamed, and James Patrick. This is down from the 4 full-time staff members present during the previous year. During the previous year there was a full-time director, Dr. Jerome A. Levin and a full-time assistant director, Dr. Jeffrey J. Jablonski. Dr. Levin retired on September 1, 1996 and at that time Dr. Jablonski was placed in charge of the newly formed Educational Technology Services (ETS) area of the Library. Although Dr. Jablonski is still in charge of the CLRC, because of his additional management responsibilities he can no longer be considered a full-time staff member for the CLRC.

Ali Mohamed who had worked part-time in the CLRC for approximately 5 years left at the beginning of this period. He was replaced by Chad Yoakam who worked until spring and was then replaced by Angie Wilson.

Staff Activities

The primary means of trying to keep their skills and knowledge current for all full-time CLRC staff involves reading and scanning dozens of articles in trade journals, magazines, and discussions groups on the Internet about desktop computer hardware and software,

especially that for educational purposes. This information not only allows the staff to make more intelligent decisions about hardware and software purchases, but also helps them address the concerns of CLRC patrons and also to anticipate and prevent problems such as virus infections.

Staff also attend seminars and workshops to update skills, as well as pursue continuing education in specialized areas. This year Ms. Jacobs completed the following tests to maintain her Netware certifications by Novell as both a CNI (Certified Netware Instructor) and a CNE (Certified Netware Engineer):

- NetWare 4.11 Design and Implementation, January 1997
- IntraNetWare NetWare 4.11 System Administration, January 1997
- IntraNetWare NetWare 4.11 System Advanced Administration, February 1997
- NetWare 4 Installation and Configuration, March 1997

Additionally, Ms. Jacobs is continuing to pursue a bachelor's degree through a distance learning program at Kennedy-Western University in Electronics Engineering and will afterwards begin working toward a master's degree in Computer Science.

CLRC Patron Usage

To help gauge CLRC usage, a *people* counter was installed at the beginning of the 1995-96 operating year. The head counts were then summed for each month and an average daily head count was computed. (An *adjustment factor* for the CLRC staff entering and leaving the CLRC was also taken into account.) The average daily number of people entering the CLRC was about 200. This is approximately a 2% increase from the previous year's count of 195 patron per day. (Obviously, some of the counts are due to the same people leaving and re-entering the CLRC multiple times during the same day.)

Challenges/Plans for the Coming Year

- The CLRC is currently running Novell Netware version 3.11 on its PC fileserver. During the coming year this network OS will be upgraded to version 4.1 to match that being used by the rest of the campus.
- The entire campus will be converting from a DEC Pathworks email system to a Novell based system using GroupWise. GroupWise is personal information manager (PIM) containing both calendar, email, and address book functions. All MCO employees including all students will need training on the use of this new software. The responsibility for training and supporting all the students and probably much of the faculty will fall on the CLRC staff.
- The CLRC will undergo renovations including new carpeting, removing the old office area currently located in the center of the main lab, and moving the training room from the 6th floor north mezzanine to the 6th floor south mezzanine. The prior training room as well as the removal of the old office area will provide space for about 20 additional student workstations. Planning has also begun with the interior designer here on campus to select wall finishes and carpeting/linoleum that will enhance the appeal of the center and make it appear "warmer" and "friendlier."

- Approval has been received for combining two of the CLRC's temporary part-time positions into one full-time permanent position. The person filling this new position will primarily be responsible for staffing the CLRC Help Desk during evenings and weekends. Having this become a full-time position should not only make scheduling easier, but also increase the level of service during these periods.
- One of the challenges during the coming year will be trying to increase services and patron satisfaction while at the same time using a fixed number of staff to cover an increasing number of hours. Conversion of two previous half-time positions to one full-time position will only slightly help since this does not increase the number of staff hours available. Below is a comparison of Library and CLRC hours for 1997-98:

Days	Library's Hours	CLRC's Hours
Monday – Thursday	7:30 AM – Midnight	8:30 AM – 11:00 PM
Friday	7:30 AM – 11:00 PM	8:30 AM – 11:00 PM
Saturday	9:00 AM – 11:00 PM	9:00 AM – 11:00 PM
Sunday	9:00 AM – Midnight	9:00 AM – 11:00 PM

As compared to the previous year's schedule the CLRC has increase its hours by one hour on Friday nights and two hours each on Saturday and Sunday for a total increase of 5 hours per week.

