



EAHIL Workshop
5-8 July 2011 | İstanbul, Turkey

Active Learning and Research Partners in Health

Faculty-librarian partnership: a practical approach at Faculty of Pharmacy – University of Lisbon

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Topics

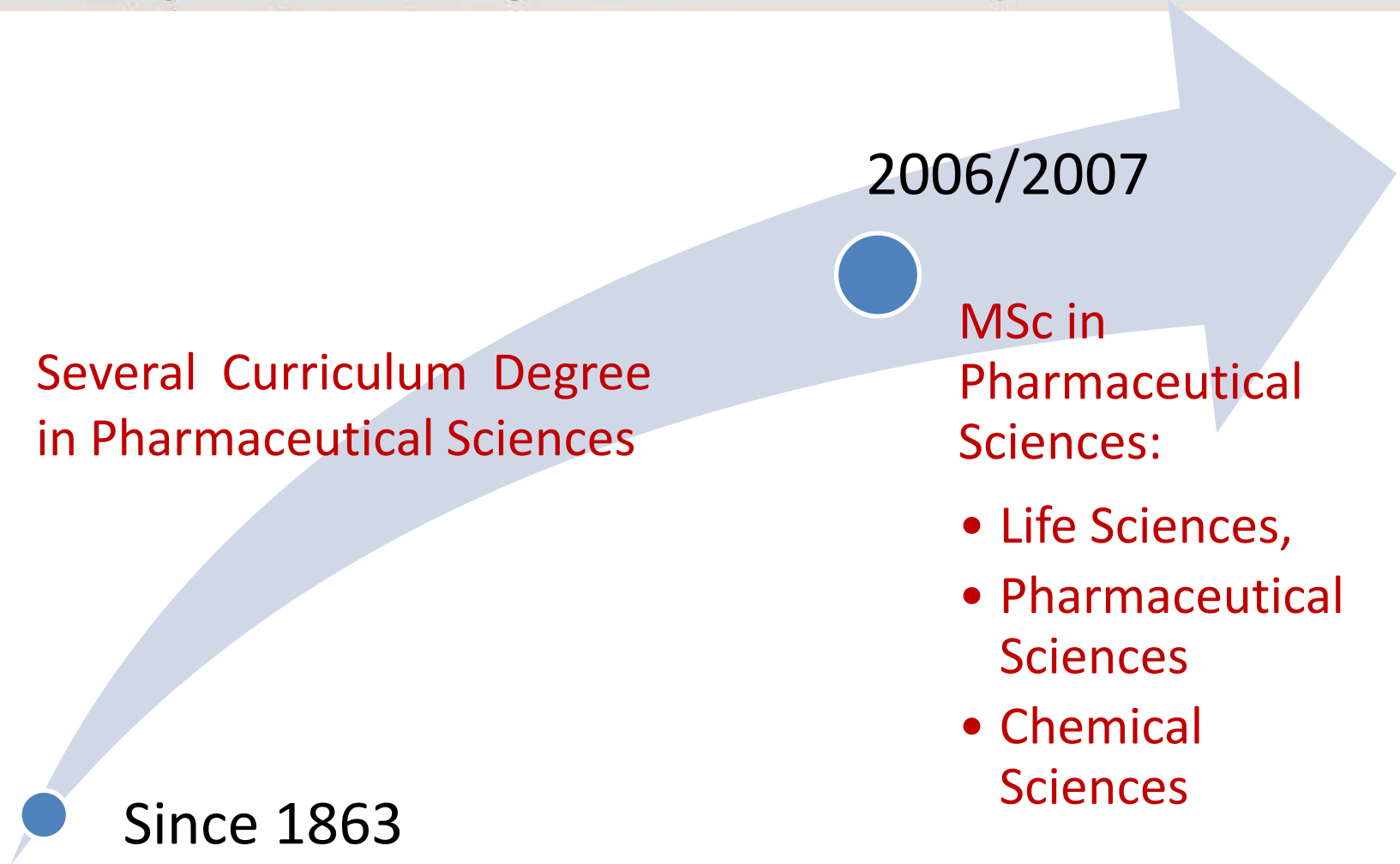
- Faculty of Pharmacy
- Problem
- Methodology
- Results
- Conclusions



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Bologna Process

- Changes in the Portuguese Higher Education

New challenge

- Introduction of new and innovative teaching methods

University Libraries

- Key role in scientific research
- Support education-related activities



- How should Library act to better respond to the New Challenge of Bologna's Process?



- Implement a Strategic Planning and Management System
- That allows meeting and monitoring the organization, looking to the future and distinguish the organization.



