

PROFILE OF MAC/MLA MEMBERSHIP RESEARCH ACTIVITY AND ELECTRONIC COMMUNICATION *March 1996 Survey Results*

by Phyllis L. Ruscella, Research Task Force

The results of the membership survey conducted in March, 1996 by the **MAC/MLA Research Task Force** are in. Responses to the recent questionnaire reveal the levels of research activity and modes of electronic communication access of MAC members.

Of the 343 questionnaires mailed, 167 were completed and returned, for a response rate of almost 50%. Respondents were evenly divided between academic and hospital librarians, with a few additional ones from government and special libraries. As expected by the geographic distribution of the membership, responses from the larger states dominated -- North Carolina, Virginia, and Maryland respectively, with a few others from Washington, DC and West Virginia.

Research Activity

Approximately two-thirds of the respondents had engaged in some type of professional activity within the past two years. Of these librarians, the numbers indicated that most had made multiple contributions. Although the majority of responses were from the listed choices, such as presentations and publications, four others frequently mentioned were editorial responsibilities, exhibits, book chapters, and book reviews.

Predictably, the majority of the professional contributions were to health-related library organizations and audiences. However, 20% were in non-library forums, ranging from a specific campus publication or discipline-focused conference, to the general, higher education publication or technology conference.

Topics of research interest noted by respondents fell into two categories. The first category includes the standard, recurring issues such as collections and services assessment; copyright/fair use; and personnel issues of salary, promotion/advancement, and staff development. The second includes the *trendy*, contemporary issues such as outreach, marketing and distance learning; needs assessment and user behavior patterns; productivity assessment; and systems analysis and usage, dominated by the Internet. It is encouraging to see that at least 35% of survey respondents are already in the planning stages of their next professional activity, such as writing a paper, conducting research, designing a conference program, to name a few.

Continued on next page

Electronic Communication

In early discussions of survey content and design, there was a sense that a significant portion of the membership remained disconnected electronically, i.e. no access to email or the Internet/WWW. However, the survey proved this to be true for less than 10%, all predictably due to funding and/or technical systems limitations. There is reason for optimism as most of the librarians in this small percentage group are anticipating electronic capabilities to be made available, at various time frames, within the near future.

The concluding item on the survey specifically questioned how willing MAC/MLA members were to be dependent upon electronic modes of communication relative to their own association involvement. Responses did not indicate a clear mandate on this issue. Only half of the respondents were willing to forgo the print *MAC Messages* in favor of an electronic version only. Somewhat more than half were willing to receive only an electronic copy of the *Membership Directory*, and approximately two out of three members were willing to accept MAC/MLA correspondence in electronic format only.

Summary Conclusions

The survey results enable quantitative documentation of a large, concentrated core of members who are conscientious about giving back to the profession, in terms of activities in which theoretical research and practical applications are shared with local, state, regional, and national colleagues. Review of past activities and future research pursuits also reveal the transforming role technology has, does, and will play in "how we do what we do." The numbers seem to substantiate that those in medical/health sciences librarianship are keeping pace with what might be viewed as professional and technological norms.

In this era of exponentially increasing avenues of professional participation, especially since the advent of electronic information transfer, it is heartening to know that a recognized portion of MAC members are capitalizing on the wide range of opportunities. The survey results are reflective, to a degree, of the many initiatives and creative approaches in evidence at conferences, in publications, etc.

What remains unexplored is the question of whether there is a direct correlation between professional activity and electronic communication. Do advanced technological capabilities and the resultant ease of networking incite contributions to the profession? Ah, but that is a question for a future survey.

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FUNDRAISER MAKES MAC STUDENT INTERNSHIP PLAN A REALITY

MAC

Since 1992, the Professional Development Committee (PDC) has been working on a plan to sponsor an internship with the Chapter for an MLS/MIS student. The original idea can be attributed to **Mary Ryan** and **Elizabeth (Libby) Cooley**, who did much of the initial investigating and groundwork for the project. Unfortunately, monetary constraints prevented the PDC from going beyond planning to actually sponsoring the intern.

At the January 1995 Executive Board Meeting, the Board contributed \$500 to be used as seed money to fund the internship. Part of the money was spent on a fundraising initiative during the 1995 Annual Meeting. **Janice Lester** coordinated the purchase and sale of nametag/glasses holders with a MAC logo. The PDC Committee was able to raise nearly \$500 from this fundraiser.

