

MAC MESSAGES

Mid-Atlantic Chapter of the Medical Library Association

Number 57

May/June 1996

CONTINUING EDUCATION SESSIONS AT THE 1996 MAC MEETING

by Julia Shaw-Kokot



Do you need more continuing education credits? Were you wondering what classes will be offered at this year's MAC Meeting? Do you need to learn HTML concepts, methods to influence the new CEO, user survey tool design, library management skills, or Internet teaching methods? If so, please plan to attend the 1996 MAC Meeting in Columbia, Maryland. Half day sessions will be a bargain at \$90 for MAC members and \$105 for non-members. Full day sessions will cost \$125 for MAC members and \$140 for non-members. The following is a preview of five exciting classes that will be offered.

Saturday, October 12th

"Internet Train-the-Trainer." Presented by the staff from the National Network of Libraries of Medicine, Southeastern/Atlantic Region. Garner tips, skills, and ideas for teaching the Internet from the folks who do this on a regular basis. Hands-on. 8 hours. 8 am - 5 pm.

"Publishing on the Web: HTML Concepts and Standards." Scott Garrison and Julie VanDyke from Duke. If you opt to attend this program, you will learn about the issues involved in creating and maintaining a Website, elements of style to incorporate into HTML documents, and the creation of Web documents. Hands-on. 8 hours. 8 am - 5 pm.

"How to Design a Survey or Questionnaire: A Practical Workshop." Susan Bastable, Ed.D., R.N., a nursing educator from SUNY-Syracuse. Focus on the importance and usefulness of questionnaires as a data collection method for gathering factual information from respondents, as well as for measuring their opinions, attitudes, perceptions, and knowledge levels. 4 hours. 1 - 5 pm.

Tuesday, October 15th

"Basic Library Management." JoAnn Bell from East Carolina University. An introduction to and review of basic library management functions: planning, organizing (including staffing), leading (including motivating and working with groups), and controlling systems. 8 hours. 8 am - 5 pm.

"Power and Influence." Elizabeth Poage Baxter. Ms. Baxter was a major hit last year with the "Managing Change" session. This year's session will help you learn the tools and strategies needed to increase your influence in any situation. 4 hours. 8 am - 12 noon.

MOVING ON...

MAC MESSAGES

This issue of *MAC Messages* marks the end of my Co-Editorship of the newsletter with Beverly Murphy. New challenges await me as I leave the Reference Department of the Duke Medical Center Library for a position with the Institute for Biotechnology Information in the Research Triangle Park. I will also continue as an adjunct faculty member at the UNC-Chapel Hill School of Information and Library Science, teaching Internet Applications in the Spring of 1997 and beyond. I'm certain *MAC Messages* will continue to flourish under Beverly's very capable guidance.

Linda Collins

MAC MEETING ROUNDTABLE LUNCHEON

Whether you are "branching out," "spreading your leaves," or "reaching down to your roots," there is probably a Roundtable topic that will be of interest to you. The Roundtable Luncheon will be held on **Monday, October 14, 1996**, from 11:45 am to 12:45 pm. The topics, with their facilitators, are as follows:

Welcome to MAC and MLA

Rachel Anderson (MLA)

Anne Wood Humphries (MAC)

Internet: Cataloging on the Web - Jean Hiebert

Internet: Public Access - Julia Shaw-Kokot

Outreach - Phyllis Lansing

Ariel/ILL - Claire Hoffman

JCAHO Standards - Connie Schardt

One-Person Libraries - Katherine Rickett

Research/Grant Projects - Dale Bartle Riordan

AHIP Concerns - Pat Thibodeau

Legislative Issues - Diana McDuffee

Resource Sharing (Project SEND) - Pat Hammond

Fee for Service - Terry Burton

Creating a Listserv - Jonathan Lord

Public Health/Preventive Medicine - Karyn Pomerantz

Electronic Resources for Medical Students - Brenda Seago

Electronic Serials - Renee Mansheim

Clinical Medical Librarian Programs - Andrea Horne

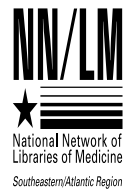
Hospital Libraries in For-Profit Systems - Cecilia Durkin

