



Looking back,

forging ahead

MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23

**Shifting Into
Second Gear**

THE 2ND SYMPOSIUM ON COLLECTION
DEVELOPMENT & RESOURCE SHARING

Detroit | May 16-19 | Hybrid | #MLASLA23

Session 5 / May 19, 2023 @ 9-10:30 am

**CRUISING IN THE
"NON-TRADITIONAL" COLLECTIONS LANE
WITH YOUR MAAP:
CHALLENGES AND SOLUTIONS**



MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23

Looking back,
forging ahead



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Schedule

Greetings & session introduction

- Speakers
- Disclaimers
- Brief overview

9:00 – 9:15 am

Speakers / commentators: MAAP

- **M**onitoring
- **A**cquiring and **A**ssessing
- **P**artnering
- Counterpoints and discussion

9:15 – 10:15 am

Take-aways, conclusions

10:15 – 10:30 am

Note: Slide deck (deposited in Prism - <https://prism.northwestern.edu>) includes reference list for further reading...

MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23

Looking back,
forging ahead

**Shifting Into
Second Gear**

THE 2ND SYMPOSIUM ON COLLECTION
DEVELOPMENT & RESOURCE SHARING

Detroit | May 16-19 | Hybrid | #MLASLA23

Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Speakers

❖ **Beth Callahan, MLS**

Inaugural head of the Library and Researcher Information Services, UL Research Institutes



❖ **Bart Davis, MLIS**

*Head of Collection Management and Metadata Services
Northwestern University, Galter Health Sciences Library & Learning Center*



❖ **Rebecca Snyder, MLIS**

Customer success manager for an expert solution at Wolters Kluwer Health



Moderators

Ramune K. Kubilius  *Feinberg School of Medicine*

& **Evan Erlichman**, *Ovid, Health Learning, Research & Practice*



This session was developed by:

Stella Hilleglass - Wolters Kluwer Health  *Wolters Kluwer*

& *Ramune K. Kubilius - Northwestern University, Galter Health Sciences Library & Learning Center*



MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23

Looking back,
forging ahead

Shifting Into Second Gear

THE 2ND SYMPOSIUM ON COLLECTION DEVELOPMENT & RESOURCE SHARING

Detroit | May 16-19 | Hybrid | #MLASLA23

Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Unique, non-traditional collections, genres, formats

CAN / MAY:

- be specialized, niche, designed for/desired by a specialized audience
- be expensive
- be print, or online, or not text-based...
- be produced by a non-traditional (to libraries) vendor / provider
- not be fleshed out in a library's usual collection development policy
- not have a traditional (to libraries) license
- not have IP authentication capabilities
- not have standardized usage statistics...
- require "special handling"- assignment of accounts or passwords...



Generated in WordClouds.com

MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23

Looking back,

forging ahead

Shifting Into Second Gear

THE 2ND SYMPOSIUM ON COLLECTION DEVELOPMENT & RESOURCE SHARING

Detroit | May 16-19 | Hybrid | #MLASLA23

Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Non-traditional collections are NOT limited to public libraries or "main" libraries...

- The variety of resources and formats that are available for born-digital libraries can be **overwhelming**. (Dexter N et al. Building new twenty-first century medical school libraries from the ground up: challenges, experiences, and lessons learned. J Med Libr Assoc. 2019 Jan;107(1):6-15. PMID: 30598644; PMCID: PMC6300241.)
- What's an interesting fact about libraries that publishers would be surprised by? (Heidi Schroeder ([MLA /SLA 2023 blog](#), 3/30/2023)

"We're more than traditional resources (although those are important too). At the Michigan State University Libraries, we offer our users everything from assistive technology, a seed library, a MakerSpace, and a Digital Scholarship Lab, to cool exhibits from our Special Collections & Archives, therapy dogs to relieve stress, video game labs, and more!"

"Take-aways" (à la Ramune Kubilius):

- **Recognize that if you've seen one library, you've seen one library**
... different audiences, priorities, budgets, & different approaches to non-traditional resource management...
- **Have an over-arching game plan, policy, MAAP...**
...different challenges, but also various potential roles for libraries....
- **Recognize stakeholders...and partner as warranted**
...it may take a village...