The combination of leftover seed money and money raised at the Annual Meeting will fund our first intern, who will be selected in the Fall of 1996. The intern will join a MAC standing committee to work on a project and will attend the January 1997 Executive Board Meeting and the 1997 Annual Meeting, where he/she will make a brief presentation about the internship experience. It is hoped that the internship will encourage library/information science students to become involved in professional associations and also help them to start networking with colleagues in the region.

If you are interested in helping develop criteria for selection of the intern or in assisting in the selection process, please contact **JoLinda Thompson at (202) 994-2982; Email: jlt@gwis2.circ.gwu.edu**.

MAC committees are encouraged to develop a project for the intern to consider. Proposed projects should be given to JoLinda Thompson at the Annual Meeting. All MAC members can help contribute towards the success of this project by stopping by the PDC booth at the Annual Meeting and either purchasing this year's fundraising item or making a small donation to fund the 1998 intern.

NN/LM SE/A REGION NEWS

The NN/LM SE/A is pleased to announce the appointment of **Bryan Vogh** as the Internet Coordinator, effective July 29, 1996. He will be responsible for Internet training and troubleshooting, management of the SE/A Home Page on the NN/LM Web server, and maintenance of the nnlm-sea and sea-RAC listservs. Bryan comes to us from the Great Plains - Omaha, Nebraska, where he was the Electronic Services Coordinator at the McGoogan Library of Medicine, University of Nebraska Medical Center. At McGoogan, he developed and taught a series of Internet courses for faculty, staff and students; developed and maintained the library's World Wide Web pages; and investigated, evaluated and recommended electronic resources for the library. Bryan has a B.A. in English Education from the University of Minnesota and an M.A. in Library Science from the University of Wisconsin. His blend of teaching skills and technical expertise is well suited to meet the Internet needs of the regional users.



DOCLINE Users: The National Library of Medicine is asking all DOCLINE users to migrate to the Internet, so if you have an Internet account, please use it to access DOCLINE. This would save NLM approximately \$800,000 a year in telecommunications costs. To begin your DOCLINE session, telnet to **medlars.nlm.nih.gov** or **130.14.10.200**. More information about using the Internet to access DOCLINE is available in the *DOCLINE Manual* Reference Section, starting on page 11-1. For assistance, you may also contact **Barbara Kuchan**, Network Access Coordinator, at **bkuchan@hsl1.ab.umd.edu** or **800-338-7657**. If you are unable to use the Internet to access DOCLINE, please contact Barbara Kuchan with your connection problems or issues.

NN/LM SE/A Region staff braved "The Information Frontier" at the 1996 Medical Library Association (MLA) Meeting, held in Kansas City, MO from June 1-5, 1996. The staff enjoyed the sessions and welcomed the opportunity to see colleagues and friends in this and other regions. They look forward to the **97th MLA Annual Meeting**, "Committed to Change, Ready for the Challenge" to be held in **Seattle, Washington, May 23-28, 1997**.

HOSPITAL LIBRARIES

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



DEVELOPING THE HOSPITAL'S INFORMATION MANAGEMENT PLAN

Since our hospital's next JCAHO survey is in 1997, I took a "New Perspectives" course at the MLA Annual Meeting, which was taught by Chris Jones, MLA liaison with the Joint Commission on Accreditation of Healthcare Organizations. Our class received a practical overview on the **Management of Information (IM)** section in the Joint Commission's *Comprehensive Accreditation Manual for Hospitals* and direction about the process of developing an information management plan. Since Chris was involved in the development of the Management of Information (IM) chapter in the *Manual*, she fully understands the intent of the standards.

Most importantly, I learned that a hospital-wide, information management needs assessment should be done before an information management plan can be developed. (In 1993, our Library did its own needs assessment.) The IM chapter is the most conceptual chapter in the *Accreditation Manual*. No wonder we have trouble understanding the Management of Information Function flowchart in the *Manual*!

It seems that a good starting method to use in formulating a plan is to form an IM Task Force. After information users are identified, needs are assessed, and an inventory of existing information products is compiled, an information management plan can then be written. The IM Task Force should also assess the hospital's compliance with the IM standards and gather evidence for the JCAHO surveyors. Remember that the IM plan should not be a technology plan. The IM standards, IM.1- IM.6, are for the whole organization, and the IM plan needs to reflect this.

Although I now feel more informed and able to participate in this process, the difficult part may be getting the Chief Information Officer to buy into the process.

Websites for JCAHO information:

<http://www.njc.org/hls/hls.htm>

<http://www.nlm.nih.gov/mla/>

ILL RESOURCE SHARING ROUNDTABLE

The Roundtable Luncheon at the MAC Annual Meeting is scheduled for Monday, October 14th at 11:45 am. 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.