Alternative Medicine - Joan Colburn



NN/LM SE/A REGION NEWS

The last **Regional Advisory Council/Resource Library Directors** meeting for the 1991-1996 contract was held March 29th in Baltimore, MD. This well-attended gathering provided a chance to examine the last five years and speculate on the possibilities for the next five. Frieda Weise, Director, NN/LM SE/A, and RAC Chair, Jane Ellis, welcomed and introduced members at the meeting. The morning was spent reviewing the 1991-1996 contract years - projects, successes, challenges and lessons learned. SE/A coordinators provided a look at the accomplishments of the past contract. Outreach project directors and facilitators for the region reassessed the challenges and impacts of their projects. Dr. Elliot Siegel, NLM's Associate Director for Health Information Programs Development, discussed the importance of outreach project evaluations and requested input concerning either a print or World Wide Web-based evaluation mechanism. After lunch, Frieda Weise reported on plans for the next five years of the SE/A program. Following a brief RAC task force report, Karen Ginter (from NLM) discussed the new Internet Grateful Med service and gave a demonstration of this World Wide Web-based product. Janice Kelly, Executive Director of the SE/A, described the outreach project and subcontract possibilities for Year 01 of the program. After describing potential training subcontracts and other projects, she solicited input from attendees. Many were interested in providing Internet training. At the meeting's conclusion, late September was chosen as the best time of year to hold the first RAC meeting of the 1996-2001 contract.



Lora-Lynn Stevens, NN/LM SE/A Internet Coordinator, has resigned her position effective May 1, 1996. She was responsible for Internet training, listserv maintenance, and SEA-Net Website development. Ms. Stevens is studying alternative information professional career options, among them Internet training in a hospital environment, commercial Web development, and Internet consulting. The SE/A staff wish her all the best in her new career initiatives.

HOSPITAL LIBRARIES

by Patricia Hammond, Director of Library Services,
Cape Fear Valley Medical Center



A NEW JOB DESCRIPTION

Much time and thought has gone into the revision of my position description. With drastically revised and reorganized JCAHO standards, I feel our job descriptions should reflect our roles as members of the information management team. When I consulted the American Hospital Association's job description manual, *ADA Workbook* (1992), the library information was woefully outdated. I then asked for job descriptions of the three top managers in our Information Systems Department. Jargon and ideas were adapted to the library environment from their documents. Using the JCAHO standards as a basis, I strived to express how my role as a librarian has evolved.

The new job summary reads as follows:

“Provides professional, quality, strategic and operational management of knowledge-based healthcare information resources and technologies to the Cumberland County Hospital System, Inc., including management, staff, physicians and general public.

Evaluates operational and strategic needs to ensure that practical, cost-effective and efficient information services are implemented to meet these needs in a timely manner.

Plans, organizes, and directs the overall activities in the area of access to knowledge-based healthcare information. This includes direct management of the Library Services Department as well as assisting all other departments in the organization. Member of the Information Management Team.”

Please contact me at our library if you'd like a copy of the complete job description. Call **(910) 609-6601** or send email to **valley@med.unc.edu**.

COST CONTAINMENT AND ILL

In the March/April 1995 issue of *MAC Messages*, I wrote a blurb about **SEND**, a Southern Chapter project to structure DOCLINE routing tables to maximize use of basic health sciences collections. As part of this project, participating libraries provide interlibrary loans to other participants free of charge. In the January/February 1996 issue of *MAC Messages*, I suggested that perhaps an opportunity for discussion of a similar project be made available at the next Annual MAC Meeting.

If you are interested in participating in a no cost interlibrary loan alliance with other libraries, please come to the **Resource Sharing (Project SEND)** Roundtable at the Luncheon at our Annual MAC Meeting. **Barbara Kushon**, Resources Management Coordinator from the NN/LM Southeastern/Atlantic Region staff, and I are teaming up to facilitate a project that will allow similar-sized libraries to form reciprocal interlibrary loan arrangements. Participating libraries will redesign their DOCLINE routing maps to include reciprocal libraries in the first few cells.