Balanced Scorecard at FFUL's Library



■ Mission

- To serve the community providing updated documentation and information in order to study, research and teaching of Pharmaceutical Sciences

■ Vision

- To remain a reference point and a center of excellence, at national and international levels, in the creation, transmission and dissemination of culture, science and information aimed at the development of Pharmaceutical Sciences.



■ Corporative Values

– Communication

- between services, maximizing all the resources (human, economic, financial and material)

– Motivation

- creating a cozy and well attended ambient, conditions for success, promoting respect and teamwork among staff and other services

– Quality

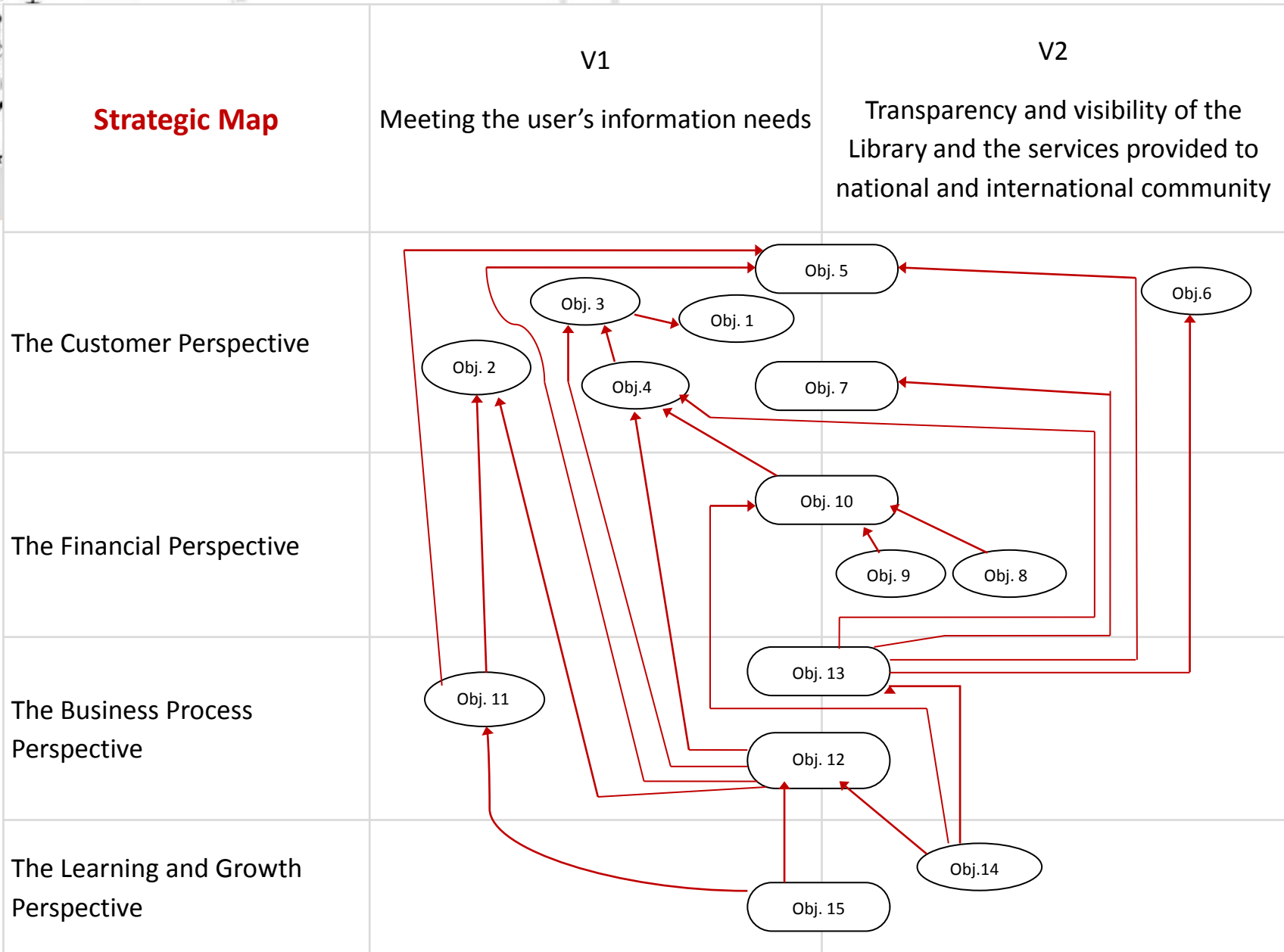
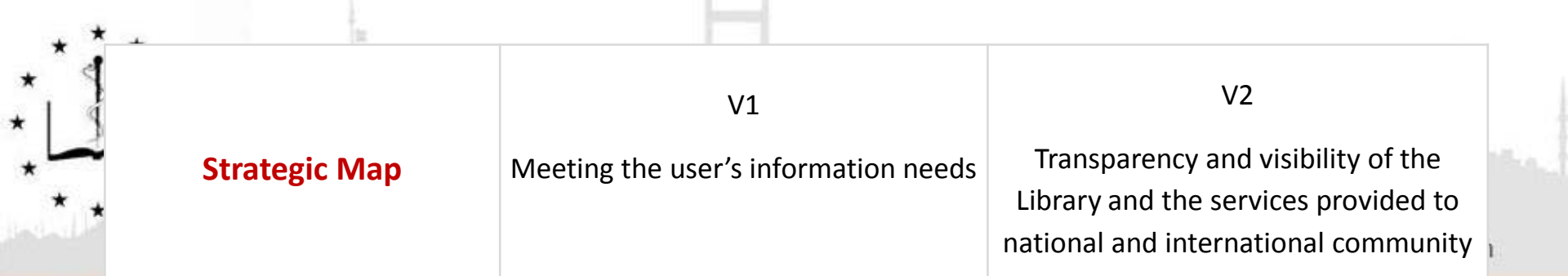
- providing relevant, referral and updated scientific and technical information → quality teaching and research in pharmaceutical sciences

