MAC MESSAGES

Mid-Atlantic Chapter of the Medical Library Association

MESSAGE FROM THE CHAIR

THE YEAR OF THE HORSE

In the wake of the "Horse Sense" continuing education class offered at the Charlottesville meeting, taking over the MAC "reigns" has new meaning. A number of MAC members benefited from this unique leadership course. Attendees learned that leadership is "all about the horse." While in library school, I learned that personnel management would be the most challenging aspect of my professional career. My professors endeavored to prepare me for my role as a professional leader.

My first "act" as MAC Chair is to adopt "it's all about the horse" as our unofficial MAC theme for the year. With your help, we can demonstrate that MAC is concerned with supporting the career of each and every MAC member.

Coordinating the program planning for the annual meeting was a fulfilling experience for me. I hope you left Charlottesville energized and ready to "chart new territory" or "transverse new terrain". If you were unable to attend the meeting, information about presentations and activities can be found on the MAC web site. http://
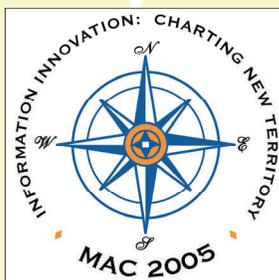
www.cbil.vcu.edu/mac/events/2005/meeting.html

With the enactment of our new bylaws, this is a year of organizational change. Your patience and help is needed while we transition to our new structure and work on the revision of the policy and procedures manual. Also, we look forward to joining the Southern Chapter for a joint annual meeting in Atlanta, Georgia on October 12th – 16th, 2006.

Welcome to new MAC Executive Board members, committee and task force chairs, and committee and task force members. Thank you for giving your time and creative energy to MAC. I look forward to joining you in another year of professional growth. Best wishes for Happy Holidays!

Pat Hammond
2005/2006 MAC Chair
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MAC/MLA 2005 ANNUAL MEETING ROUND TABLES DISCUSSION SUMMARIES

The 2005 Mid-Atlantic Chapter Round Table Discussions were held during lunch on October 6, 2005. The participants covered eleven timely topics: AHIP; Best Practices for Electronic Reference; Collaboration/Consortia/Partnerships; Consumer Health; Go-Local Endeavors; Health Literacy; Informationist; Is Paper Passé?; Mobile Technology; Recruitment Issues; and Turf to Worth. Because of high interest, there were two tables each for Turf to Worth and Is Paper Passé? Following are summaries to some of the discussions.

MAC/MLA 2005 ANNUAL MEETING ROUND TABLES DISCUSSION SUMMARIES, Continued

IS PAPER PASSÉ?

(TABLE 1)

PAT THIBODEAU, FACILITATOR

This roundtable thought that paper was here to stay, at least for another 5 to 10 years. Participants in this round-table thought that the media was placing too much attention on the fate of libraries and the digital collection. The experience for the librarians at this table is that users still want and need paper, even the technical folks. Patrons find paper easier to use and ergonomically sounder, especially for those with aging eyes or vision problems. While most of the libraries represented are moving more and more to e-formats, there are still paper copies in all the libraries, and one librarian reported that their library and agency still place a high value on paper. However, the roundtable conceded that online access and searching were the preferred modes over print copies. Assessing electronic materials, especially those on the Internet, is more difficult, and users appear to prefer convenience over quality. But the Wikipedia and Google are good starting points for both librarians and patrons.

What does the future hold the library in the digital world? Most libraries will move more and more to e-formats, but the future also raises quite a few concerns. Who will keep the old stuff? Do we need to keep paper copies in case the publishers start charging for back files? Will the older materials be scanned? Ten-years of medical materials are not enough to fulfill information needed. A permanent, archival record of the original is still needed. Will digital copies suffice, especially since they can be modified? Also the print copies contain important historical materials that are often not included in the digital format, such as advertisements and obituaries. While no one has seen a great decrease in work since digital arrived, everyone commented on how the focus of our work was shifting from collections to other services.

IS PAPER PASSÉ?

(TABLE 2)

MELANIE NORTON, FACILITATOR

Participants: Cathy Jordan, Charlie Lackey, Claire Meissner, Mary Parker, Dan Wilson, Janna Mattson

It decided early on in the discussion that paper was not passé. There will always be paper. However, the percentages of paper used may change. For example, email may have eliminated some paper mail, however, often times people still print out long emails. Or they print out an article in an e-journal or a chapter in an e-book. We discussed the negative as well as the positive side of e-publications.

