Conjunction Junction, THAT’S Our Function

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EYES TO THE PAST
A collection of historical ophthalmology items

We worked with the ophthalmology department faculty and administration to put together a program to highlight the items on display: the ties between the historical instruments and what's used in modern practice, new discoveries in ocular gene therapy taking place at UMass Medical School, and the current era of research and patient care in ophthalmology.

Then we went out to do some research, design the exhibit, and market the event in the library.

We sent out save-the-date notices and marketing the ongoing exhibit via our electronic sign in the library.

LESSONS LEARNED ALONG THE TRACKS:
1. Resource sharing can mean more than articles and books. Archives, skills, and colleague networks can also be leveraged to build partnerships for successful projects.
2. Being creative with our library's collections can bring people into the space and in contact with our resources for the first time.
3. Reaching out to students to acknowledge their interests and providing them with opportunities to do learning projects outside of their normal studies is rewarding - for the students and librarians.
4. Changing mindsets can be challenging. It's difficult to break free from some beliefs that the library remains a place for events and librarians are simply hosts. But small steps lay the groundwork for change.

And at last, we celebrated with a successful reception and program. The event was standing room only, and many visitors from the off-site eye clinic, including patients, came to the library for the first time.