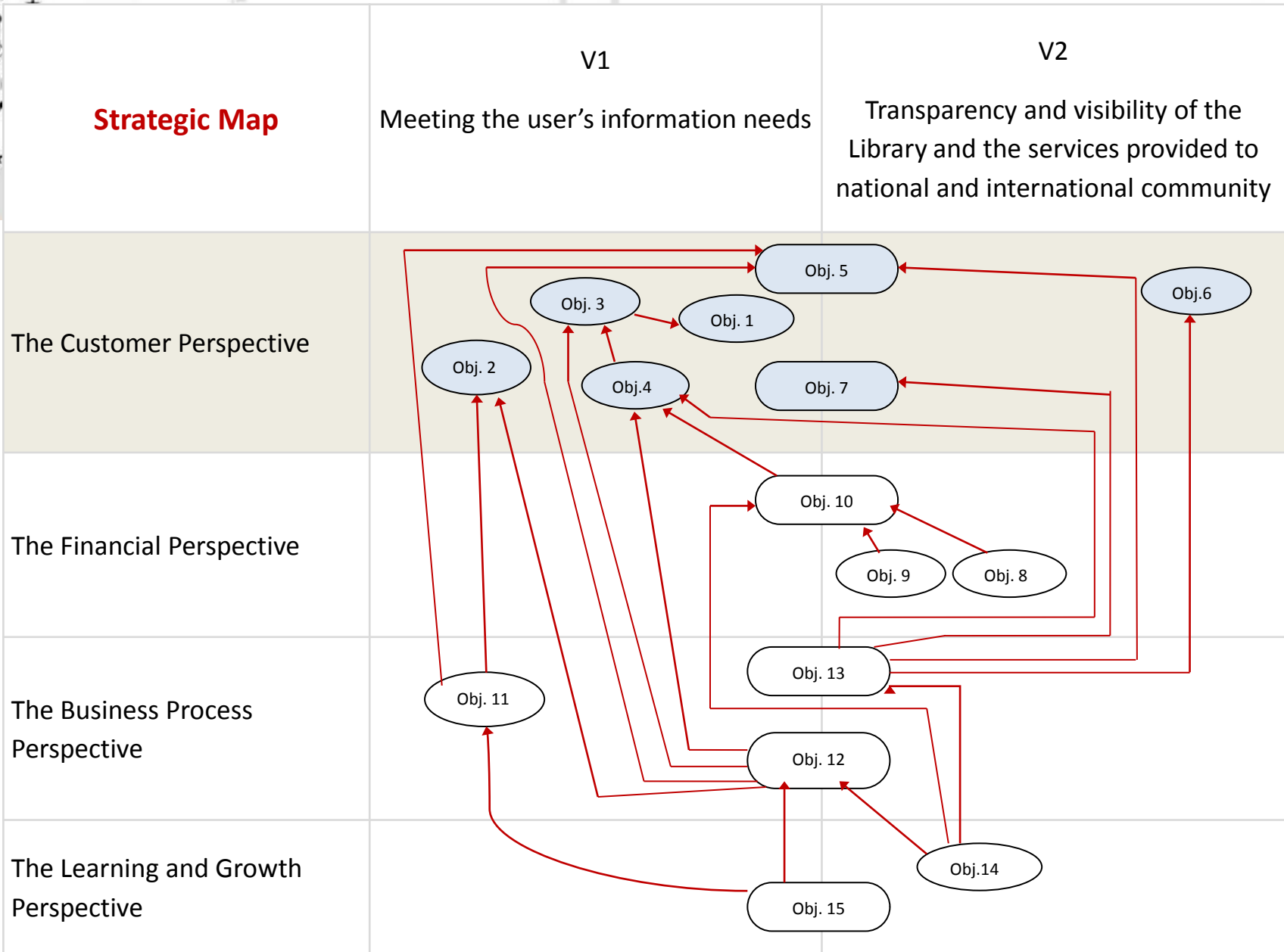
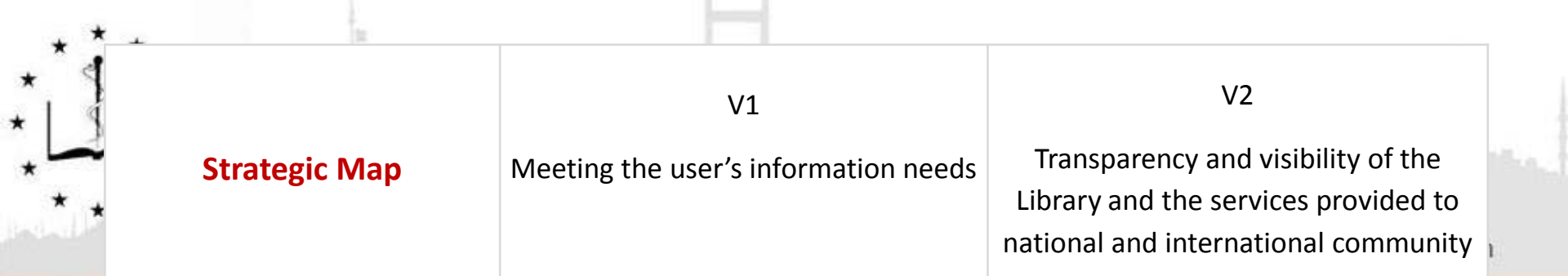
SWOT Analysis		Weaknesses					Strengths			
		Computers (obsolete and sparse)	Lack of human resources	Lack of Continuing Education Courses	Limited Financial Resources	Building structure and architecture	Quality of Services	Focusing on Electronic Resources and new technologies	Qualified Staff	Quality and update bibliography
Threats	Budget Reduction	-		-	-					
	University of Lisbon Reorganization		-	-			+		+	+
	Security and Environmental disasters					-				
Opportunities	Cooperation protocols with other Libraries	+	-		-		+	+		+
	University of Lisbon Reorganization	+	+			+	+		+	+
	Continuing Education Courses for Human Resources by Funded Courses			+	+				+	
	Collaboration with the FFUL Scientific and Pedagogic Council		-				+		+	
	Implementation of the University of Lisbon Institutional Repository	+	+		-		+	+		+



