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### Beam It!

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# Just Beam It!

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Cooper Medical School  
of Rowan University

## Abstract

The Cooper Medical School of Rowan University (CMSRU) Library is using BluBeam technology, a proximity beacon, to engage patrons and push information to them. CMSRU librarians send “beams” to supplement the curriculum and provide resource assistance virtually. The CMSRU Library received the Health Sciences Librarian Project grant funding award from the Middle Atlantic Region (MAR) of NLM, National Institutes of Health (NIH) to engage in this research. The goal, which is not yet complete, is to assess whether students’ use of library resources during case-based sessions changes when libraries send supplemental material, library tutorials, and reminders of resources that pertain to their current case via BluBeam.

## Background

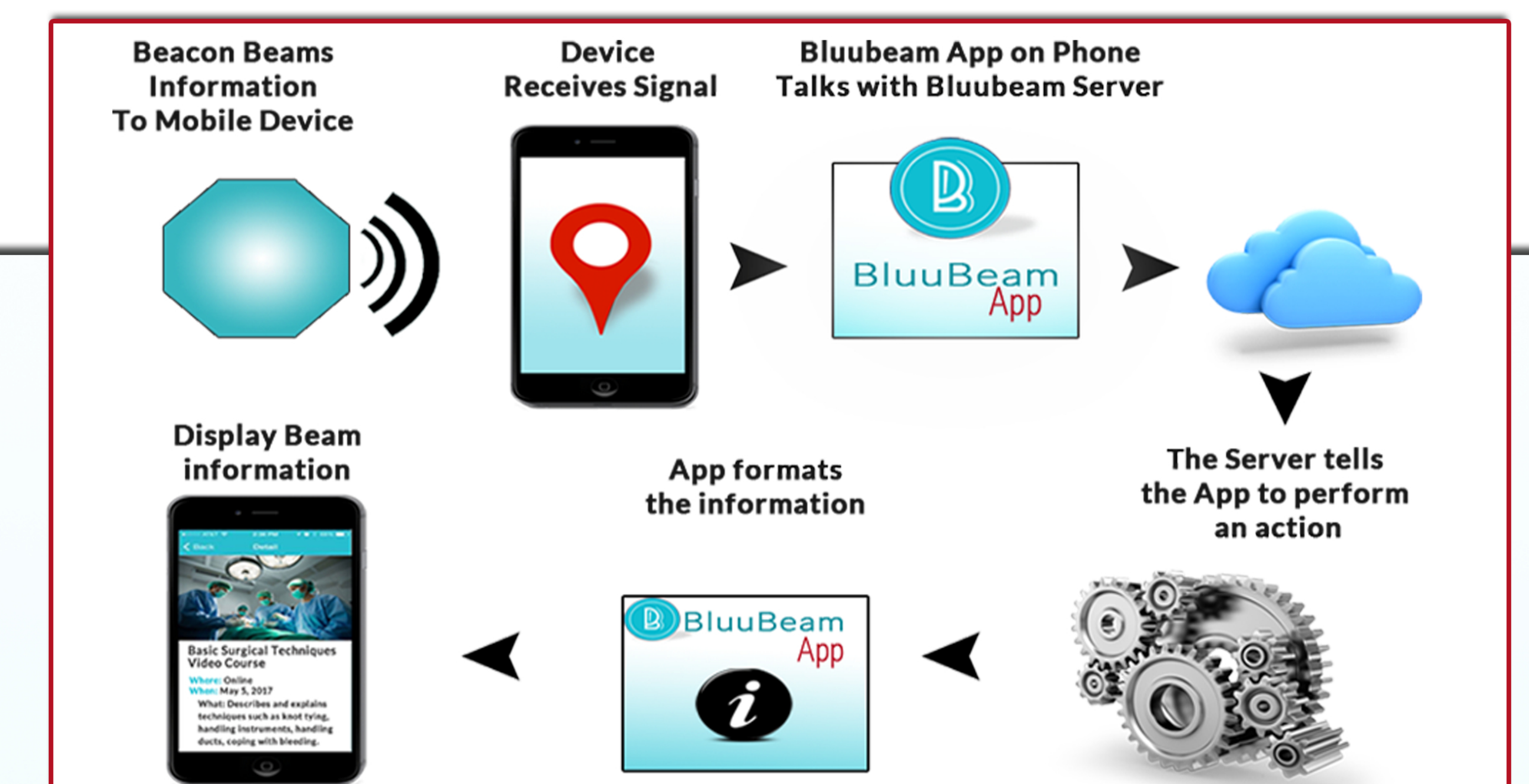
- \* Small group, active learning is the foundation of the medical education program at CMSRU
- \* Twice a year, a team of four librarians rotate through the active learning groups
- \* Faculty report a decline in student’s use of appropriate resources after the library instruction rotation ended
- \* Library lacks the personnel to be heavily involved in the classroom
- \* Student class sizes increase every year
- \* Librarians turned to technology for a solution to keep students engaged in library resources throughout the year

## Implementation

- Apply for the grant
- Form committee & meet with Active Learning Group (ALG) faculty
- Select what to beam:
  - USMLE Questions
  - NLM videos
  - Training & Workshop Videos
- Training & Administration of the admin module
- Hang 16 beams around the CMSRU building
- Market beams to CMSRU patrons... on LibGuides, TV screen
- Review stats and alter information that is beamed

## March Statistics

Most Active Beam
USMLE Step 1 Question
32 Visits



## Future Plans

- \* Market BluBeam to incoming first year students
- \* Continue to send out USMLE Questions through BluBeam
- \* Work with our Active Learning Faculty Learning Community to continue to implement BluBeam with our active learning groups
- \* Implement BluBeam in our Cooper Hospital location
- \* Tracking usage and surveying the CMSRU Library Community

## Funding Source

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