Negatives of electronic publications include:

E-books are more expensive than hard copies

Sometimes the connections to e-journals are inaccessible or not activated (although they should be)

Ariel firewalls in many hospital libraries prohibit the delivery of articles electronically to patrons.

Licensing agreements vary among libraries, often prohibiting interlibrary loans of e-resources

Positives of electronic publications include:

Great for remote users. E-publications provide access to information for more people.

Space issues...paper copies take up a lot more room than digital.

The younger generation (internet natives) seems to enjoy the electronic versions of publications.

TURF TO WORTH: THE LIBRARY MUST GO TO THE PATRON
(TABLE 1)
RUSSET HAMBRICK, FACILITATOR

Participants: Teresa Knott, Jean Seibert

Our Turf to Worth Discussion centered a round the topic of the changing environment in medical libraries. The environment is transitioning from one where services are delivered in a physical setting and directly face-to-face with the user, to one where services are delivered via various digital and electronic means. This creates a dynamic where librarians need to make a significant shift in their paradigm from linking their worth to the "turf" they inhabit to linking their "worth" to other indicators.

Why have many medical librarians struggled with making this paradigm shift? Our group felt that fear is the root cause that keeps many from making this shift. Fear of change. Fear of failure. Fear of not being perceived as smart enough. Fear of the burden going out places on the individual. Fear that if we moved from physical space to digital space, jobs will be eliminated.

Another barrier to making the paradigm shift is the restricted point of view we sometimes hold regarding the types of information we manage and make available to our users. We have a difficult time seeing information as more than a physical thing contained within physical resources. We also tend to limit our thinking to the traditional sources (even when electronic) such as "published" sources whether databases, electronic journals, electronic textbooks, electronic selective dissemination of information activities. We don't often see that we have a role in managing and disseminating other sources of information such as corporate information and patient information.

There are emotional and interpersonal challenges involved in making this paradigm shift. It is difficult to make such a shift if the individual librarian is not acutely familiar with his or her own personal strengths and weaknesses. Without this awareness it is difficult to assess the most effective way to present ourselves to our users in

this new environment.   It is also difficult without this awareness, to be creative in using our strengths in this new environment to establish our worth to our users.

Being successful in this new and ever changing environment hinges upon the librarian's ability to build relationships with users. Librarians are really in the client / customer relations management business regardless of the resources that are made available to the user. We need to be assertive in building relationships with the users and really listening to what they want and need. Note the interests of a user and surprise him or her with an email a few days later with additional useful information on his or her question. Get to know your administrators and the issues that are important to them. Find out what measurements for your library are valuable to your administration and then provide it. It they want to know the return on an investment in your resources, look at how you can provide that information to them. Build and then manage your relationship with your administrators.

Finally, research shows in any environment of change that fifteen percent of the individuals are the early adopters of change. About ten percent will never accept the change. The middle 75% will come along with time. Often managers and leaders make the mistake of focusing their time and energy on the ten percent that just will not change. Our group felt that leadership and management should take more time to develop and encourage those in the 75% to make the paradigm shift necessary to establish "worth" in this new and ever-changing environment.

TURF TO WORTH: THE LIBRARY MUST GO TO THE PATRON
(TABLE 2)
JULIA SHAW-KOKOT, FACILITATOR

Key issues facing librarians:

"Turf" emphasis changing from physical space and resources to "cyberspace"

24/7 access at point of need

Move from print-based collections to online services and digitized collections

Cost of resources require allocating more funds to electronic and less to hard copy

Most desired resources may have no print version

Users are technologically savvy and working collaboratively

Many of our users have never known life without a computer

Cell phones, PDAs, and other devices are ubiquitous

Email, Instant Messaging, Text Messaging, etc. are preferred ways of communications

The world is now flat thanks to globalization

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Changing roles of librarians to meet these need

If everything is online, why have a library or librarian(s)?

Questions:

What opportunities does this changing environment offer librarians?

Develop more electronic tools to assist users

Promote electronic and physical information commons

Focus on education and the exchange of knowledge

Provide chat services

How can we be seen as proactive in accepting this change?