■ Strategic Vectors

- V1 - Meeting the user's information needs
 - To serve the community, the Library should guide their activities and strategies to meet the information needs of its users.
- V2 - Transparency and visibility of the Library and the services provided to national and international community
 - By making the library and the quality of services rendered visible to the outside, Library can be a reference and a center of excellence (nationally and internationally)







- **The Customer Perspective:**
 - 1. Increasing the user satisfaction's level**
 - 2. Reduce response times**
 - 3. Improve access to information**
 - 4. Ensure concurrency of access to information**
 - 5. Improve the image of the services**
 - 6. To publicize the available services**
 - 7. Improve the quality of services**



- To ensure that we would achieve these seven objectives, we identify the following issues:
 - Training sessions
 - Training materials
 - Library website and Web 2.0
 - Evaluate Library services



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Training Sessions

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- **Pharmaceutical Sciences Degree:**
 - Internships
 - Discipline of History of Pharmacy and Therapeutics
- **Masters Courses:**
 - Pharmaceutical Care
 - Community Pharmacy
 - Hospital Pharmacy
 - Advanced Pharmacotechnics
 - Herbal Medicines
- **Extra-Curriculum:**
 - Teachers, Researchers and Scholarship Students

**Until
Present...**

Since 2005...

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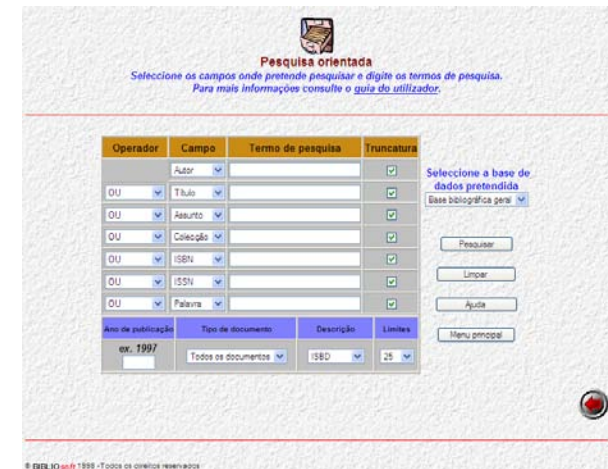
Training Materials

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- Research strategies and techniques
- Main search tools in the following resources:
 - Academic Search Complete (EBSCO)
 - Web of Science (ISI)
 - Current Contents Connect (ISI)
 - Journal Citation Reports (ISI)
 - Online Knowledge Library (B-on)
 - Pubmed
 - International Pharmaceutical Abstract
 - Medicines Complete
 - Mylibrary
- Endnote Web



1st Website and Online Catalogue (1997-2007)



- With the technological development, it was necessary to adapt and improve the website.



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Library Website and Web 2.0

- Designed to be:
 - a modern and user friendly
 - to give access to our resources
 - to give general information regarding Library and Faculty
 - to facilitate contact between users and library's staff



Library Website and Web 2.0

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Website

<http://www.ff.ul.pt/biblioteca>

Blog

<http://biblioteca-fful.blogspot.com>

Facebook

<http://www.facebook.com/pages/Biblioteca-da-FFUL/159182140802455>



Evaluation of Library Services

- Questionnaire applied in June and November 2009
- Know the user's opinion about several library services (not only the online resources)
- Enable to change or fix the identified gaps
- Identify the operating areas for general improvement of services provided



Evaluation of Library Services

- The questionnaires have 54 questions:
 - 5 questions: Customer characterization
 - 1 subset of 22: Satisfaction with Services
 - 1 subset of 9: Satisfaction with Facilities
 - 1 subset of 17: Use of electronic resources
 - 1 open question: Opinion

- We used the following evaluation scale:
 - 1 – Poor
 - 2 – Satisfactory
 - 3 – Good
 - 4 – Excellent



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Results...

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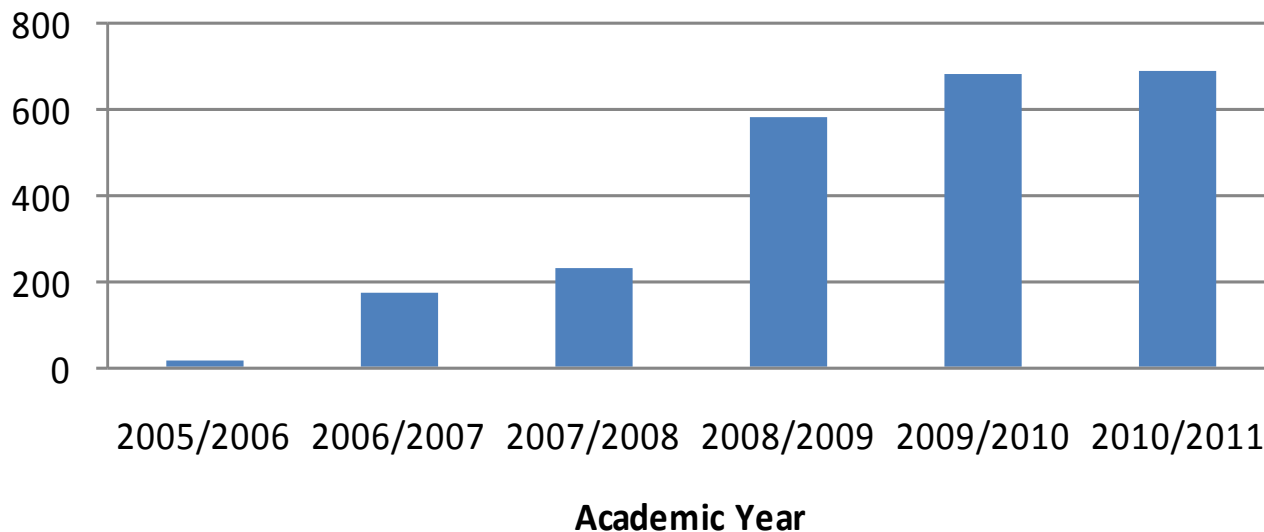


