

2020 Strategic Goals: Medical Center Library & Archives

Develop scholarly communication expertise and establish the Library & Archives as a reliable and accessible resource for Duke Health faculty, students and staff seeking guidance in this area.

- Determine what scholarly communication issues are most pressing among Duke Health patrons
- Collaborate across campus to partner in educating faculty on scholarly communications issues
- Review website and other library materials for currency and relevance of existing materials; determine what additional materials might be needed
- Collaborate with Duke University Libraries on scholarly communication initiatives: stay current on DUL and TRLN activities and share these with our staff

Educate Duke Health faculty, students, and staff to be effective and efficient users of the new PubMed interface.

- Communicate information about changes to PubMed to Duke Health patrons
- Promote best practices in new PubMed to Duke Health patrons
- Update all training materials, tutorials and handouts to reflect new interface and best practices
- Communicate comments about new PubMed from both librarian and patron perspectives to the National Library of Medicine

Facilitate patrons' ability to learn library and archives research skills online any time.

- Review and revise existing tutorials
- Develop new tutorial on records management
- Develop new learning materials on the new PubMed interface
- Promote online learning options on website and throughout Duke to facilitate greater awareness

Promote proper records management among Duke Health faculty, students, and staff.

- Explore the feasibility of developing a Learning & Organizational Development class with University Records Management
- Consider creating a "Certified Records Officer" track within Duke's L&OD class offerings
- Determine frequency of course offering
- Develop web resources for records management that can be accessible any time
- Develop simple pathway for people to submit materials to Archives

Develop our staff to facilitate teamwork, skill development, and proactive library and archives services.

- Develop opportunities for staff to cross-train, specifically among departments; determine where cross training might be appropriate across departments
- Develop ongoing professional development for staff, including job skills, interpersonal skills, diversity, equity, and inclusion and wellbeing training opportunities
- Facilitate teamwork and camaraderie of staff, including reviewing current activities and making recommendations for improvements

Create new opportunities and spaces for diverse exhibits that offer lifelong learning to and engagement with Duke Health.

- Explore new exhibit modalities, including new cases and exhibit areas in the library and integrating web or other interactive methods with physical exhibits. Determine costs and feasibility in addition to potential new benefits.

- Assess Nashold exhibit for potential relocation and storage of select items
- Partner with Archives to develop timeline for Duke Health history exhibits with a consideration to sharing diverse perspectives on a biannual (at minimum) basis
- Promote lifelong learning about Duke Health and other health sciences topics through exhibits (ie, develop a mission statement for exhibits)

Expand and enhance Library & Archives marketing efforts to promote increased awareness of resources and services across Duke Health.

- Review current state of marketing within Library & Archives, including newsletter, blog, web homepage, social media, and on-site signage
- Make recommendations for new ways to promote collections and services
- Make recommendations for sustaining any processes developed, including identifying roles and responsibilities for all staff
- Identify methods for assessing marketing programs