Offer technological conveniences such as wireless points

Encourage patients and families to use services

Serve as a collaboration center for special projects

Look at ways to maximize space by acquiring electronic resources

Create a relaxing area for users

Develop "elevator talk" or "talking points" that can be used to promote services

Get involved in being institutional repositories of information

Allow food and drink, make the settings comfortable

Become a center for institutional act ivies like signing up for benefits

What are the challenges, and how do we address them?

"In our heads" we have to get past the "this is the way it's always been"

Some libraries are loosing space, resources and staff but we can't operate from fear. We need to help develop skills in staff that they can use in the "new library world."

Fewer people are doing research in the library, develop new ways to interact with them

Acknowledge that the fear of "what will happen to us" is real and face the challenges

How do we balance the new with the old? For example, how do we weight Web hits vs traditional circulation statistics?

Have both presences if possible

Count hits and other related statistics

How do we promote the worth of librarians and libraries in cyberspace turf?

Have a Web presence

Be available via email, chat, etc.

Provide electronic resources and links to resources that are needed

Ask our users

A few references:

Breakstone, E. (2005). Librarians can look forward to an exhilarating future. *Chronicle of Higher Education, 52*(7), B20.

Hisle, W. L. (2005). Reference questions in the library of the future. *Chronicle of Higher Education, 52*(6), B6.

Ludwig, L., & Starr, S. (2005). Library as place: Results of a delphi study. *J.Med.Libr.Assoc., 93*(3), 315-326.

Scherrer, C. S., & Jacobson, S. (2002). New measures for new roles: Defining and measuring the current practices of health sciences librarians. *J.Med.Libr.Assoc., 90*(2), 164-172.

GO LOCAL ENDEAVORS

JANICE KELLY, FACILITATOR

Attendees: Lucy Koscielnak, Alexa Mayo, Sheila Snow-Croft, Nadine Ellero, Elizabeth McTigue

Two handouts on Go Local were distributed. The first handout contained Web links to Go Local resources, the Go Local Homepage, contact information for the four regional projects and the Go Local listserv. The second handout was a copy of the *MedlinePlus Go Local Participation Guidelines* developed by the National Library of Medicine. We discussed this handout at length. Participants discussed and ask questions about key issues to consider before undertaking a project, geographical coverage, how to and what to include when submitting a proposal, NLM's funding guidelines and the timing of submissions, the difference between a locally hosted and NLM hosted system, technical and personnel requirements, and promotion. Ms. Mayo answered questions about the many decisions and plans in place at the University of Maryland for their statewide project. These included finding and selecting resources, obtaining materials from state agencies, personnel and the distribution of labor, promotion, and using the NLM hosted system. Ms. Snow-Croft assisted with information on the Alabama project and her work on

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the University of Maryland promotions committee. Ms. Kelly assisted with information on other projects in the region and NN/LM funding. Ms. Ellero and Ms. McTigue attended because their institutions are considering undertaking Go Local endeavors. Ms. Koscielnak attended to gain information on the topic.

CONSUMER HEALTH

GRETCHEN ARNOLD, FACILITATOR

After introductions, the group members discussed their goals or interests in consumer education. Participants ranged from active consumer health educators to those who were just exploring the topic.

Several points or issues were made during the discussion:

Research has indicated that consumers value convenience over quality. This is similar to what was said by the key note speaker. How can we make quality convenient?

Most consumer health libraries or content does not take into consideration preferred learning styles. Most content is print although there is some multi-media.

There is need for even lower literacy than the typical 5th grade level – some say "no literacy" is needed such as pictographs.

There is increasing interest in other language, particularly Spanish, but there are cultural issues related to health learning as well as language.

Organization issues can sometimes influence consumer education efforts – there can sometimes be pressure to have a marketing focus to increase patient revenue. How do you balance this with a more neutral, non-profit oriented goal of general education?

What is the balance between having a print collection with doing it over the Web? Remember what we learned that younger clientele may only think in terms of the net and have not interest or patience with the print world.

The strategy or relying on public libraries to fill the void has met with varied success. Many public libraries do not have adequate funds for collections and training of staff. NNLM does provide funding to help training public library staff about consumer health information on the www.