Results: Training Sessions and Materials

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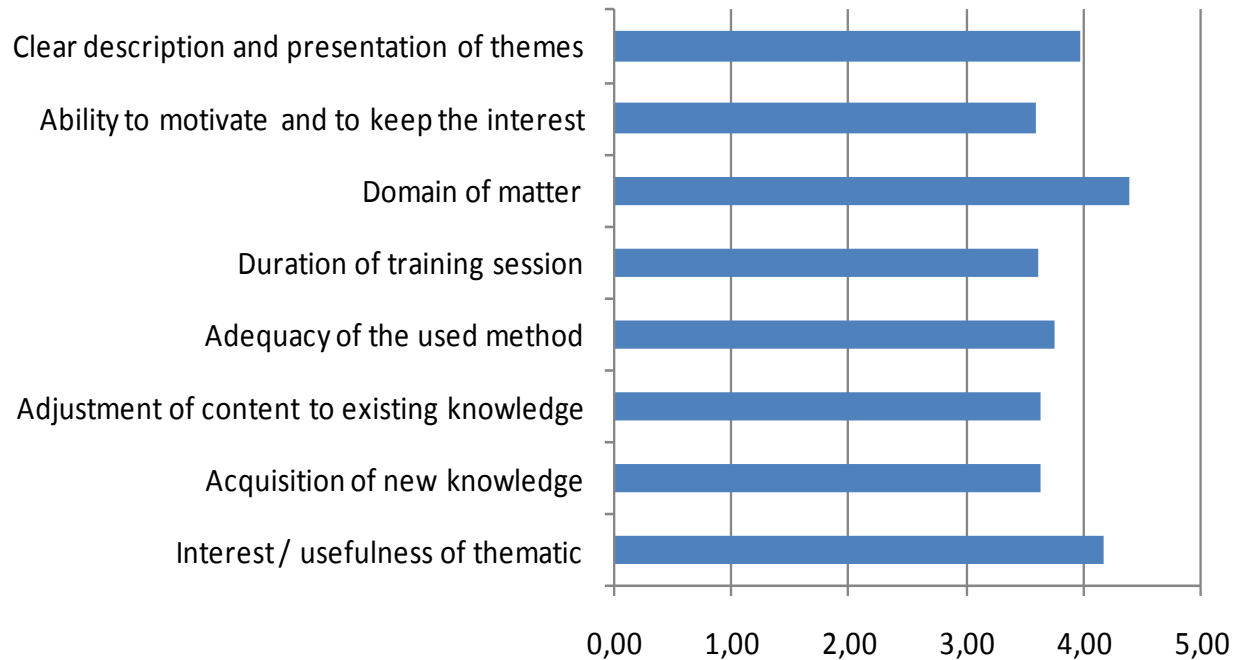
Training Sessions - Number of Users -



- although the number of sessions has been irregular over the years, the number of users who participated in these sessions has increased.



Training Session Evaluation



- The evaluation of training sessions is very important to improve some adjustments in the future.

Results: Library's Website

and Research Partners in Health

Site Usage

24,286 Visits

69,119 Pageviews

2.85 Pages/Visit

59.91% Bounce Rate

00:01:42 Avg. Time on Site

42.81% % New Visits

Visitors Overview



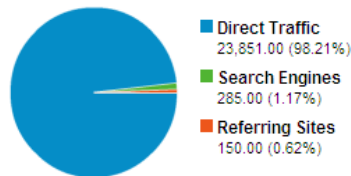
[view report](#)

Map Overlay



[view report](#)

Traffic Sources Overview



[view report](#)

