



# Promoting “Space as Service” at the University of Minnesota Health Sciences Library

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# Our Challenge

To position the Health Sciences Library within a new interprofessional health education building by clearly and persuasively communicating what the library currently is and what could be in the future

# “Space as a Service”

Convey our expertise, services, and the benefits that the library offers students and faculty *when they walk in the door*

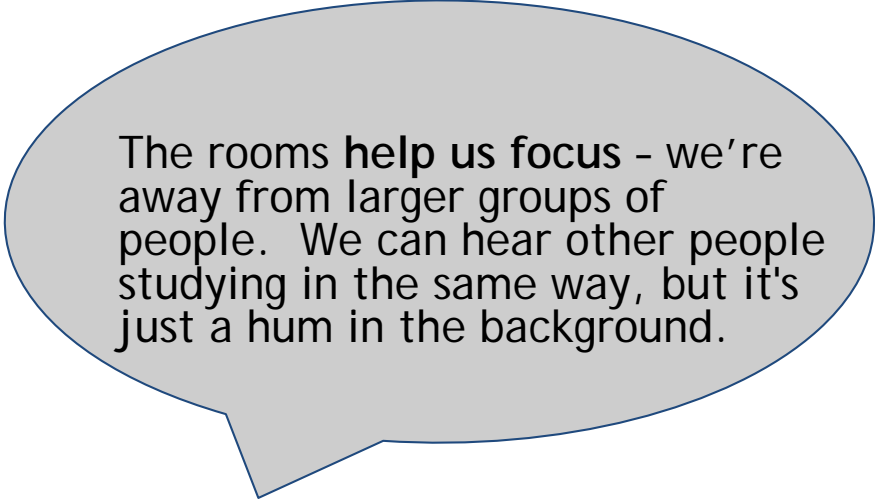


# Our Multi-pronged Approach

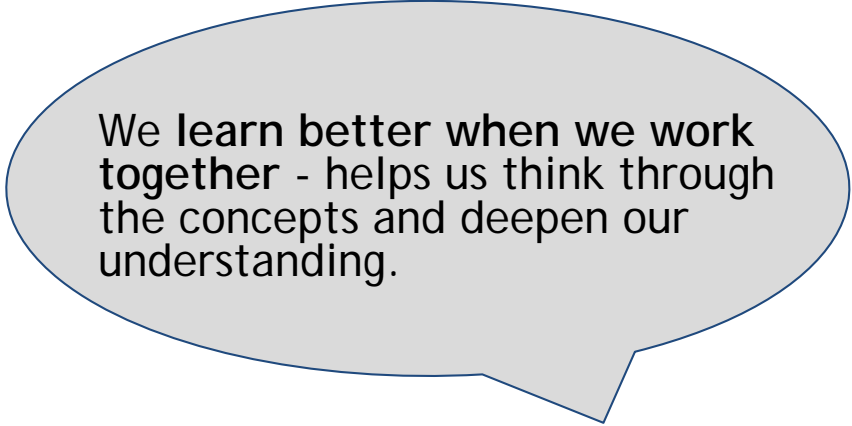
- Vision and guiding principles
- Pilots
- Champions
- Staff support
- Investment in robust communications plan

# Multi-pronged Approach: Vision

- User at the center
  - Focus groups, surveys, impromptu mini-interviews, discussions at meetings of faculty and administration
- Six guiding principles and a clear, succinct vision



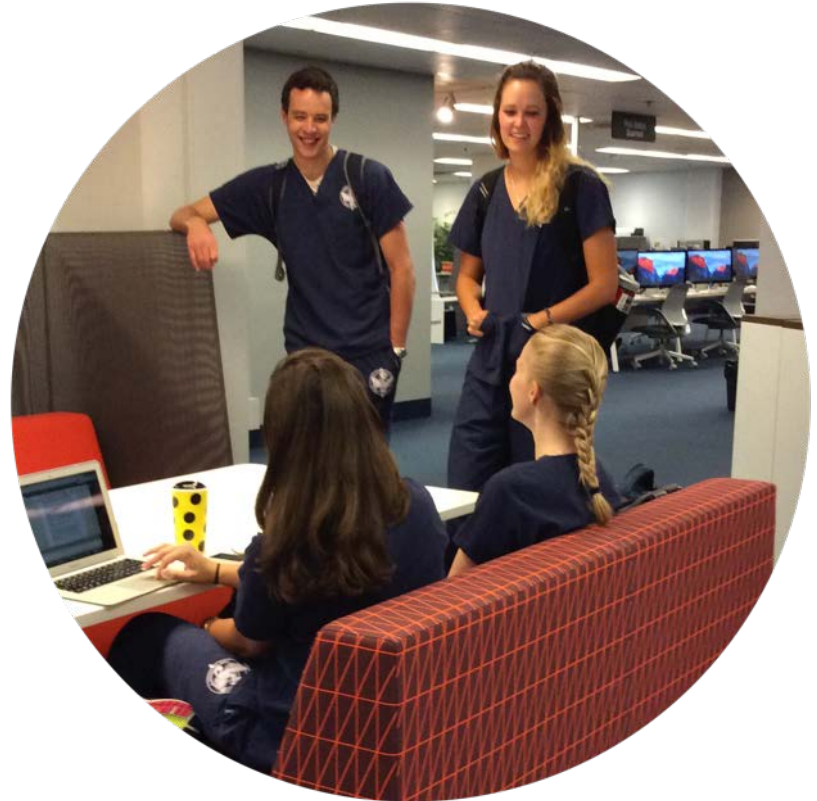
The rooms **help us focus** - we're away from larger groups of people. We can hear other people studying in the same way, but it's just a hum in the background.