Additionally, as the number of workstations expands (from about 50 to 70) by moving into the spaces formerly occupied by the old office and training room it will become increasingly difficult to cover the entire lab adequately with a single person on duty during evenings and weekends. There really needs to a minimum of two staff members available during all times that the CLRC is open. Not only is it difficult for a single person to cover the entire lab (which is made even more difficult by the physical layout of the lab), but on evenings and weekends there is often no coverage during required staff breaks.

Ideally (as repeatedly requested by students), the CLRC should have enough staff to match the open hours of the Library and to have 2 staff members available at at the CLRC Help Desk all times -- excluding breaks. As we strive toward increasing patron (student) satisfaction, the size of the CLRC staff will become a limiting factor. To achieve the ideal goal of double coverage and matching the Library's open hours, the CLRC would need, at a minimum, one additional FTE.

MEDIA/CLASSROOM SUPPORT SERVICES (M/CSS)

Martin Overholt, Manager
Greg Cole, Television Engineer
Rick Gottfried, Electronics Technician II
Bruce Kuhman, Supervisor, Distribution Services
Pat Lester, Secretary

Introduction

Media/Classroom Support Services (M/CSS) was the first area to join the CLRC in forming the new Educational Technology Services division of the Mulford Library. M/CSS, which was formerly under Facilities, became a part of Ed Tech Services in August 1997.

M/CSS's diverse staff serves three primary functions:

- *Classroom Support Services*—supporting all presentations on campus by managing the necessary audiovisual resources and training presenters (faculty, administration, hospital personnel, etc.) to use this equipment
- *Video/Audio Production Services*— providing complete audio/video on-site and studio productions for educational, informational, and promotional purposes
- *Technical Services*—maintaining and repairing all audiovisual equipment as well as specifying and installing new classroom presentation equipment

General Operational Enhancements

Although each of the three functional units within M/CSS will be addressed below, there were several general operational improvements made which increased the efficiency and enhanced the level of services offered by the entire M/CSS unit:

- Before fall classes began, a new computer-based equipment reservation system was implemented. This involved designing several related databases in FileMaker Pro and then revising the existing work and information flow to take advantage of the new system.
- A clerical specialist position was added to the M/CSS staff. Chief among this person's responsibilities were the entry and tracking of equipment reservations in the new computerized system.
- Work schedules for the staff were modified so as to extend the hours of service and to reduce necessary overtime.
- The computer skills of the M/CSS staff were updated and improved through a combination of attending training sessions and interacting with the CLRC staff.

Classroom Support Services

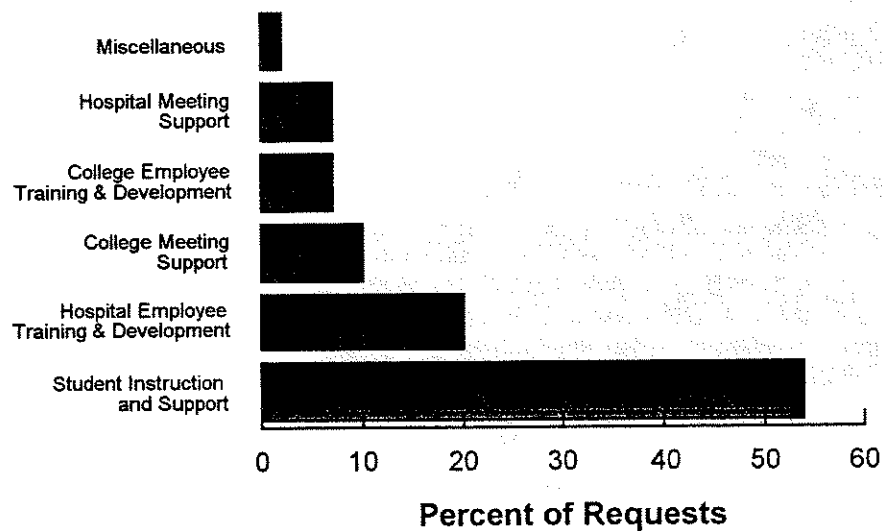
The year was a busy one for M/CSS with the completion of the Collier Building effectively doubling the number of classrooms to supported. During the 96-97 academic year M/CSS filled over 3602 requests for equipment. (It must be noted that approximately 64% of MCO's classrooms