Barbara Kuchan, Network Access 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

MARYLAND

Anne Fredenburg Dolan is the new Supervisor of Continuing Medical Education at the St. Joseph Medical Center in Towson, MD. Her responsibilities include CE and accreditation activities and overseeing the Medical Library.

From **Welch Medical Library**:

Marjorie Petterson retired from the Library on June 1, 1996. Marjorie was Acquisitions Coordinator and had served the Library for 46 years.

The Welch Medical Library was awarded a grant last fall to develop a pilot program in continuing education for health sciences librarians. The first phase of the pilot was completed June 24-27 with the presentation "Current Topics in Health Sciences Librarianship." The course was attended by 21 registrants and was distributed to a distance learning classroom in Baltimore, a similar classroom 50 miles away in Rockville, MD and to the World Wide Web at work sites from New York to California. Full program details, lists of speakers and participants, and posters can be found at <http://www.welch.jhu.edu/cths/>. The project team consists of **Kerryn Brandt**, **Rob Sapp** and **Jayne Campbell**.

VIRGINIA

Barbara Collins, who is on the staff of the University of Virginia Health Sciences Library, has been appointed to the position of the Danville Outreach Librarian. She will be based at the Danville Regional Medical Center in Danville, VA. Barbara will be providing outreach library services to health professionals in Danville and the surrounding Pittsylvania County. She will be working closely with **Anne Sasser**, Director of the Ralph E. Landes Medical Library at the Danville Regional Medical Center. The project is funded through a gift from the E. Stuart James Grant Charitable Trust in Danville, Virginia.



The **Claude Moore Health Sciences Library** has migrated its integrated library computer operations to the **SIRSI System**. SIRSI offers both users and staff a graphical user interface (GUI), as well as the WWW interface, WebCat. Web browsers can locate the online catalog at <http://hslnet.med.virginia.edu/>. Simple character-based access is available through a telnet connection to hslnet.med.virginia.edu. Login as *public*, use the password *public* and the PIN *public*, then select "22 VT100" for the terminal type.

The Northern Virginia Mental Health Institute Library, which was closed earlier this year, is now open again thanks to the foresight of a new Director. **Barbara Stuecker**, who is once again the librarian, is available on Mondays and Tuesdays from 8:00 am to 3:00 pm and Wednesdays from 8:00 am to 2:00 pm. DOCLINE is also back up and running. If you need any additional information, Barbara can be reached at (703) 207-7153 or send email to bstuecke@leo.vsla.edu.

WEST VIRGINIA

Kathryn Chmiel, Hupp Medical Library, Ohio Valley Medical Center, Wheeling, WV, is in the process of automating the library with *Total Library Computerization* from OnPoint. She has also begun a clinical librarian program at the Ohio Valley Medical Center.

WV CONSULT is upgrading all official sites to handle PPP/SLIP connections. Additional RAM, new modems, and Pentium computers are being placed around the state.

Deanna Black, formerly at United Hospital Center in Clarksburg, WV, has taken a position in Greenville, South Carolina. She is the Cataloger for the Greenville Hospital System and a Reference Librarian at Greenville Memorial Hospital. She also oversees the operations of the Roger C. Peace Rehabilitation Hospital Library.

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 editor.

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PUBLICATION DEADLINE

Items to be published in the **September/October** issue of *MAC Messages* may be submitted to the editor up until **September 15, 1996**.



MAC NUGGETS
From The Governmental Relations Committee

by **Margaret W. Brown**



VIRGINIA LEGISLATURE COMMISSIONS HEALTH STUDIES

The 1996 Virginia General Assembly has come to a close. During the interim period while the legislature is not in session, the legislators have requested that additional information be gathered on a number of health-related topics. Some of these studies and those responsible for conducting them are given below. I would like to thank **Don Harris**, Senior Vice-President for Government Relations, Inova Health System, for providing the following information and for making himself available as a contact person for additional information about these studies.