Content Overview

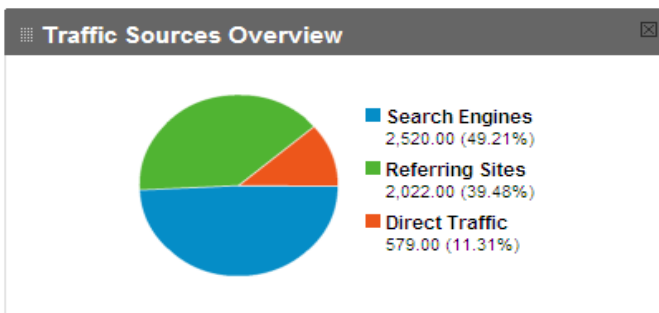
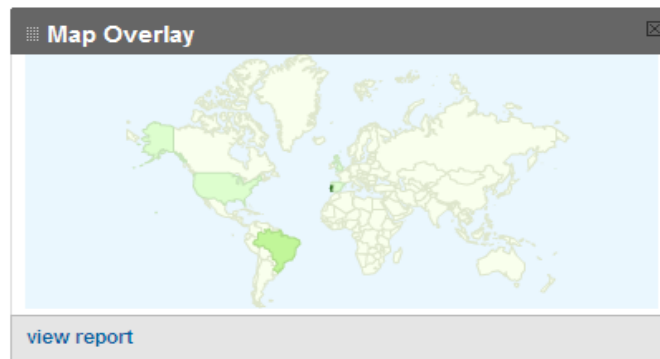
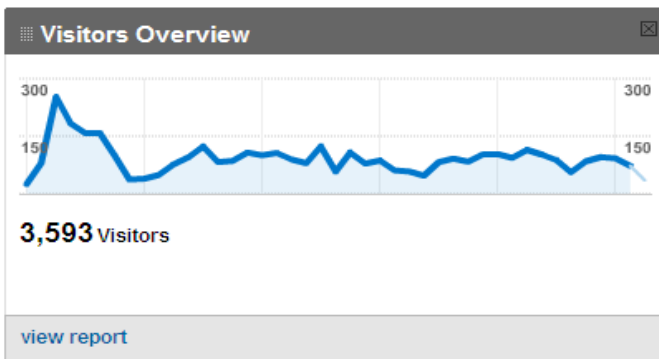
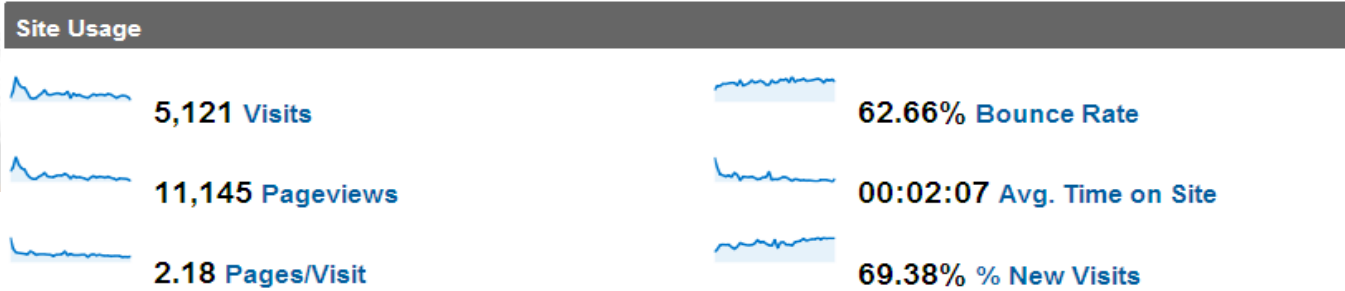
Pages	Pageviews	% Pageviews
/biblioteca/pages/0_home.htm	28,139	40.71%
/biblioteca/pages/0_menu.htm	9,963	14.41%
/biblioteca/pages/52_intro.htm	3,054	4.42%
/biblioteca/pages/31_ligacao.htm	2,431	3.52%
/biblioteca/pages/71_noticias.htm	1,804	2.61%

[view report](#)

- Bounce rate is the percentage of single-page visits or visits in which the user left the site from the entrance page.
- One of the website goals is to provide access points to several information resources.

Results: Library's Blog

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Content Overview

Pages	Pageviews	% Pageviews
/	4,135	37.10%
/search/label/DESTAQUES da ...	666	5.98%
/search/label/NOVIDADES - Mo...	340	3.05%
/search/label/EVENTOS na Fac...	310	2.78%
/search/label/OUTROS Eventos	229	2.05%

Used as archive and easy tool to promote and disseminate activities and events.



Semana Mês 12-04-2011 - 11-05-2011

Gostos novos?

76 ↑ 145%

Gostos de toda a duração?