now have some permanent presentation equipment installed and often presenters using these rooms do not bother requesting equipment.)

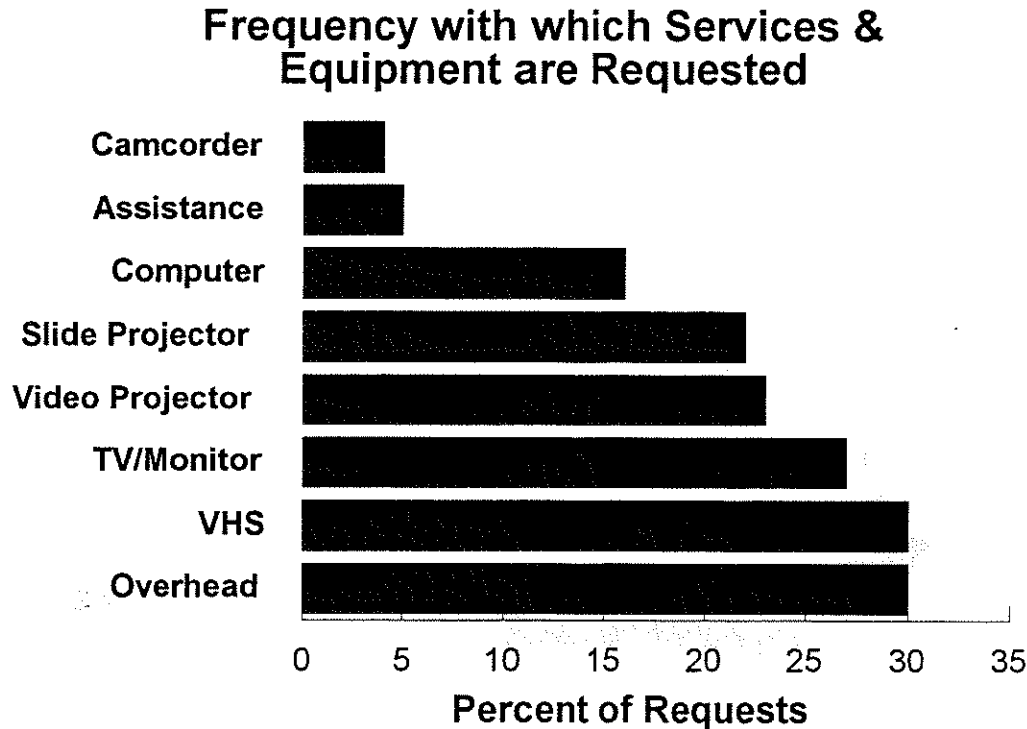
The following figure summarizes graphically the percentage of requests made by particular groups or functions on campus for which M/CSS provides its services.

Percent Equipment Requested by Category

Type of Use



The following figure summarizes the frequency with which the basic types of audiovisual equipment or services are requested. (Please note that often more than one category of equipment is requested at the same time and therefore the percentages total more than 100%.)



In addition to managing MCO's audiovisual resources, M/CSS trained over 100 faculty members in the use of new presentation equipment in the classrooms and sponsored, in conjunction with the Library, a satellite conference on the *Educational Fair Use of Copyrighted Material*.