NEWS FROM THE STATES

NORTH CAROLINA

Jean Hiebert, Health Sciences Library, East Carolina University, recently participated in a telemedicine demo at the National Managed Care Conference in Washington, DC. Her role was to demonstrate information resources as an integral component of technologies for the future. She teamed with East Carolina's Center for Health Sciences Communications to demonstrate telemedicine technologies for the home, a rural practice site, an ambulatory clinic, and the "DOcking Station" for university physicians.

VIRGINIA

Phyllis Self, Ph.D., has been appointed Executive Director, Information Resources and Media, Virginia Commonwealth University. Dr. Self will retain her leadership role as Head of Tompkins-McCaw Library and add responsibilities for instructional technology, media production and support services, University Web management, and the development and management of a centralized University calendar.

Sibyl Ann Sturgis, Director of the Library for Lynchburg General Hospital, died Wednesday, April 24, 1996.



EMPLOYMENT OPPORTUNITY

Duke University Medical Center Library has an opening for an experienced, innovative Education Coordinator. As a member of a team-oriented Reference Services Department, responsibilities will include planning, coordinating, developing, and promoting educational activities; teaching and consulting in end-user searching with OVID, Internet, personal file management, and other electronic resources; developing instructional materials; establishing relationships with Duke Medical Center departments and affiliates; and providing reference assistance including desk coverage, mediated searching, end-user support, and participation in reference collection development. Qualifications - Required: ALA-accredited MLS; experience in the provision of instructional services to individuals and groups; familiarity with microcomputers and online systems as well as Internet resources and tools; experience in all aspects of reference service; knowledge of print and electronic resources basic to the health sciences; experience searching MEDLINE and other online and locally networked files. Candidate must be team-oriented, flexible, and able to work both independently and collaboratively in a rapidly changing environment. Must have excellent communication and interpersonal skills, and problem-solving abilities. Desirable: Experience in a health sciences library and/or a background in life sciences; 3 to 5 years reference experience. Membership in the Academy of Health Information Professionals is preferred. Minimum starting salary: \$30,900. Applications received by August 15, 1996 will be given first consideration. Applicants should submit their resumes and the names, addresses and phone numbers of 3 references to **Susan Feinglos, Director, Duke University Medical Center Library, Durham, NC 27710**
EOE/AA

ADDRESS PROBLEM?

Is your copy of *MAC Messages* going where you want it? The address labels that are used to mail the newsletters are generated from the Membership Committee. **Bridget Loven** is the current committee member who is managing the membership database. Any address corrections or changes should be sent to Bridget and not the newsletter editors.

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PUBLICATION DEADLINE

Items to be published in the **July/August** issue of *MAC Messages* may be submitted to the editors up until **July 15, 1996**.



MAC NUGGETS

From The Governmental Relations Committee

by Dale Bartle Riordan



PROTEST RESULTS IN TEMPORARY BACKLOG

In late February, the National Library of Medicine (NLM) announced a suspension of entering new citations to the NLM family of databases. This suspension was the result of a protest lodged with the General Services Administration Board of Contract Appeals by a bidder for the data entry contract. The Board has subsequently lifted this suspension and directed NLM to reevaluate the protester's bid along with that of the current contractors.

During the suspension, NLM staff worked to enter citations in an attempt to minimize the impact on health care delivery and biomedical research. Although NLM entered approximately 600-700 citations per day, this was significantly less than the 1600-1700 averaged by the contractor. The resulting backlog of references will be eliminated over time, with the most recent citations being added first.



COLUMBIA COMMENT!



The logo (illustrated on the right), which is being used for the MAC Annual Meeting in Columbia, Maryland, is based on a sculpture which is the symbol for Columbia - the Tree of Life or People Tree, as it is more commonly known. The tree, which you can visit when you come to Columbia, is composed of 66 abstract human figures reaching out from a central core. It is the artistic interpretation of one of Columbia's important goals - creating an environment that contributes to the growth of people by fostering community relationships. The sculpture is a short walk from the conference hotel. It is the work of Pierre du Fayet, a Paris-born artist who came to the United States in 1956 and joined the planners of Columbia in the early 1960's.