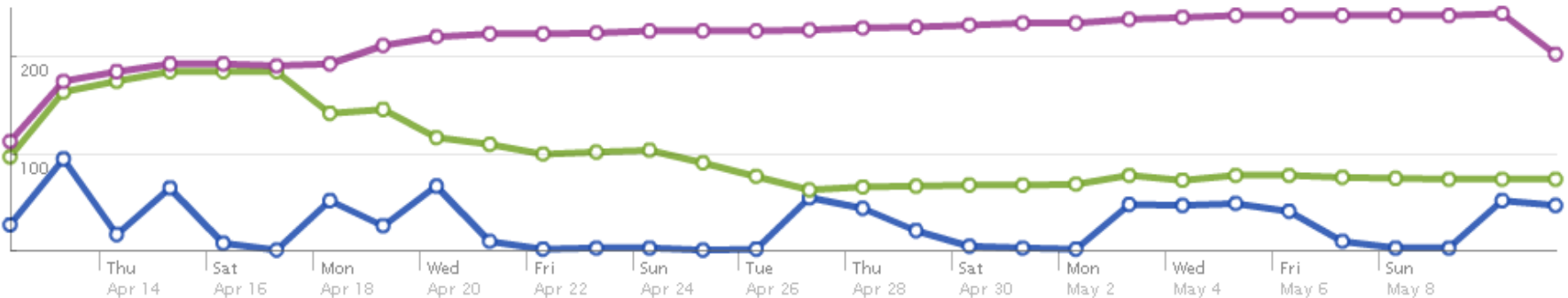
127

Utilizadores activos por mês?

202 ↑ 117%

Utilizadores activos?

Utilizadores activos diariamente Utilizadores activos por semana Utilizadores activos por mês

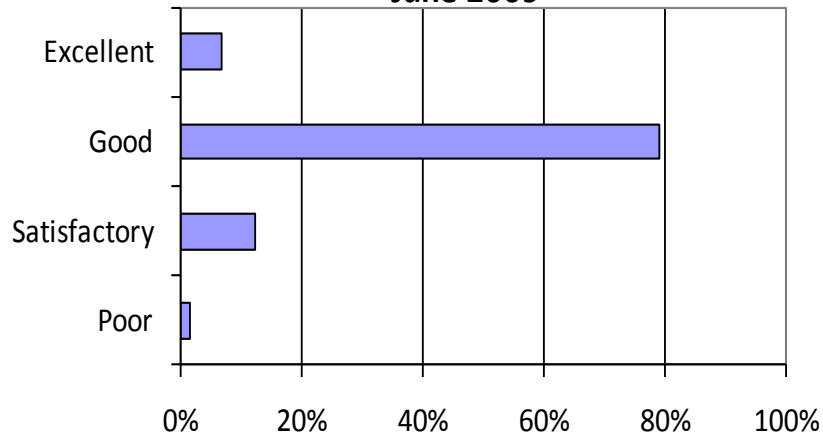


- With only 2 months, Library’s Facebook Profile already registered, 76 news “Like” and 202 active users by month

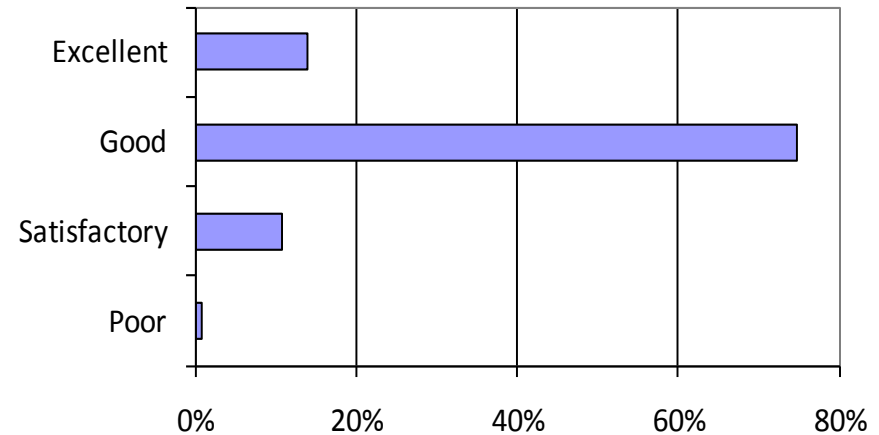


Results: Evaluation of Library Services

Satisfaction with Library Services
- June 2009 -



Satisfaction with Library Services
- November 2009 -



- Despite the good score given to library services in general we could evaluate and identify some priorities



Results: Evaluation of Library Services

■ **Priorities:**

- develop our website and blog
- improve the Loan Service and the ILL Service
- encourage and help users with our online services
- prepare a report with the main orientations related to:
 - Communication between Library and User
 - Increase the available services
 - Promotion of services and products
 - Dissemination of information
 - Creating nice spaces to study and leisure



■ We believe that:

- all the efforts and activities made during the last years helped to improve library services and faculty-library partnership
- However, this project it's not over...
- Science evolves rapidly and the daily information needs on health matters are large and require rapid access to the resources
- Librarians should create and develop mechanisms that answer positively to these issues.



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The End...
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Thanks for all your attention 😊



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