Services

The Video/Audio Production Video/Audio Production Services unit within M/CSS produced over 38 video productions for 16 different departments. The productions ranged from simple classroom taping to complex full productions complete with studio and on site recordings, edited and combined with narration, background music, and special effects.

Technical Services

One of the major roles that the Technical Service unit within M/CSS has played at MCO during the past year has been the specification, bid preparation, and installation of all instructional equipment in both new and existing classrooms. Major projects of this type include all classrooms in the new the Collier Building as well as upgrading the presentation equipment in the large lecture halls in the Health Education Building (HE 100 and 110).

Additionally, Technical Services setup MCO's satellite receivers for over 40 educational classes, assisted in arranging six demonstrations of proposed new equipment for evaluation by individual

departments, and continued to provide repair services not only for its own equipment, but also for the audio/visual equipment owned by all the other departments on campus.

M/CSS Staff

The original M/CSS staff consisted of a Manager, Martin Overholt, and three technicians: Bruce Kuhman (Audio/Visual Supervisor), Rick Gottfried (Electronics Technician), and Greg Cole (Television Engineer). In February 1997, Pat Lester joined the staff as secretary/receptionist.

Addition to the M/CSS in Staff

Pat Lester joined the M/CSS staff as a secretary/receptionist in February 1997. Pat's primary responsibilities included secretarial support and operation of the new computerized equipment reservation system.

Staff Activities

The Media/Classroom Support Services Department is challenged to keep pace with rapidly changing technology. To keep pace with the rapid changes in instructional technology, the staff attended the following training sessions:

Adobe Software: Software Upgrade Introductions	8 Hr.
Apple Computer: New Educational Products Introductions	8 Hr.
Apple Computer: Computer Trouble Shooting and Repair	16 Hr.
FileMaker Software: User Training School	8 Hr.
Electronic Imaging: Conference and Trade Show	24 Hr.
Presentation Technology: Vendor Demonstrations	32 Hr.
Video Studio Productions Class	30 Hr.
Computer Multimedia Production	30 Hr.

Challenges/Projects for the Coming Year

- Renovation of Health Education 100 and 110 including upgrading the sound and lighting systems, repositioning the projections screens, etc.
- Installing an audience participation system in HE 100 and 110 and training faculty how to incorporate this system into the curriculum to make large lecture presentations more interactive.
- Audio/video recording and editing is rapidly converting to the use of digital equipment. If M/CSS is to continue to provide MCO with quality audio and video production services it will be necessary to replace most if not all of M/CSS's aging analog production equipment with new digital equipment. It will also be necessary for the M/CSS staff to upgrade their skills in the use of this new digital technology. A good example of where the use of digital video and audio is essential is in helping faculty incorporate video and audio in their electronic instructional presentations and ultimately placing these presentations in MCO's evolving Academic Intranet (see next item).

- A growing number of MCO's presenters have embraced the use of electronic presentation tools such as Microsoft's PowerPoint and are using it in place of the traditional slides and overhead transparencies. Although, the most common use at this at time seems to be the display of textual material, a few presenters are starting to integrate still and video images as well as audio into their presentations. The number of presenters desiring such capabilities should increase rapidly during the next couple of years as the availability of technology-mediated classrooms increases and so does use of the Academic Intranet as a vehicle for the delivery of instruction.

Color Processing	247	Processing/development of rolls of color film
Color Negs and Prints	1,210	Printing of color negatives to various size prints. Custom color printing is also offered
Portraits	319	Profession/studio portraits of students, staff, and faculty for publication and departmental use
Photograph	247	Location photography or special studio shoots which are billed by the hour

Below is listed some of the various projects with which Photographic Services has been involved:

- **Fund-raising**
 - United Way
 - Blood Drive
- **Medical Shoots**
 - Surgical
 - Clinical
 - Gross Anatomy, Gross Specimen
 - Angel Kid's (baby pictures for PICU families)
- **Special Events**
 - Departmental Functions
 - Groundbreaking and Building Dedications
 - Employee Recognition Dinners
 - Reunions
- **Graduation**
 - Graduation Ceremonies
 - Match Day
 - President's Lawn Party
 - Convocation
- **Documentation**
 - Campus & Tech Park Construction
- **Public Relations**
 - MCO Magazine*
 - Visions and Values*
 - Departmental Brochures
 - MCO Campus Life and Scenery

Photographic Services also contributes to several major MCO functions annually, including:

- **APMCO Directory**
 - Individual publication quality portraits taken and printed of all physicians

PHOTOGRAPHIC SERVICES

Jack Meade, Photography Supervisor
Sarah Elliot, Clerical Specialist
Holly Gillmore, Photographer

Introduction

Photographic Services became a part of the Educational Technology Service division of the Library in January of 1997. Photography provides clinical and promotional photographic and darkroom services to over 50 hospital and college departments and offices. The majority of Photographic Services output is for research, publications, grants, documentation, and presentations. Photography Services has contributed to over 90% of the 14–18 million dollars in research funding allocated to Medical College of Ohio.

Summary of Activities

Below is a summary of the types and number of billed services and products provided to the campus during the 1996–97 budget year. (Photography charges for all its services and products.) During this budget year, Photographic Services generated almost \$105,000 in income.

Service/ Product	Quan- tity	Description
E-6 Processing	918	E-6 consists of the chemical processing, mounting, numbering, and labeling of color slide film
Dupes	1,745	Duplication of color slides
Diazo	2,436	Diazos are color slides that have blue background with white lettering and are produced by a two-part photographic process
Positives	1,016	Positives are slides that have white backgrounds and black lettering
Kodalith	145	Kodaliths are slides that have black backgrounds and white lettering
Color Copy	3,687	Slides that are full color
B/W Copy Negs	1,205	Black and white negatives produced from flat art work
B/W Processing	156	Chemical processing/development of rolls of black and white film
B/W Prints	10,985	Processing of custom, publication quality printing of black and white negatives to various size prints

- **Graduation/Yearbook**
 - Individual publication of quality portraits taken and printed of all graduating students
 - Individual publication of quality portraits taken and printed of all 1st, 2nd, and 3rd year students
 - Photographs of graduation ceremony for Student Affairs or Publications
 - Departmental group photographs
- **Residency Photographs**
- ***MCO Magazine and Visions and Values***
- **Telethon and Over 15 Telethon Related Projects**
 - Dance Marathon
 - Duck Race
 - CMN Golf Tournament
 - Brighten a Child's Life

Photographic Services Staff

Photography has three full-time personnel: Jack Meade (Photography Supervisor), Holly Gillmore (Photographer) and Sarah Elliot (Clerical Specialist).

Challenges/Projects for the Coming Year

- Photography is advancing at a frantic pace with the advent of digital imaging. To keep Photographic Services at the forefront of this exciting technology and to continue to meet the changing needs of its various clients, there will be a continuing need for the photography staff to attend professional meetings, workshops and seminars highlighting these developments. The staff will also need to upgrade their computer skills to be able to take advantage of software designed for digital image manipulation.

Already, Photographic Services is beginning to receive requests for their photographic output to be in digital form. It is therefore essential that they start to purchase and use some digital photographic equipment in the near future. Also a closer association and integration with the other components of Ed Tech Services should help Photography adapt to a rapidly evolving technological environment. The challenge, however, will be to continue to provide the full compliment of traditional services while learning and expanding new services dependent upon emerging digital technologies.

- As part of the Mulford Library basement renovation project, the Photographic Services area will be completely remodeled including the building of a new studio. Additionally, two new processing darkrooms will be built that will meet current health and safety standards. One of the challenges that this presents is trying to maintain the current level of service while working around problems caused by construction. For example, a temporary darkroom will have to be constructed for use while the old darkrooms are torn down and new ones are constructed.

