



# Marketing a New Digital Library at a Developing Medical School

2016 AAHSL Education Program Case Study  
Seattle, Washington  
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Four  
medical  
programs  
MSU, UM  
& Wayne.

\$100M cash gift  
to school &  
donation of  
building.

Library Committee  
formed to investigate  
services.

Oct 2007  
WMU  
announces  
starting a  
new medical  
school.

Jan 2011  
Founding  
Dean hired.

July 2012  
Preliminary  
LCME status  
granted.

Mar 2013  
Library  
Director  
hired.

Aug 2013  
BioMed  
Faculty  
arrive.

Early Medical School  
Milestones

	<b>2016-2017</b>	<b>2015-2016</b>	<b>2014-2015</b>	
<b>Students</b>	<b>185</b>	<b>114</b>	<b>54</b>	
<b>Residents &amp; Fellows</b>	<b>210</b>	<b>210</b>	<b>210</b>	
<b>WMed Employed Faculty</b>	<b>111</b>	<b>95</b>	<b>*</b>	
<b>Community Faculty</b>	<b>565</b>	<b>437</b>		
<b>Staff</b>	<b>411</b>	<b>316</b>	<b>360*</b>	

# May 2013 to June 2014

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- ◆ **Delivery of a functional digital library in 9 mo.**
  - Online collections to support M1/M2 yrs.
  - All MD faculty to cease their MSU appointment = no MSU library access.
- ◆ **Delivery of library services within 12 mo.**
  - Hired 2 librarians.
  - Creation of the Department of the Medical Library; a non-clinical academic department.
  - Faculty rank for hospital & medical school librarians.

# Finer Details – Summer 2013

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- ◆ 3 IP ranges reassigned from MSU & WMU.
- ◆ No social media policy.
- ◆ No medical school mission, vision or values statement written yet.
- ◆ No physical “library space” until June 2014.
- ◆ No library web site.

# Start Up Plan

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- ◆ Meet all stakeholders and their office support in the first 90 days.
- ◆ Get yourself on every committee possible.
- ◆ Attend or host every internal/external event.
- ◆ Promote the existence of a new library and librarians.

# Marketing Plan - Faculty

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- ◆ Promoted the librarian and not the library.
- ◆ Cultivated librarian champions to help with outreach efforts.
- ◆ Promoted WMed as having the same resources as the MSU Library.
- ◆ Partnered in assembling M1/M2 course content.

# Marketing Plan – Future Student (and their family)

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- ◆ Focused on the expertise of the librarian and our ability to offer service and content.
- ◆ Contributed content to the *WMed Accepted Student Newsletter*.
- ◆ Focused on the Information Commons space as being a place of community and wellness.



# Information Commons



# June 2014 – Today

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- ◆ Hosted an undergraduate intern to create marketing materials.
- ◆ Collaborate with the Social Media Coordinator to advertise us, resources & events.
- ◆ Collaborate with Student Affairs to post content to the electronic bulletin board system.
- ◆ Part of the *Thank You* video segment.







## WMed librarians here to help students, faculty, residents create 'a healthier world'

Thursday, July 28, 2016

After coming to Western Michigan University Homer Stryker M.D. School of Medicine in 2013, Liz Lorbeer set about building the medical school's library from the ground up.

Now, more than three years later, that work has resulted in the construction of a completely digital biomedical collection consisting of 44 databases, more than 34,000 journal subscriptions and more than 146,000 book titles.



With all of that at her disposal, Lorbeer says the mission for her and her staff is very clear – to ins

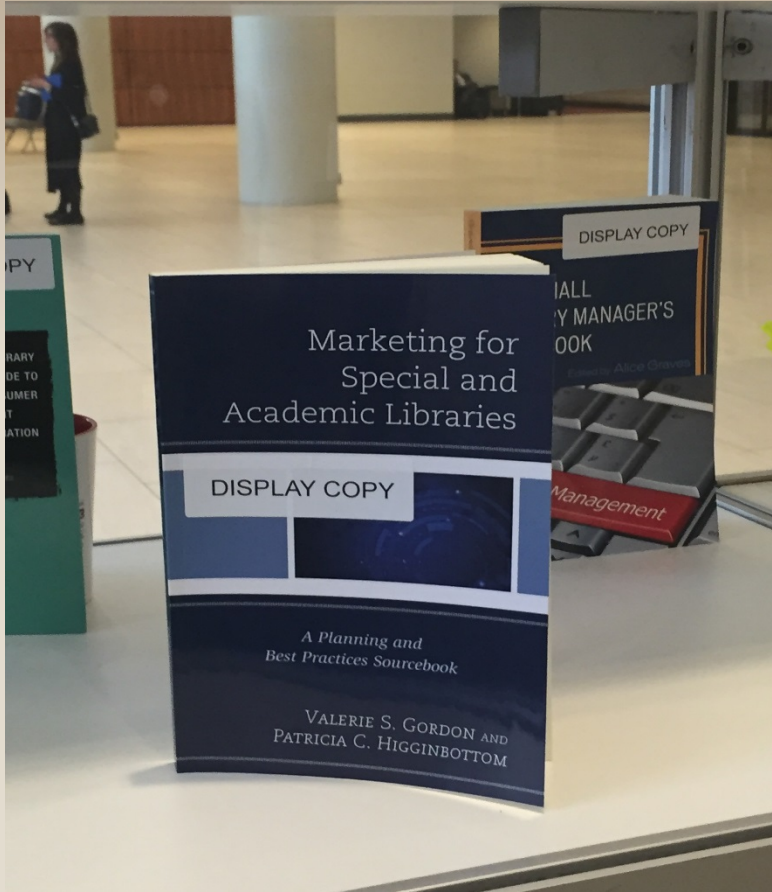


# Is it working?

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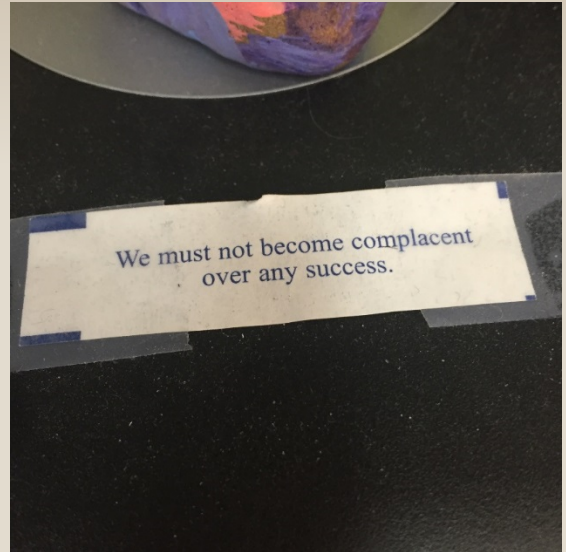
- ◆ Librarian approval rating is 96%.
- ◆ HLC accreditors called us “engaged, available and supportive of the new medical school.”
- ◆ Monitor social media “likes” on postings.

Released April 2016  
by two medical  
librarians



# Thank you!

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