



**Contributed Paper Abstracts
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Implementing a Clinical PDA Program for Nursing Students

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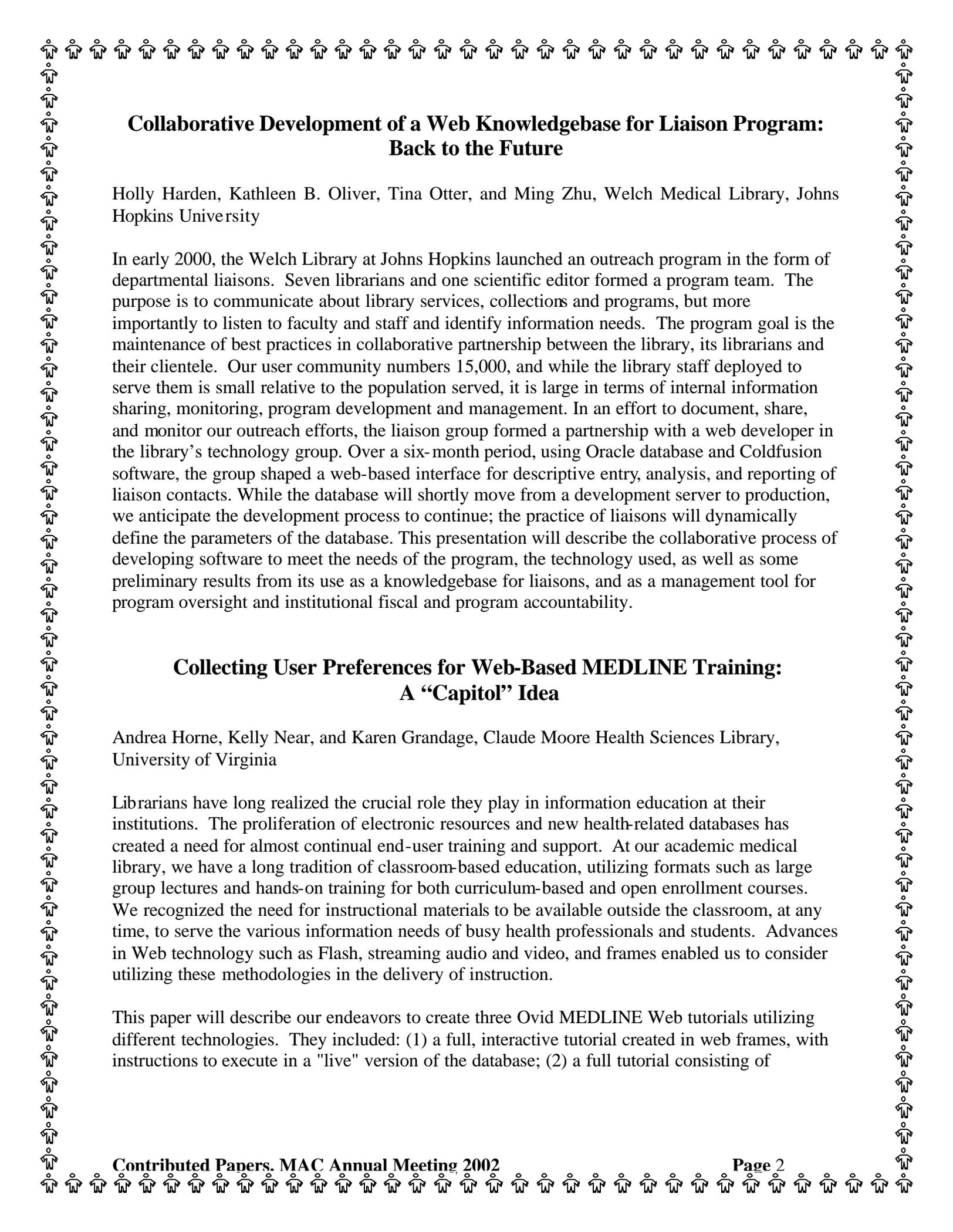
Since February 2002, the School of Nursing and Health Sciences librarians have been involved in the introduction of personal digital assistants (PDAs) into the 14- month, BSN program at UNC at Chapel Hill. The goal of the project is to study PDAs as a means of (1) supporting a nursing student's learning in the clinical setting and (2) helping to establish the skills of information retrieval and utilization, essential for professional nursing practice and lifelong learning.