MeDesign

Michael Brun, Graphic Design

Introduction

A graphic designer from MeDesign (now referred to as Publications) joined the ETS staff in March 1997. The Plan is for this staff member to assist faculty and student with their graphics needs and in particular to assist faculty in their transition to electronic (hence more visually/graphically oriented) presentations and educational materials.

Staff

Mr. Brun is temporarily stationed in the CLRC office area awaiting the renovation of the Mulford basement to accommodate an Instructional Support Center. Once completed, he will occupy an office in this area. Mr. Brun has been continuing his work in assisting faculty and students with their graphics related problems as well as trying to catch up on some of the recent technological developments that have taken place in the fields of illustration graphics, web page design, digital publishing, and electronic imaging.

Challenges for the Coming Year

The primary challenge for this unit for the coming year will be to try to maintain the instructional graphics support formerly available through MeDesign (slides, posters, journal graphics, etc.) while expanding graphics support particularly in the areas of electronic presentations and preparing graphic presentations for publication on MCO's Academic Intranet. Preparing presentations for the Internet is a particularly challenging field that is changing almost on a daily basis as new products, standards, and techniques become available.

Appendices

APPENDIX A

COMBINED ACQUISITIONS EXPENDITURES

<u>FISCAL YEAR</u>	<u>PRINT MONOGRAPHS</u>	<u>PRINT JOURNAL SUBSCRIPTIONS</u>	<u>ELECTRONIC RESOURCES</u>
1984-85	\$52,272	\$312,156	
1985-86	\$94,969	\$336,943	
1986-87	\$84,512	\$384,813	
1987-88	\$54,817	\$407,960	
1988-89	\$16,441	\$371,575	
1989-90	\$41,359	\$408,060	
1990-91	\$19,551	\$458,839	
1991-92	\$48,000	\$454,381	
1992-93	\$26,721	\$426,252	
1993-94	\$51,500	\$452,000	\$1,500
1994-95	\$33,099	\$454,937	\$4,553
1995-96	\$37,037	\$464,921	\$5,264
1996-97	\$35,403	\$436,875	\$26,692

Appendix B

Journal Titles Cancelled in FY 1996/97

Acta Neurologica Scandinavica
Acta Ophthalmologica Scandinavica
Adolescent Psychiatry
Advances in Thanatology
Age: Journal of the American Aging Association
Air and Waste: Journal of the Air and Waste Management Association
American Journal of Medical Genetics
American Journal of Orthopsychiatry
American Journal of Psychoanalysis
Analytica Chimica Acta
Annals of Clinical and Laboratory Science
Annals of Dyslexia
Annals of Otolaryngology, Rhinology, and Laryngology
Australian and New Zealand Journal of Public Health
Behavioral Medicine
Behavioral Neuroscience
Biometrics
British Journal of Nutrition
British Journal of Oral & Maxillofacial Surgery
Bulletin of the New York Academy of Medicine
Caduceus
Cell and Tissue Research
Cell Motility and the Cytoskeleton
Child Welfare
Chromosoma
Clinical and Experimental Hypertension
Clinical Laboratory Science
Contact Dermatitis
Contemporary Psychology
Cytologia
Database
Developmental Dynamics
Drug Metabolism & Disposition
Educational and Psychological Measurement
European Biophysics Journal
Evaluation and the Health Professions
Exceptional Children
Foundation News & Commentary
General and Comparative Endocrinology
Health Marketing Quarterly
Heredity
International Journal of Aging and Human Development
International Journal of Artificial Organs
International Journal of Group Psychotherapy
International Nursing Index
International Review of Neurobiology
Intervirology
Investigative Ophthalmology
Journal of Abnormal Child Psychology
Journal of Abnormal Psychology