Barbara Koehler

News from MLA Headquarters

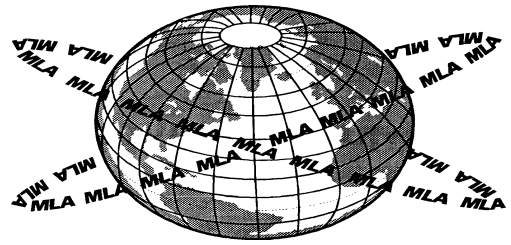
MLA

MLA Testifies in Support of NLM Funding

Carol G. Jenkins, Health Sciences Library Director at the University of North Carolina at Chapel Hill, testified before the House Appropriations Subcommittee on Labor, Health and Human Services, Education, and Related Agencies, on March 5, 1996.

Testifying on behalf of the Medical Library Association (MLA) and the Association of Academic Health Sciences Libraries Directors (AAHSLD), Jenkins recommended increasing the National Library of Medicine's (NLM) 1997 fiscal year funding for: outreach programs designed to provide health professionals in rural areas and those serving minority populations the ability to provide quality care through access to information; NLM's High-Performance Computing and Communications program; access to NLM's AIDS-related databases for affected communities; and basic library services, which are the foundation of NLM's success as a service agency. Increased funding would ensure that standards for acquisitions, indexing, and database searching would be maintained.

MLA and AAHSLD recommended a 10% budget increase for NLM in fiscal year (FY) 1997 to bring funding to \$155,582,900. Jenkins noted that anything less "would be a clear admission by this Congress that we, as a nation, are not prepared to ensure that information from the investment made in biomedical research is readily accessible to all."



Successful MLA Teleconference Reaches More Than 1,300 Participants

Wednesday, March 13, marked the beginning of a new era in continuing education for health sciences librarians. That's when the Medical Library Association conducted its largest continuing education course ever by using the technology of satellite teleconferencing. With ninety-two downlink sites across the United States and Canada, "**The Role of the Library in Accreditation**" reached more than 1,300 participants!

"An accreditation visit is more than just a report card - it lets an institution reflect on what it wants to achieve," explained Jana Bradley, Ph.D., President of MLA, during her introduction for the teleconference. "As a dynamic part of health care, the accreditation process can demonstrate the librarians' ongoing progress towards the goals of their institution."

The teleconference course was designed to provide health sciences librarians with strategies to highlight the importance of information skills and services during the accreditation process. By discussing what librarians could expect during this process, the course helped participants to customize a plan of action through a step-by-step approach, based on success stories from other health sciences librarians.

"Satellite teleconferencing is one medium that can let us provide low-cost courses to hundreds of participants at one time," commented Reneta Webb, Ph.D., Director of Professional Development at MLA and coordinator of the event. "I'm sure we will see more courses offered by satellite in the future. In an era of tight budgets, an association simply cannot overlook this technology."

Experts in accreditation from around the country were assembled by MLA for the teleconference panel including Shelley A. Bader, Robert M. Braude, Jacqueline D. Doyle, Christiane J. Jones, Lynn Kasner Morgan, and Connie Schardt. The dialogue which began during the teleconference is being continued through an MLA listserv. Teleconference participants and non-participants can subscribe to the listserv (majordomo@mlahq.org) and exchange information and case studies about the accreditation process.

MLA is also offering a videotape of the teleconference. The cost of the videotape is \$200 for member institutions and \$295 for non-member institutions (plus shipping and handling). Viewers will still be eligible to receive the 1.5 professional contact hours that regular participants received during the actual teleconference. For more information, please contact **Reneta Webb at (312) 419-9094; Email: webb@mlahq.org**.

MLA BOOKS PANEL

SOLICITS SUBMISSIONS FROM POTENTIAL AUTHORS

The Books Panel of the Medical Library Association supports the Association's professional publishing program. The Panel promotes the publication of materials in a variety of formats, focusing on the special information needs and interests of practitioners and students in health sciences librarianship and biomedical information management. The Panel actively solicits ideas and authors for potential publications.