There is a fine line between consumer education and patient education. Librarians are often uncomfortable when these boundaries blur.

The September issue "Medicine on the Net" has an article on consumer health Websites.

INFORMATIONIST

JEAN SHIPMAN, FACILITATOR

After introducing ourselves, Jean Shipman provided a definition, background, and brought us up to date on the

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Informationist concept including the activities of various institutions such as NIH.

We discussed who would certify the informationist (AHIP?) and whether there would be more requirements to achieve certification. Karen mentioned that we need to develop our clinical knowledge. Specifically, we could focus on learning about important health topics (heart disease, diabetes, etc...). Karen wondered if people would attend a clinical CE class at MLA or MAC.

Jean discussed that we might need to increase salaries if requiring more education. Who would pay for this new role? Insurance, Medicaid payments?

Some of us mentioned a fear that physicians will take whatever information is handed to them. Jan mentioned that if presented with conflicting information, the physician has a responsibility to determine the best course of action. Ann said that we have lost some of our expertise by not knowing the top five journals or information sources in a field.

Future

Jean feels strongly that we need to do research to show the effectiveness of the library. MAC and MLA need to keep attention focused on this concept.

COLLABORATION, CONSORTIA AND PARTNERSHIPS
DEBORAH THOMAS, FACILITATOR

Our small group of three representing two universities and one hospital library discussed what makes a good consortium. Advantages and disadvantages were enumerated. Elements in setting up stable consortiums were discussed including various pricing models, criteria for membership, construal leadership and other matters.

A member discussed his involvement and experience with a statewide consortium elaborating on specific pros and cons.

Another member discussed her library's Collaboration Center, which is a physical space within the library, which fosters bringing together researchers and state-of-the-art equipment and technology. Examples of equipment include videoconferencing and large high-resolution panels for data comparison display.

We ended the session by discussing the librarian's role in organizing and making data sets easily accessible to users.

Send January-March articles to (macmessages@gmail.com) until February 15, 2006.

HLS/MLA Professional Development Grant
for Hospital and Clinical Librarians

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http://www.mlanet.org/pdf/grants/hls_app_20030807.pdf

For additional questions contact Deborah Jameson, email: djameson@partners.org

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News From The States

Personnel News

The VCU Libraries Tompkins-McCaw Library for the Health Sciences at Virginia Commonwealth University in Richmond, VA has several new faces on board.

Irene Lubker recently joined TML in the new position of Research Librarian August 1, 2005. As Research Librarian, Ms. Lubker assumes leadership for developing and coordinating special programs related to public health research and the new School of Public Health, and will take an active role in both off-site and campus-wide research support for programs of the VCU Medical Center. With a special focus on supporting research efforts of faculty, staff and post-graduates, Ms. Lubker will collaborate with faculty and staff in support of their funded research. Ms. Lubker holds the MLS from North Carolina Central University, the Masters in Public Health Nutrition from UNC-Chapel Hill, and the B.A. in Business Administration from Warren Wilson College.

Rachel Gyore arrived at TML on August 30, 2005 as a National Library of Medicine Second Year Associate Fellow. While at TML, Ms. Gyore will be completing projects in the areas of consumer health and outreach, medical informatics, and special collections. During her first year at NLM, her project work included an analysis of ahead of print publications in PubMed and an investigation into the generalization and expansion of NLM's Permanence Rating Framework. Prior to becoming an NLM Associate Fellow, Ms. Gyore worked for three years as a library assistant at the University of Rochester's Edward G. Miner Library. Ms. Gyore received the MLS from the University at Buffalo, and a B.A. in History from the State University of New York College at Geneseo.

Virginia

Patricia Greenberg
State Reporter
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News From The States

Wilmington, North Carolina Public Library Receives Award

The Consumer Health Library at the New Hanover County Public Library has been awarded $40,000 to carry out a project titled "Health Information in the Community."

The project's goals are to improve and publicize access to health information to the whole community, including persons who do not typically use libraries and persons of low literacy skills. These goals are linked to the North Caro-lina 2010 Health Goals, which include the goal of supporting individuals to develop the capacities and skills to achieve healthy living.

The project is funded by the National Library of Medicine under a contract (#NO1-LM-1-3522) with the University of Maryland, Baltimore.