Journal of Allied Health
Journal of Analytical Psychology
Journal of Antibiotics
Journal of Autism and Developmental Disorders
Journal of Bone and Mineral Research
Journal of Cancer Research and Clinical Oncology
Journal of Clinical and Experimental Neuropsychology
Journal of Clinical Ultrasound
Journal of Computer-Assisted Tomography
Journal of Comparative Pathology
Journal of Critical Care
Journal of Dental Education
Journal of General Psychology
Journal of Genetic Psychology
Journal of Health and Social Behavior
Journal of Health Politics, Policy and Law
Journal of Hospital Infection
Journal of Hypertension
Journal of Laryngology and Otology
Journal of Learning Disabilities
Journal of Lipid Research
Journal of Neurocytology
Journal of Neuroscience Research
Journal of Nurse-Midwifery
Journal of Nutritional Biochemistry
Journal of Parasitology
Journal of Perinatal Medicine
Journal of Personality
Journal of Pharmaceutical Sciences
Journal of Receptor and Signal Transduction Research
Journal of Reproduction and Fertility
Journal of Surgical Research
Journal of the American Psychoanalytic Association
Journal of the Neurological Sciences
Journal of Theoretical Biology
Journal of Toxicology: Cutaneous and Ocular Toxicology
Journal of Toxicology: Toxin Reviews
Kidney and Blood Pressure Research
Medicine, Science, and the Law
Neuropharmacology
Nucleic Acids Research Online
Pharmacology and Toxicology
Pharmacology, Biochemistry, & Behavior
Pharmacology and Toxicology
Photodermatology, Photoimmunology, & Photomedicine
Proceedings: Biological Sciences, Series B
Prostaglandins
Prosthetics and Orthotics International
Psychoanalytic Quarterly
Psychoanalytic Review
Psychological Review
Psychology of Learning and Motivation
QJM: Monthly Journal of the Associations of Physicians
Research Communications in Chemical Pathology and Pharmacology
Research Quarterly in Exercise and Sport

*Scandinavian Journal of Plastic and Reconstructive Surgery and
Hand Surgery*
Scandinavian Journal of Rheumatology
Scandinavian Journal of Urology and Nephrology
Social Psychology Quarterly
Stress Medicine
Tropical Diseases Bulletin
Vascular Surgery
Veterinary Pathology

Frequently Requested Journals With History of Demand

Requested 10 Times or More

Journal Titles	1996/97	1995/96	1994/95	1993/94	1992/93
Academic Medicine	12				
** Acta Neurochirurgica	10				
** Acta Oto-Laryngologica	10	12			
AIDS	18				
American Journal of Critical Care	17	19			
American Journal of Industrial Medicine	19				12
Applied Nursing Research	11	10	13		
Arthritis Care and Research	25		14		
Australian Occupational Therapy Journal	13				
Bioessays	13	16			
** British Heart Journal	13	17			
British Journal of Occupational Therapy	11				
Canadian Journal of Botany	14				
Cell Growth and Differentiation	10	25			
* Current Opinion in Cell Biology	16	22	13		
Current Opinion in Neurobiology	13				
* Early Human Development	11	18	23		
** Epilepsy Research	14				
* European Journal of Pediatrics	19	21	11	19	
* European Respiratory Journal	11		13		
** Experimental Brain Research	14				
* FEBS Letters	16	23			
Foreign Affairs	16				
** Hearing Research	11				
Infants and Young Children	10				
** Injury	11		13		
International Conference on AIDS	16				
Journal of Cardiothoracic and Vascular Anesthesia	17				
Journal of Cellular Biochemistry	10				
Journal of Cerebral Blood Flow and Metabolism	10	38			