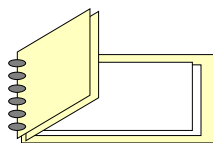
Our book publishing is done in cooperation with Scarecrow Press, a division of University Press of America. Currently the Books Panel is sponsoring the publication of a new edition of the invaluable multivolume series, *Current Practice in Health Sciences Librarianship. Reference and Information Services in Health Sciences Libraries* (Volume 1) and *Educational Services in Health Sciences Libraries* (Volume 2) are now available and six more volumes are underway. *Introduction to Reference Sources in the Health Sciences* (3rd edition) is another recent MLA Books Panel publication.

The Books Panel also produces a unique series of inexpensive materials called **DocKits**, which are designed to provide practical information which may be readily applied in health sciences libraries. DocKits allow our colleagues to examine and compare plans, policies, procedures, forms, etc. developed at other institutions. Our newest DocKits are *Descriptive Floor Plans of Library Computer Centers* and *Library Logos*. DocKit editors select a topic related to health science library management, solicit contributions of documents currently in use related to that topic, organize the documents, and provide an introductory overview.

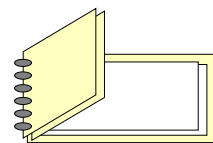
Our latest publishing endeavor is our **BibKits**, which are current guides to the literature in specific subject areas. We are soliciting compilers to prepare BibKits in the allied health disciplines for physical, respiratory, occupational, and expressive therapists; physician assistants; radiologic, clinical laboratory, and emergency management technicians; social workers; and others. Resources may be in any format including textbooks, encyclopedias, handbooks, dictionaries, bibliographies, indexes, abstracts, journals, current and classic review articles, websites, conference proceedings, and whatever else the compiler deems essential as a source of information in the study of that field. Compilers of DocKits and BibKits should submit camera-ready copy to MLA Headquarters.

Bob Veenstra, Hartford Hospital, Hartford, CT, is the current Chair of the Books Panel (860-545-2430; Email: veenstra@harthosp.org). **Beryl Glitz**, NN/LN Pacific Southwest Region, Los Angeles, CA, is the new Managing Editor of Books (310-825-1200; Email: ecz5gli@mvs.oac.ucla.edu). **Mary Prottzman**, Lyster Army Community Hospital, Ft. Rucker, AL, is our new BibKit Coordinator (334-255-7350; Email: prott@ns.awanet.com). **Catherine Reiter**, Denison Memorial Library, University of Colorado, is DocKit Coordinator (303-270-6444; Email: catherine.reiter@uchsc.edu).

The Books Panel welcomes suggestions for potential publications throughout the year. Proposals for new publications are considered twice a year and are due April 1 and October 1. Please contact **Kimberly S. Pierceall**, Director of Communications at MLA Headquarters (312-419-9094; pierceal@mlahq.org) to submit ideas for new publications, request guidelines for submitting a proposal for a book, DocKit or BibKit, obtain more information about MLA's publications program, or to inquire about serving on the Books Panel.



MLA



WELCOME NEW MEMBERS!

Lynn Eades
Chair, Membership Committee

Please join the Membership Committee in welcoming the following new MAC members. We're glad you're here!

Holly Nardini
New Haven, CT

Chris Ellicott
Chicago, IL

Courtney Shaw
Columbia, MD

Jack Adcox
Chapel Hill, NC

Karen Crowell
Greenville, NC

Billie Mann
Wilmington, NC

Gabriel Rios
Rocky Mount, NC

Parks Welch
Winston-Salem, NC

Fay Towell
Greenville, SC

Ann Deusing
Wise, VA

John Jones
Richmond, VA

Nancy Phelps
Portsmouth, VA

Rosalind Lett
Atlanta, GA

Bernetta Payne
Silver Spring, MD

Dawn Ulmer
Baltimore, MD

Jean Blackwell
Chapel Hill, NC

Nancy Kozlowski
RTP, NC

Cyndy Oliver
Wilmington, NC

Julie VanDyke
Durham, NC

Mike West
Raleigh, NC

Anne Maria Baxter
Leesburg, VA

Darby Jones
Woodbridge, VA

Margaret Norden
Alexandria, VA

Nancy Wasson
Morgantown, WV

Robert Williams
Huntington, WV

The logo for the Mid-Atlantic Chapter of the Medical Library Association (MAC) features the letters 'MAC' in a large, bold, stylized font. The letters are white with a thick black outline, and they are set against a dark, possibly black, background.