During the summer sessions, students were encouraged to get familiar with the PDA and required software applications. In the fall, students are expected to use PDAs in their clinical experiences. In the spring, PDAs will be used in two courses to track their clinical skills.

Librarians work with a team of faculty, students and staff in the School of Nursing to select required computer hardware and software based on quality and scope of content, usability, and price. A librarian leads the evaluation team and has designed a series of surveys to assess the role of PDAs in this program. A software application installed on the PDAs will monitor individual software use.

Librarians also participate in developing policies and procedures for (1) purchasing and installing hardware and software, (2) orienting students and faculty, and (3) providing technical support.

This project shows how librarians can become effective members of a subject specific team integrating PDAs into a curriculum. This presentation will cover the aspects of the project and the initial evaluation results.



Collaborative Development of a Web Knowledgebase for Liaison Program: Back to the Future

Holly Harden, Kathleen B. Oliver, Tina Otter, and Ming Zhu, Welch Medical Library, Johns Hopkins University

In early 2000, the Welch Library at Johns Hopkins launched an outreach program in the form of departmental liaisons. Seven librarians and one scientific editor formed a program team. The purpose is to communicate about library services, collections and programs, but more importantly to listen to faculty and staff and identify information needs. The program goal is the maintenance of best practices in collaborative partnership between the library, its librarians and their clientele. Our user community numbers 15,000, and while the library staff deployed to serve them is small relative to the population served, it is large in terms of internal information sharing, monitoring, program development and management. In an effort to document, share, and monitor our outreach efforts, the liaison group formed a partnership with a web developer in the library's technology group. Over a six-month period, using Oracle database and Coldfusion software, the group shaped a web-based interface for descriptive entry, analysis, and reporting of liaison contacts. While the database will shortly move from a development server to production, we anticipate the development process to continue; the practice of liaisons will dynamically define the parameters of the database. This presentation will describe the collaborative process of developing software to meet the needs of the program, the technology used, as well as some preliminary results from its use as a knowledgebase for liaisons, and as a management tool for program oversight and institutional fiscal and program accountability.

Collecting User Preferences for Web-Based MEDLINE Training: A "Capitol" Idea

Andrea Horne, Kelly Near, and Karen Grandage, Claude Moore Health Sciences Library, University of Virginia

Librarians have long realized the crucial role they play in information education at their institutions. The proliferation of electronic resources and new health-related databases has created a need for almost continual end-user training and support. At our academic medical library, we have a long tradition of classroom-based education, utilizing formats such as large group lectures and hands-on training for both curriculum-based and open enrollment courses. We recognized the need for instructional materials to be available outside the classroom, at any time, to serve the various information needs of busy health professionals and students. Advances in Web technology such as Flash, streaming audio and video, and frames enabled us to consider utilizing these methodologies in the delivery of instruction.

This paper will describe our endeavors to create three Ovid MEDLINE Web tutorials utilizing different technologies. They included: (1) a full, interactive tutorial created in web frames, with instructions to execute in a "live" version of the database; (2) a full tutorial consisting of

streaming video and audio of an instructor interspersed with screen shots of the database; and (3) short, animated screen capture illustrations of commonly performed database tasks with an audio narrative. We will describe our experiences in testing the tutorials, evaluating our results, and draw conclusions for future efforts of instructional content delivery through Web-based formats.

Communicating the Value of the Library versus Promoting Library Services: The (Financial) Benefits of an Integrated Marketing Approach

Lisa Schiffgens Rae, Health Sciences Library, The University of North Carolina at Chapel Hill

This paper examines the value of communicating a broader vision of a health sciences library's mission and explores the practical means and effects of integrating this message into operations. The paper reflects my experiences throughout a decade of non-profit marketing and development work. It builds upon the research of Keith Cogdill, putting some of his findings into practice through image building and branding.

"How does the role of the library contribute to health education, research and care?" versus "What services and journals are available at the library?"

Here, the first question targets a broader vision, while the second specifies activities that may achieve this goal. Traditionally, libraries have focused on promotion of specialized services and resources, an activity that has lead patrons to regard the library as a place of limited resources and services. In time, libraries have come to be regarded by some administrators as nonessential to the advances in biomedical research or delivery of health care.

As information has changed from printed to electronic medium, and has proliferated from dozens of published journals to thousands of Internet sites, the expert contributions of the library have largely been ignored as irrelevant to the electronic information age.