We learn better when we work **together** - helps us think through the concepts and deepen our understanding.

# The Health Science Library is a...

**CONNECTOR:** strategically linking people, resources, information, and technology to achieve common goals



# The Health Science Library is a...

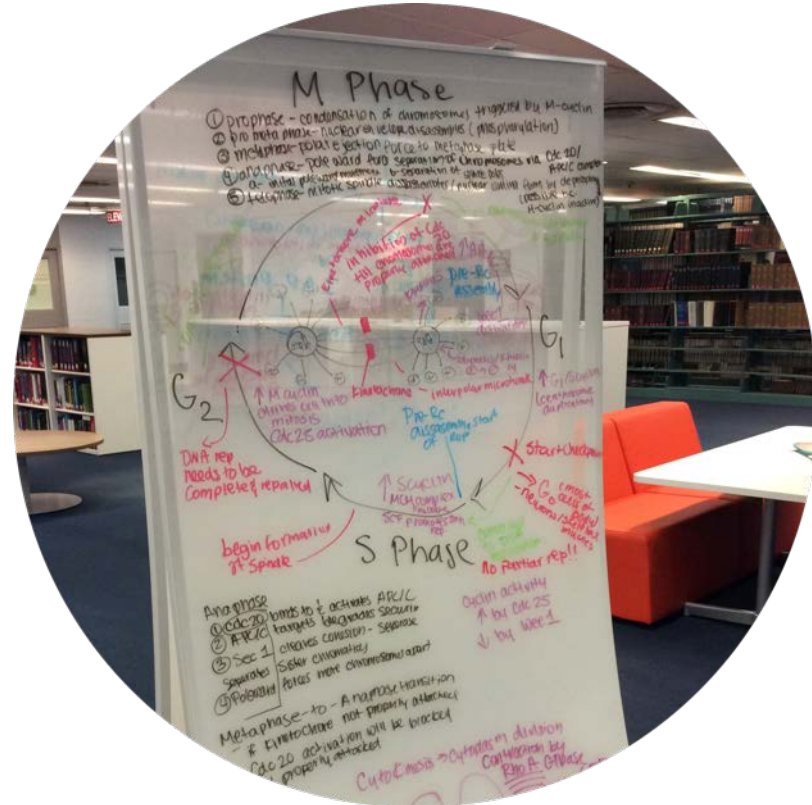
COMMON GOOD: exceptional staff with deep expertise facilitate the knowledge lifecycle (discovery, use, creation, sharing), and solve information problems





# The Health Science Library is a...

CREATIVE CATALYST: prompting new insights into learning/research and offering new models for shared spaces





# The Health Science Library is a...

SERVICE-RICH ENVIRONMENT:  
Available to all



# Multi-pronged Approach: Pilot

- “Refreshed” current space and piloted new services
  - 1: Button videorecording studio
  - Virtual reality studio
  - Data visualization center
  - Visible consultation space for librarian:user interactions



