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PharmART: The Art of Bringing Faculty, Librarians, and Students Together

Mickel Paris  
University of the Pacific, mparis@pacific.edu

Edward L. Rogan  
University of the Pacific, erogan@pacific.edu

R. Stark  
University of the Pacific

Cassie Etter  
University of the Pacific, cetter@pacific.edu

Kate Dopkins  
University of the Pacific, kdopkins@pacific.edu

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University of the Pacific

Mickel Paris, MLIS
Health Sciences Librarian/Assistant Professor
Coordinator of Library Resources for 3-Campus EVP Learning

Ed Rogan, Pharm.D., BCACP - University of the Pacific
Assistant Professor

Rachel Stark, MS - Kaiser Permanente
Health Sciences Librarian

Cassie Etter, MTS - University of the Pacific
Library Specialist

Kate Dopkins, MLIS Student - University of the Pacific
Library Specialist

Contact: (209) 946-3207
mparis@pacific.edu
PROBLEM: USER ENGAGEMENT IN HEALTH SCIENCES LIBRARY PROGRAMS

1) Attendance
Total attendance: 15
30% faculty

2) Facebook Page
Posts: 6
Post cumulative reach: 108
Post clicks: 17
Post reactions/sharing: 2
A NEW KIND OF LIBRARY PROGRAM

PharmART

- Art show (66 attendance; +300% increase)

- Students, Faculty and Staff participation
  - Create three-dimensional works of art about Pharmacy-related themes

- Faculty buy-in
  - Evangelize program
  - Recruit artists
  - Participate by creating art, themselves

“Pharmacy Gothic” by Richard Cowdrey (not a student)
WEB 2.0 TOOLS

QR Code

Google Doc Sign-up form
HASHTAG OUTREACH

• Permanent social media record of PharmART
  • Art work
  • Event photography
  • Other information about Pharmart
• Facebook, Twitter
• World outreach of Pharmart
SOCIAL MEDIA

1) Facebook Page
   Posts: 29 (+383%)
   Post cumulative reach: 134 (+24%)
   Post clicks: 395 (+2,223%)
   Post reactions/sharing: 4 (+100%)

2) Twitter
   Posts: 18
   Post likes: 14
   Post retweets: 1

3) Blogger
   Post views: 30

4) Pinterest
   Recently created
NEXT RESEARCH STEPS

✓ Paper on Library and Faculty Collaboration
✓ Research on the Effects on Student Success
  ✓ Communication, creativity, metacognition
  o Interdisciplinary Educational Opportunities
  o Effects of Social Media Outreach & hashtags on library alt-metrics

And now something fun!
FABULOUS ART FROM THE SHOW!
"Two Drachms"
Charcoal on paper

A sketch of an antique apothecary weight.

Francisco Tapia Martinez, 2015
“RX: Latin for Recipe”
Textile

A miniature quilt of the prescription symbol.

Tiffany Riley, 2015
"Familiar Letter, 1843"
Ink on paper

A hand-lettered quote, digitized and printed on cardstock.

Cassie Etter, 2015.
• Art show attendees voted for their top choice.
• Top three winners won prizes, including an Amazon Gift Card and an external hard drive
“Helping All Kinds to Feel Better”
Third Place
Ink on paper

A tiger receives its needed prescription.

Rachel Soares, 2015
“Interstellar Serotonin”
Second Place
Pastel on Paper

An artistic interpretation of a prescription pill traveling faster than the speed of light.

Ed Rogan, 2015
“The Phamy Night”
First Place

Acrylic paints on canvas
An impressionistic painting of PHS and Burns Tower on a starry night.

Nguyen Nguyen, 2015
“THE PHARMY NIGHT” WINS!

Nguyen is the First place winner of the art show with her piece “The Pharymy Night”

Winning prize: 1 TB External Harddrive
# PHARMART TEAM MEMBERS

Mickel Paris, MLIS - University of the Pacific
Health Sciences Librarian/Assistant Professor
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Rite Aid Information Commons
751 Brookside Road Stockton, CA