An integrated marketing approach can help the library patron recognize the library not as a place but as an information partner in education and health. The communication of the library's vision can engender positive long-term effects in use, partnership building, and fundraising.

“CAPITOLIZING” on Our Assets: A Partnership to Establish a Community Health Education Center

Patricia A. Hammond, Barbara A. Wright, and Greg Pendergast, Tompkins-McCaw Library for the Health Sciences, VCU Libraries, Virginia Commonwealth University-Richmond.

In downtown Richmond, an alliance was formed at just the right time to provide the community with consumer health information. The VCU Health System planned a new building and offered a prime location in the new lobby. The hospital auxiliary was interested in investing accumulated funds in a big project that would benefit patients and their families. The VCU Libraries recognized the need to provide professional library services to the public. The

combined resources and energies of these three partners resulted in the establishment of the Community Health Education Center, which opened in February 2002.

This paper will discuss the background of how the center was developed.

It will include cost information; details about collection development, facility design, staffing and operational planning; promotional methods used; lessons learned and benefits gained.

This partnership has resulted in phenomenal enthusiasm and support for providing health information to the community. As a result of the partnership, the academic health sciences library has improved its relationship with the hospital and its auxiliary.

Data, Quality, Value, Outcomes: Bringing it all Together

Steve Squires, Health Sciences Library, The University of North Carolina at Chapel Hill

In the Spring of 2002, several health sciences libraries within the MAC region participated in a national service quality survey (LibQual) sponsored by the National Library of Medicine and the Association of Research Libraries. This paper will report the experiences of the MAC libraries using the LibQual survey, including comparative results, lessons learned, and responses to results. The future utility of this and other quality measures will be assessed. These service quality assessments will be set in a wider context of user, usage, services, financial, and facilities data collected for AAHSL statistics, the MLA Benchmarking Network project, the MLA Value of Information Study, and local and health care industry data sources. The paper will explore how this array of data, value, and quality assessments can be brought together to tell a story about health information services and to advance our movement toward meaningful outcomes measurement.

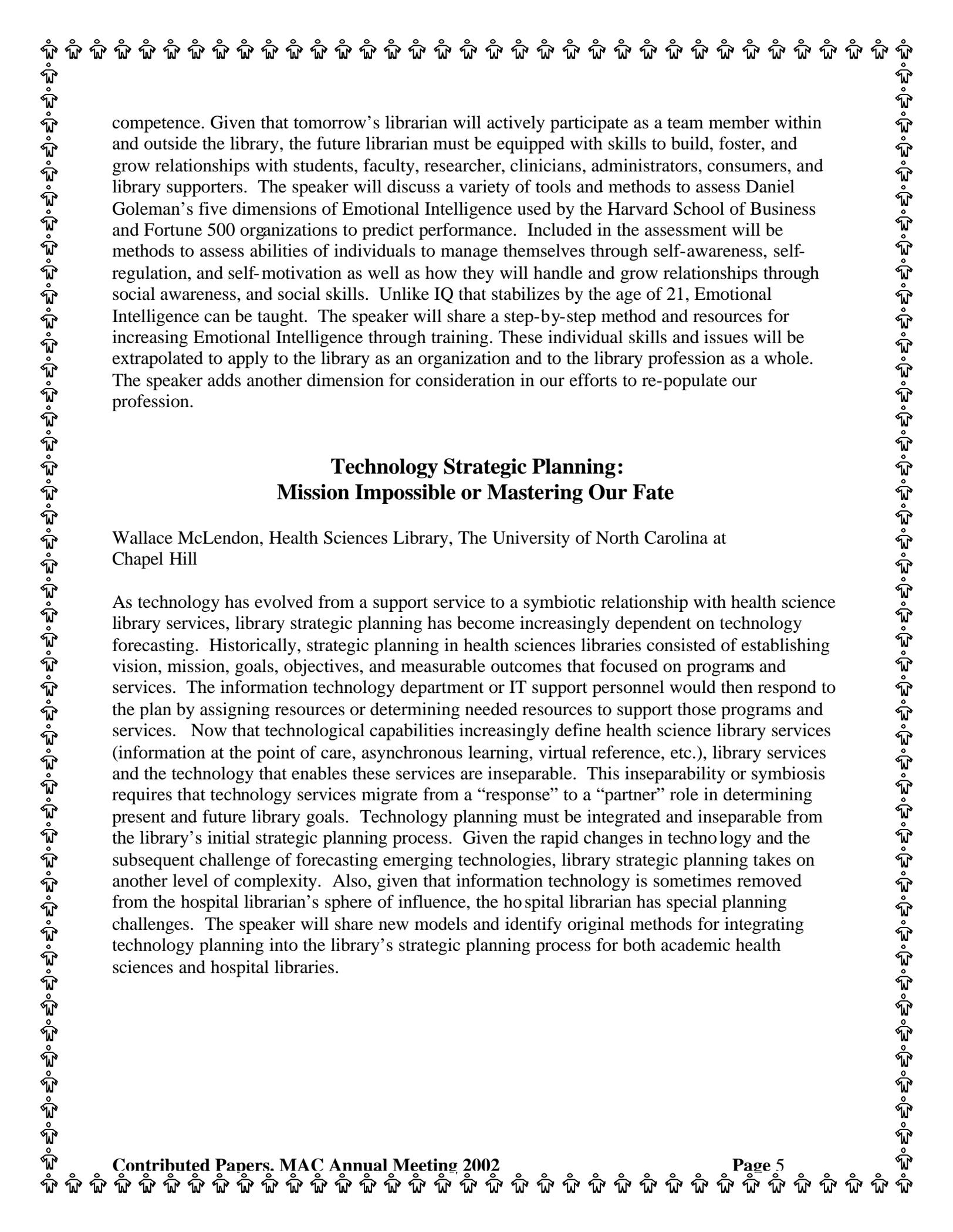
Recruiting to Ensure our Future: the Role Emotional Intelligence Plays in Our Survival