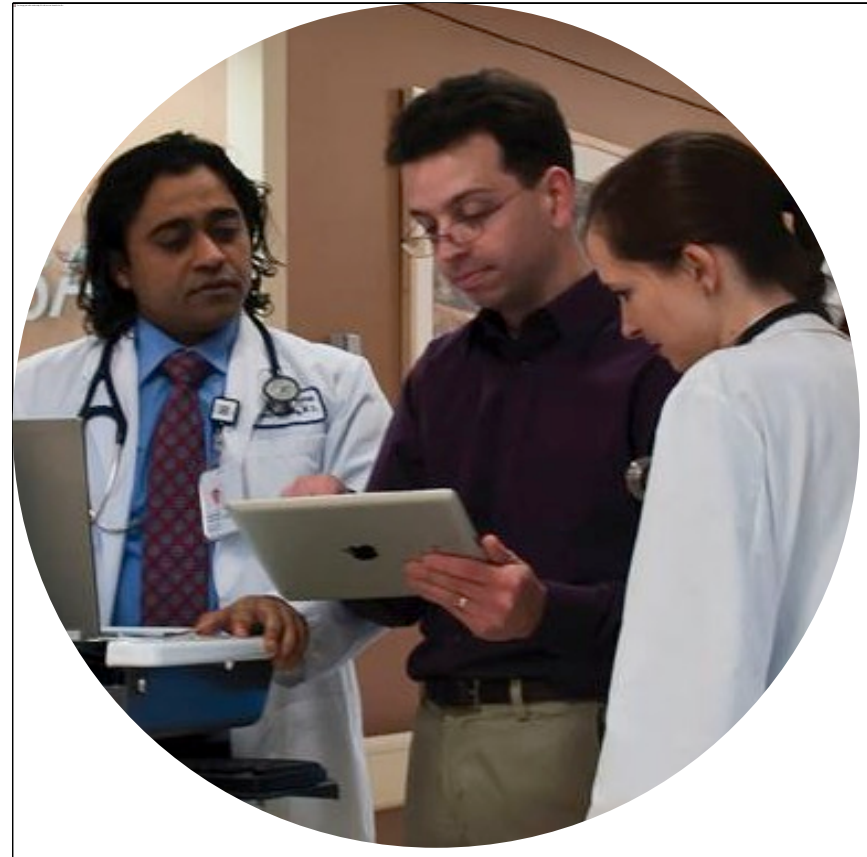
# Multi-pronged Approach: Champions

- Beta testers, faculty, administrators
- Collaborators in Simulation Center, Career Center, Information Systems, Classroom Management, Facilities, Instructional Design, and IPE



# Multi-pronged Approach: Staff Support

- Reenvisioned staff roles
- Developed a shared vision among staff so that each understands how s/he contributes to that vision



# Multi-pronged Approach: Marketing

- Developed and implemented an extensive communication and marketing plan



# Space as a Service

## Advancing Learning, Research and Professional Practice through the Health Science Library

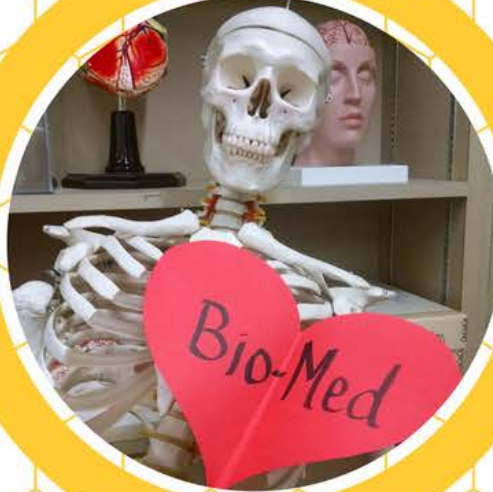
### Guiding Principles

- ✓ Support knowledge discovery, use, creation, dissemination, & preservation
- ✓ Promote a culture of scholarship

- ✓ Provide information solutions
- ✓ Convey services through space
- ✓ Offer shared spaces available to all

Our Users' Needs	Collaborative Opportunities	Space-Enabled Services
Enhance Learning	<ul style="list-style-type: none"><li>• Optimized experiential &amp; problem-based learning</li><li>• Simulation</li><li>• Faculty development</li></ul>	<ul style="list-style-type: none"><li>• Formal and informal active-learning spaces with expertise and a variety of resources, including rare materials, nearby</li><li>• Virtual reality studio</li><li>• Educational technology sandbox</li></ul>
Enable Research	<ul style="list-style-type: none"><li>• In-depth consultations</li><li>• Analysis of research &amp; education data</li><li>• Digital content creation and multimedia production</li></ul>	<ul style="list-style-type: none"><li>• Consultation pods for literature and systematic reviews, writing and statistics assistance</li><li>• Technology-rich data visualization environment</li><li>• Digital scholarship space and 1:1 button videorecording studio</li></ul>
Advance Professional Practice	<ul style="list-style-type: none"><li>• Development of transferable skills for each profession</li></ul>	<ul style="list-style-type: none"><li>• Integration of consumer health literacy, evidence-based practice and interprofessional teamwork into a simulated environment</li></ul>
Foster Individual & Collaborative Work	<ul style="list-style-type: none"><li>• A scholarly environment for every learning style</li></ul>	<ul style="list-style-type: none"><li>• A wide variety of private/public, alone/together spaces</li></ul>





BIO-MEDICAL LIBRARY OPEN HOUSE  
SEPTEMBER 28, 2016 | 10:00 A.M. - 1:00 P.M.

YOU'RE INVITED



# Evidence of Success

- Library's vision is now driving significant aspects of the planning for the new building
- Knowledge creation and knowledge management threaded throughout
- Deans, associate deans, faculty and students are all responding positively to our new services
- New collaborators are eager to work with us

# Lessons Learned

- Repetition, repetition, repetition
  - Just when you are tired of your message, people are actually starting to hear it
- Don't wait for people to ask why library space is needed
  - show how the library fits within the larger context of teaching, learning, research and professional practice
  - demonstrate how the library is a catalyst for new ways of learning and actually advances research

# Lessons Learned

- Planning and communication are an organic, iterative process
  - Be flexible, and continuously refine your vision for maximum impact
  - Talk to everyone and anyone
  - Ask for advice