* Journal of Child Neurology	13	15	13		
Journal of Human Lactation	12				
Journal of Neuro-Oncology	10				
Journal of Neurotrauma	11				
Journal of Orthopaedic and Sports Physical Therapy	11	15	15		
* Journal of Orthopaedic Trauma	18	11	17		
Journal of Pain and Symptom Management	20	24	13	15	
* Journal of Pediatric Health Care	20	14	14	16	
* Journal of Pediatric Nursing	14	26	17		
Journal of Steroid Biochemistry and Molecular Biology	11	12	13		
Journal of the American Academy of Nurse Practitioners	11	12			
Journal of the American Academy of Orthopaedic Surgeons	15				
Leukemia	12			10	
Lupus	17		10		
** Mutation Research	14	12			
Neuroreport	19	28	18		
Neurosurgery Clinics of North America	10				
Nurse Education Today	13				
* Nurse Educator	18		16	10	
* Nursing Standard	12	19	36	13	
* Oncogene	13	21	20	51	26
Patient Care	16		13		
Pediatric Emergency Care	10				
Radiotherapy and Oncology	10				
** Seminars in Speech and Language	14				
* Social Science and Medicine	17	13		13	
Toxicology	12	11			
* Toxicology Letters	14	21			

* Recently Added or Resubscribed to

** Dropped from Collection

These statistics include only the number of requests made for articles published in the last five fiscal years.

Any requests for articles which were published earlier than this are not included here.

APPENDIX D

Top 20 Revenue Producing Journals from ILS Requests

Journal Title	Requests
Scandinavian Journal of Behaviour Therapy - Nordisk Tidskrift for Beteendeterapi	58
Drug Safety	54
Shock	52
British Journal of Theatre Nursing	51
European Journal of Clinical Pharmacology	39
Medicine and Law	39
International Journal of Clinical and Laboratory Research	37
Accident Analysis and Prevention	36
Australian Journal of Public Health	35
Canadian Journal of Cardiology	29
Journal of Holistic Nursing	27
Australian Health Review	24
Gan to Kagaku Ryoho. Japanese Journal of Cancer and Chemotherapy	24
Occupational Medicine	19
Pre- and Peri-Natal Psychology Journal	19
European Journal of Neuroscience	18
Health Psychology	18
Journal of the American Medical Informatics Association	18
Sports Medicine	18
Undersea Biomedical Research	18

These statistics include the number of articles requested from paying libraries only.

APPENDIX E

GLIDDEN L. BROOKS AWARD

The Glidden L. Brooks Award is presented annually to the student who is distinguished by superiority in all phases of the curriculum as selected by the Promotions Committee.

The medal is named in honor of the first president of the Medical College of Ohio. Each one is constructed of gold and numbered. The medal was designed by Alan Melis of the Toledo Museum of Art.

Date	Name	No.
1972	Archival original and mock-up	1
1972	Glidden L. Brooks, M.D., President	2
1972	Paul Garrett, M.D. (first student recipient)	3
1973	Michael McIntosh, M.D.	4
1974	Michael B. Shannon, M.D.	5
1975	Craig T. Hopple, M.D.	6
1976	David Warrick, M.D.	7
1977	Jerrold Lemoine Smith, M.D.	8
1978	Thomas O. Milbrodt, M.D.	9
1979	Andrew Herschel Glassman, M.D.	10
1980	Mark Lowrence Lloyd, M.D.	11
1981	Richard Thomas Schlinkert, M.D.	12
1982	Jeffrey Stuart Ross, M.D.	13
1984	John Patrick Pigott, M.D.	15
1985	(stolen from Alan Melis)	16
1986	Christopher Lee Blanton, M.D.	17
1987	Frederick Arnold Bunge, M.D.	18A
	Matthew Phillip Bunyard, M.D.	18B
1988	David Eugene Custodio, M.D.	19A
	Thomas Gerard McAlear, M.D.	19B
1989	Janette Collins, M.D.	20
1990	Kelly Schibler, M.D.	21
1991	Brian Scott Miller, M.D.	22A
	Todd Andres Scott, M.D.	22B
1992	Kymberly Anne Gyure, M.D.	23
1993	William E. Hopkins, M.D.	24
1994	Kevin R. Murray, M.D.	25
1995	Francis Mah, M.D.	26
1996	Jeremy Benedetti, M.D.	27A
	Susan Passalaqua, M.D.	27B
1997	Award medal resides in the Library "Special Collections"	