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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Faculty of Pharmacy (FFUL)

Since 1863

Several Curriculum Degree in Pharmaceutical Sciences

2006/2007

MSc in Pharmaceutical Sciences:

• Life Sciences,
• Pharmaceutical Sciences
• Chemical Sciences

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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?
Methodology

- 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
Methodology

- **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.
Methodology

- 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
<table>
<thead>
<tr>
<th>SWOT Analysis</th>
<th>Weaknesses</th>
<th>Strengths</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Computers (obsolete and sparse)</td>
<td>Lack of human resources</td>
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<tr>
<td><strong>Threats</strong></td>
<td>Budget Reduction</td>
<td>-</td>
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<td></td>
<td>University of Lisbon Reorganization</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Security and Environmental disasters</td>
<td>-</td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
<td>Cooperation protocols with other Libraries</td>
<td>+</td>
</tr>
<tr>
<td></td>
<td>University of Lisbon Reorganization</td>
<td>+</td>
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<td>Continuing Education Courses for Human Resources by Funded Courses</td>
<td>+</td>
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<td></td>
<td>Collaboration with the FFUL Scientific and Pedagogic Council</td>
<td>-</td>
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<td></td>
<td>Implementation of the University of Lisbon Institutional Repository</td>
<td>+</td>
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Methodology

- **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)
Methodology

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**Strategic Map**

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<tr>
<th>The Customer Perspective</th>
<th>V1</th>
<th>V2</th>
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<td>Meeting the user’s information needs</td>
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**The Financial Perspective**

**The Business Process Perspective**

**The Learning and Growth Perspective**
Methodology

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Strategic Map

The Customer Perspective

Meeting the user’s information needs

The Financial Perspective

V1

V2

Transparency and visibility of the Library and the services provided to national and international community

The Business Process Perspective

The Learning and Growth Perspective

Obj. 1
Obj. 2
Obj. 3
Obj. 4
Obj. 5
Obj. 6
Obj. 7
Obj. 8
Obj. 9
Obj. 10
Obj. 11
Obj. 12
Obj. 13
Obj. 14
Obj. 15
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
Since 2005...

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...
• 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
  – Myilibrary

• Endnote Web
With the technological development, it was necessary to adapt and improve the website.
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

Website
http://www.ff.ul.pt/biblioteca

Blog
http://biblioteca-fful.blogspot.com

Facebook

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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
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...
although the number of sessions has been irregular over the years, the number of users who participated in these sessions has increased.
The evaluation of training sessions is very important to improve some adjustments in the future.
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

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

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

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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
Conclusions

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.
Thanks for all your attention 😊