QUESTIONS ABOUT AHIP CERTIFICATION?

AHIP questions may be addressed to any of the following AHIP counselors. You don't have to wait until the Annual Meeting to have your questions answered - contact them at any time!

Lucy Glenn
Health Sciences Library
Roanoke Memorial Hospital
Roanoke, VA
(703) 981-7371
Email: ldglenn@leo.vsla.edu

Paula Raimondo
Center for Indoor
Air Research
Linthicum, MD
(410) 684-3788
Email: ciar@class.org

JoLinda Thompson
George Washington
University Medical Center
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Jean Hiebert
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Julia Shaw-Kokot
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at Chapel Hill
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Email: jsk@med.unc.edu

Janie Trumbull
Medical Center Library
Duke University
Durham, NC
(919) 660-1120
Email:
trumb001@mc.duke.edu

Academy of Health Information Professionals

The Mid-Atlantic Chapter of the Medical Library Association proudly salutes the following Chapter members who have recently attained or renewed membership in the **Academy of Health Information Professionals** at the level indicated:

Distinguished

* Gretchen Naiswald Arnold

~ Laurie L. Thompson

Senior

* Merle L. Colglazier

* *New Member*

+ *Renewal at Higher Level*

~ *Renewal at Same Level*

MAC/MLA AWARDS 1996

MAC/MLA recognizes two MAC members annually with special awards. The **Marguerite Abel Service Recognition Award** is presented for exemplary service to the Chapter. The **MAC Librarian of the Year Award** recognizes a MAC member who has made outstanding contributions to the profession of health sciences librarianship.

MAC members may submit nominations for the two awards, and the MAC Professional Honors/Awards/Recognition Committee will review the nominations and determine the recipient of the award. The awards will be presented at the MAC Annual Meeting in Columbia, Maryland.

MAC Librarian of the Year Award

This award is presented to a MAC member for outstanding contributions to health sciences librarianship. A plaque and paid MAC registration will be awarded to the recipient.

Criteria used to determine the recipient of the award include, but are not limited to:

- leadership in the profession
- scholarship/publications/research
- teaching/training/mentoring
- professional activity
- service to the health profession
- development of special projects

Marguerite Abel Service Recognition Award

This award is given to a MAC member for exemplary service to the Chapter during the past year. A plaque and paid MAC registration will be awarded to the recipient.

Criteria used to determine the recipient of the award include, but are not limited to:

- serving as an officer or committee chair/member
- working on special MAC projects
- developing/teaching courses for MAC members
- presenting papers or posters at MAC meetings
- writing/editing for MAC publications
- acting as a mentor or consultant for MAC members
- representing MAC to other groups

Submit nominations to the Honors/Awards/Recognition Committee using the MAC/MLA Nomination form included with this newsletter (or your own form) and supporting documentation describing why the nominee should be considered for an award. Nominations may be made by individuals or groups. Nomination information will be treated as confidential.

Deadline for nominations is JUNE 30, 1996

MAC/MLA AWARD NOMINATION

AWARD: _____ *MAC Librarian of the Year*
_____ *Abel Service Recognition Award*

Nominee: _____

Institution: _____

Address: _____

Indicate why this nominee should receive the Award. Use concrete examples.
(Your comments will be the basis for judging this nominee.)

ALL NOMINATIONS ARE CONFIDENTIAL

Nominator: _____

Institution: _____

Address: _____

Phone: _____

Send nominations by JUNE 30, 1996 to:
Pat Hammond, Chair, Honors and Awards Committee
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MAC Messages

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MAC MESSAGES

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