Wallace McLendon, Health Sciences Library, The University of North Carolina at Chapel Hill

“... emotional intelligence is twice as important an ingredient of outstanding performance as cognitive ability and technical skill combined”

Daniel Goleman, *Working with Emotional Intelligence*

The graying of the Library profession is being addressed by Medical Library Association and AAHSLD with proposals concerning recruitment and retention initiatives. As we develop strategies for recruiting and attracting a new generation to our profession, we have a unique opportunity to raise awareness of the critical role “emotional intelligence” plays in both the individual’s and the profession’s future growth and survival. Rather than target numbers and credentials, the speaker will recommend that we focus on measurable characteristics that, through studies and analysis over the past decade, provide evidence that the success of the individual, the group, and even the organization is dependent on discernable emotional



competence. Given that tomorrow's librarian will actively participate as a team member within and outside the library, the future librarian must be equipped with skills to build, foster, and grow relationships with students, faculty, researcher, clinicians, administrators, consumers, and library supporters. The speaker will discuss a variety of tools and methods to assess Daniel Goleman's five dimensions of Emotional Intelligence used by the Harvard School of Business and Fortune 500 organizations to predict performance. Included in the assessment will be methods to assess abilities of individuals to manage themselves through self-awareness, self-regulation, and self-motivation as well as how they will handle and grow relationships through social awareness, and social skills. Unlike IQ that stabilizes by the age of 21, Emotional Intelligence can be taught. The speaker will share a step-by-step method and resources for increasing Emotional Intelligence through training. These individual skills and issues will be extrapolated to apply to the library as an organization and to the library profession as a whole. The speaker adds another dimension for consideration in our efforts to re-populate our profession.

Technology Strategic Planning: Mission Impossible or Mastering Our Fate

Wallace McLendon, Health Sciences Library, The University of North Carolina at Chapel Hill

As technology has evolved from a support service to a symbiotic relationship with health science library services, library strategic planning has become increasingly dependent on technology forecasting. Historically, strategic planning in health sciences libraries consisted of establishing vision, mission, goals, objectives, and measurable outcomes that focused on programs and services. The information technology department or IT support personnel would then respond to the plan by assigning resources or determining needed resources to support those programs and services. Now that technological capabilities increasingly define health science library services (information at the point of care, asynchronous learning, virtual reference, etc.), library services and the technology that enables these services are inseparable. This inseparability or symbiosis requires that technology services migrate from a "response" to a "partner" role in determining present and future library goals. Technology planning must be integrated and inseparable from the library's initial strategic planning process. Given the rapid changes in technology and the subsequent challenge of forecasting emerging technologies, library strategic planning takes on another level of complexity. Also, given that information technology is sometimes removed from the hospital librarian's sphere of influence, the hospital librarian has special planning challenges. The speaker will share new models and identify original methods for integrating technology planning into the library's strategic planning process for both academic health sciences and hospital libraries.