Let's hear what our invited speakers have to say

Generated in WordClouds.com



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Monitor the landscape for non-traditional resources

- **User needs**
- **Annual Goals:** add a goal for identifying and adopting new technology or resources to your annual goals
 - Share the goal with your manager and discuss the implications
 - Assign tool investigation to someone, even if it's you
 - Give credit for the successful attainment of this goal
- **Note tools as well as content**
 - Connect with peers: site visits, events with local library or tech groups
 - Conference presentations & continuing education, whether at a university or community college
 - Reference interactions with users
 - Discussions with subject matter experts
 - Attending a new conference
 - User testing for an upstream or downstream product
 - Following organizations and experts on LinkedIn
 - Reviewing LibGuides from peer and North Star libraries



[Binoculars](#), Eric



Monitor the landscape for non-traditional resources

Tips for easing the work downstream

- **Legal:** when conferring with legal counsel on a license, give background and context to the license in an email
 - Similar to other licenses
 - Different from other licenses
- **Accounting:** particular to special libraries, specify the nature of the resource
 - Subscription
 - One-time set-up fee
 - Software as Solution (SOS)
 - Single purchase material cost
- **Record** what you investigate: both yes and no
 - Spreadsheet
 - ERM



[Kangaroos through the binoculars](#), Kenny Easwaran

MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

**MAAP:
additional thoughts about "M"**



MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Acquire resources only after evaluating risks and challenges

Financial

Purchase/Subscription Model

- Individual user accounts

Associated Costs

- Hosting
- Maintenance
- Physical Supplies
- Training

Technical

Access/Authentication

- Electronic
- Physical

Implementation/Hosting

Training / User Support

Vendor supported

In house experience

Outside training opportunities

Strategy for evaluating risks and challenges

Create a grid comparing the of risks and challenges of resources under evaluation

MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Assess usage when traditional standards or statistics are not available

Traditional usage statistics

- COUNTER
- Cost per use
- Circulation statistics
- Faculty authorship/citation

Evaluate available usage statistics

- Accounts created
- Logins
- Session length
- Clicks or Hits
- Questions Answered

Consider other assessment options

- Interviews
- Focus Groups
- Surveys

MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

**MAAP:
additional thoughts about "A" and "A"**



MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Partnerships: Context as a Driver

Healthcare - Innovation is a central challenge in improving patient care (McKinsey Institute, 2021)

Growing interest in design thinking (IDEO) and agile methodologies within healthcare:

1. Shift to value-based care
2. Shift from reactive to proactive
3. Balance high regulation with experimentation

Human-centered design thinking:

Define the problem to solve

Gain deeper understanding of people served

Ideate

Implement and rapid iteration

MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Partnerships: Roles for the Library

Collection development in recent history:

Licensing content and systems

Skills: budget, collection analysis, vendor management

Emerging:

Evaluating, assessing and/or financing novel solutions

Skills: innovation enablement/consulting, creative assessment, stakeholder management

MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Partnerships: Library Innovation and Expertise

- Managing a budget with cost sharing initiatives
- Development of COUNTER and other assessment frameworks
- Early adoption of solutions for creating and managing print and digital objects
- Managing vendor relationships and licensing
- Writing business cases for new initiatives
- Marketing of unique events, materials, services and solutions

MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Partnerships: Techniques for Consulting Stakeholders

Journey mapping

clarify problem and goals



Pilot model

plan to expand/offboard according to Key Performance Indicators



Solution-focused stakeholder groups

enable stakeholder alignment with goals and KPIs



MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

**MAAP:
additional thoughts about "P"**



MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

"MAAP" ...



“Putting the pedal to the metal” – what do you think you can use from this session to drive your own process for non-traditional collections?

MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Selected recommended references

- Shultz M, Berryman DR. Collection practices for nontraditional online resources among academic health sciences libraries. *J Med Libr Assoc.* 2020 Apr;108(2):253-261. PMID: 32256236; PMCID: PMC7069827 [<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7069827/>].
- *Health Sciences Collection Development: An Overview of Fundamental Knowledge and Practices* (2nd edition). Medical Library Association Collection Development Caucus, 2023. [<https://pressbooks.rampages.us/hscolldev/>] [chapter- "Unique Collection Genres"]
- Dexter N, Muellenbach JM, Lorbeer ER, Rand D, Wilcox ME, Long BA. Building new twenty-first century medical school libraries from the ground up: challenges, experiences, and lessons learned. *J Med Libr Assoc.* 2019 Jan;107(1):6-15. PMID: 30598644; PMCID: PMC6300241 [<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6300241/>]
- Foster AK, Rinehart AK, Springs GR. Piloting the purchase of research data sets as collections: Navigating the unknowns. *Portal: Libraries and the Academy.* 2019 Apr;19(2):315-328. doi:10.1353/pla.2019.0018
- O'Hanlon R, Laynor G. Responding to a new generation of proprietary study resources in medical education. *J Med Libr Assoc.* 2019 Apr;107(2):251-257. PMID: 31019395; PMCID: PMC6466489. [<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6466489/>]

Data

- *Health Sciences Collection Management for the Twenty-First Century*, edited by Susan K. Kendall. Lanham, MD: Rowman & Littlefield, 2018. [*Data in the library : considerations for collection development policy and practice / Lisa Federer*]
- Sample LibGuides
 - University of Rochester- Data Sciences: Datasets and Data Purchase [Libguide](#) [see: *data sets the libraries have purchased*]
 - IP & Licensing Data - Research Data Services - [LibGuides](#) at Oregon State University [see: *IP & Licensing Data; Data Licensing Organizations; references*]

MLA | SLA '23
Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions

Selected recommended references (2)

Point of Care Tools

- Lindsay, J. Michael, David Petersen, Abigail Pujol, Martha Earl. Analyzing Point of Care Tools Through Faculty, Resident, and Stakeholder Buy-in: A Cautionary Tale. Presented at the 71st Annual Meeting of the Southern Chapter of the Medical Library Association, October 6th, 2021, [Virtual Presentation] [UTHSC Digital Commons - SouthernChapter/Medical Library Association Annual Conference: Analyzing point of care tools through faculty, resident, and stakeholder buy-in: a cautionary tale](#), Video available on YouTube: <https://www.youtube.com/watch?v=huXGDtv0Zew>. [Also presented as a paper at the MLA annual conference, May 2022]
- Point of Care Decision Tools: An Environmental Scan / Susan Klimley IN: Deborah D. Blecic, Wendy Bahnsen, Susan Klimley, and Ramune K. Kubilius, "Point of Care Tools and Libraries: 12th Annual Health Sciences Lively Lunch" (2012). [Proceedings](#) of the Charleston Library Conference.

Reports and sites

- IDEO- Design Thinking in Healthcare: <https://www.ideo.com/blogs/inspiration/creative-confidence-series-design-thinking-in-healthcare>
- McKinsey Institute, May 5, 2021. "*The Essentials of Healthcare Innovation*" <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/the-essentials-of-healthcare-innovation>
- Pew Research Center, February 18, 2021. "*Experts Say the 'New Normal' in 2025 Will Be Far More Tech-Driven, Presenting More Big Challenges*" <https://www.pewresearch.org/internet/2021/02/18/experts-say-the-new-normal-in-2025-will-be-far-more-tech-driven-presenting-more-big-challenges/>

Licensing (samples)

- CUNY: <https://guides.cuny.edu/licensing/standard> [tab "Non-Standard License Language"- Unique Products, Content Upload Software...]
- California Digital Libraries: <https://cdlib.org/services/collections/licensed/projects-pilots-and-studies/challenges-to-licensing-from-some-publishers/> [Challenges..., Cost Sharing]

MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23



Cruising in the "Non-Traditional" Collections Lane with Your MAAP: Challenges and Solutions



Questions and wrap-up

Availability of the slide deck
(including the reference list) :

Prism -

<https://prism.northwestern.edu/>