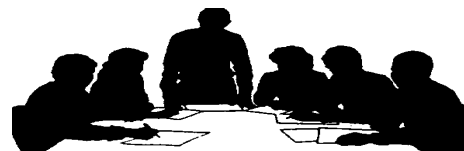
<i>SUBJECT OF STUDY</i>	<i>RESPONSIBLE FOR STUDY</i>
Breast Cancer Susceptibility Gene Research	New Joint Subcommittee
Statewide Trauma and Triage Plan	Health Commissioner (with a Task Force)
.....	& Joint Commission on Health Care
Managed Care	Joint Commission on Health Care
Obstetrical Training for Family Medicine Residents	Virginia's three medical schools
Mental/Substance Abuse Services for Adult Care Residents	Joint Legislative and Audit Review Commission
Health Care Policy Formulation	Joint Commission on Health Care
Women's Access to OB/Gyn Services	Joint Subcommittee, continued
Telemedicine	Council on Information Technology
Need for Requiring Continuing Medical Education	Board of Medicine
with Special Emphasis on Medical Ethics
Ways to Enhance Supply of Organs for Transplant	New Joint Subcommittee
Establishment of Flexible Protocols and Standards	Commissioner of Health with a Task Force
as Professional Guidelines for Obstetrical Care
Graduate Medical Education/Medicaid	Department of Medical Assistance Services
Certificate of Public Need	Commissioner of Health & Joint Commission on Health Care
HIV	Joint Subcommittee, continued
Emergency Medical Services	Joint Subcommittee, continued
(including funding of private air ambulance systems)
Pediatric Emergency Services	Department of Health & Virginia Hospital Association
Organ Transplantation Costs/Payments	Joint Commission on Health Care
Managed Care & "Any Willing Provider"	Joint Commission on Health Care
Funding for Services for Mentally Disabled	New Joint Subcommittee
Long Term Care Options for Consumers	Joint Commission on Health Care
Chronic, Acute and Cancer Pain Management	Joint Subcommittee, continued

Several of these studies, such as the one on the effect of Medicaid cuts on graduate medical education, are of direct interest to us as health science librarians since these cutbacks may affect funding for our libraries. Others, such as the one on telemedicine, may impact directly on our duties.

For further information about the studies and their corresponding bills and resolutions, contact **Margaret W. Brown, Fair Oaks Hospital Library; (703) 391-3639; FAX: (703) 391-3168; or Don Harris, FAX: (703) 321-4219; Email: doncharris@aol.com.**

Message from the Chair

by Connie Schardt



MAC is Looking for a Few Good Committee Members

The real work of your MAC organization gets done through committees. Committees:

- Keep you informed about legislative and regulatory issues that can and will affect libraries
- Recognize professional achievement and honor the service of MAC members
- Provide stimulating educational opportunities and an internship program designed to encourage new members in the profession
- Plan and present exciting Annual Meetings
- Coordinate the publication of the newsletter, the directory, and the upcoming Web Page
- Earn you points in the Academy of Health Information Professionals (AHIP)

You can be part of the action. Review the Committee charges found in the **Committee Application form on page 9 of this newsletter issue**, and then pick a place where you can make a difference. Send in your application form today!

HONORS AND AWARDS

Patricia Hammond

Chair, Honors and Awards Committee

Congratulations are extended to the following MAC members, who were honored at the 1996 Awards Luncheon and Ceremony at the Annual Meeting of the Medical Library Association on June 3, in Kansas City, Missouri:

EBSCO/MLA Annual Meeting Grant

Kathryn Chmiel

Hupp Medical Library
Ohio Valley Medical Center
Wheeling, WV

1995/96 Board of Directors of the Medical Library Association

Shelly Bader

Himmelfarb Health Sciences Library
George Washington University Medical Center
Washington, DC

Naomi Broering, President-Elect

Dahlgren Memorial Library
Georgetown University Medical Center
Washington, DC

Linda Watson

Claude Moore Health Sciences Library
University of Virginia Health Sciences Center
Charlottesville, VA

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MAC Application For Committee Appointment 1996/97

Governmental Relations: Coordinates the Chapter's efforts in informing members of legislative and regulatory issues, status of relevant activities, and their potential implications for members.

Honors and Awards: Recognizes and rewards professional activities of members.

Membership: Conducts an annual membership drive; maintains and publishes a brochure for recruitment purposes, in conjunction with the Publications Committee; gathers and maintains information on the dues structures of other professional associations; and maintains a database of MAC members.

Professional Development: Coordinates the Chapter's efforts in continuing education and provides information and guidance to groups and individuals on matters relating to professional development.

Publications: Coordinates all MAC publications, with the exception of the *MAC Directory*.

- Committee Preference:** 1. _____
2. _____

Name: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____ Email: _____

MAC Member: Yes _____ No _____ MLA Member: Yes _____ No _____

Please return by August 31, 1996 to:

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NOTE: If support is unavailable from your institution, Committee members may request travel assistance up to \$50 to attend Committee meetings held in conjunction with the January Executive Board Meeting. Attendance at other Committee meetings is the responsibility of the Committee member.



MAC MESSAGES

EDITOR: BEVERLY MURPHY

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