Consumer Health Librarian **Alice Sheridan** plans to use this funding to teach free public classes on basic computer skills and on using computers to locate reliable health information. These classes will be scheduled at community centers, health centers, and faith communities as well as in public library computer labs.

Also under this project, health information re-source centers will be established in partnership with four local health care or service organizations. The project will set up computers with Internet access that will remain with the organizations, and the Consumer Health Librarian will offer training in researching health in-formation to the clients and personnel of these organizations.

North Carolina

Hattie Vines
State Reporter
vines001@mc.duke.edu

For information about the "Health Information in the Community" project, or about the Consumer Health Library's services, please call or email Alice Sheridan at 910 798-6323 or asheri-dan@nhcgov.com.

NEWS FROM THE STATES

District of Columbia

RoseMarie Leone Winiewicz
State Reporter
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NEW LIBRARY PRODUCTS!

The Maternal and Child Health (MCH) Library at Georgetown University is pleased to announce two new library products.

1) Non-English Materials and Resources

Non-English Language Materials and Resources is an index page that provides new, easy access to information in the MCH Library that is available in over 60 languages. The index page lists each language for which information is available and provides automated searching of library databases. The index is available at http://www.mchlibrary.info/nonenglish.html. A suggestion form is included so readers can suggest new resources to add to the library, or make comments about the usefulness and value of this index.

2) Maternal and Child Health Thesaurus

The third edition of the Maternal and Child Health Thesaurus (http://www.mchthesaurus.info) provides the MCH professional community with a standard vocabulary that serves as a tool for indexing and retrieving materials in any MCH research center, library, or special collection. The thesaurus Website provides an introduction; an alphabetical list of terms; a rotated list of terms; a set of subject categories; and a search function to search MCHLine® for specific terms. A pdf version of the full thesaurus is also available on the Website.

The MCH Library welcomes comments and help in disseminating this information to the medical library community.

STAFF CHANGES

The following are recent staff changes at Georgetown University's Dahlgren Medical Library:

Rita Premo, MSIS, is the Education Services Librarian at Dahlgren Memorial Library at the Georgetown University Medical Center. A 2004 graduate of the University of Tennessee, she comes to DML from Northern Virginia Community College's Annandale Campus. Prior to that, she worked for several years as a professional editor.

Kate Finkelstein, MLIS, AHIP, has accepted a position as Senior Associate, Government Relations, at the health policy consulting and advocacy firm DeBrunner and Associates. She most recently served as Assistant Director for Education Services at Dahlgren Memorial Library.

DAHLGREN MEDICAL LIBRARY LAUNCHES WEBSITE REDESIGN

Dahlgren Memorial Library launched a comprehensive Website redesign on August 4. Among the central changes: The new site breaks down all resources and services by audience (Educators, Clinicians, Researchers, Students, and Visitors) and then by topical categories (e.g., anatomy, statistics and epidemiology, first-year SOM textbooks, core databases) and library services.

Additionally, the site includes RSS feeds of health-related news articles from the Washington Post, a calendar of DML events, and standard quick links on every page for library resources and useful college links, such as those for the Web-based e-mail and Blackboard login pages and the home pages for the School of Medicine and the university. The site can be found at http://dml.georgetown.edu. Any questions or comments about the site can be sent to Electronic Resources Librarian Tracie Frederick at tef7@georgetown.edu.

The District of Columbia Area Health Sciences Libraries (DCAHSL) sponsored a leadership workshop on September 26, 2005. The workshop was approved for 3 MLA contact hours. The instructors were **Anne Linton, Patricia Wilson**, and **Alexandra Gomes**, all of the Himmelfarb Health Sciences Library at George Washington University, where the workshop was held.   Twenty people from the DC metropolitan area attended.

NEW SLATE OF OFFICERS

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2006 Annual Meeting
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AHIP POINTS FOR NEWSLETTER BYLINE!

Here's your chance to amass AHIP points—contribute to *MacMessages*!

Linda Collins relates that a "bylined contribution in a newsletter" is worth one point. "Newsletter articles written as part of committee responsibilities are not awarded points."

For further details refer to the Academy Point Index under "bylined contribution to a newsletter" at:
www.mlanet.org/academy/points2.html#authoring.

-Editor

Beginning January 2006 *MacMessages* will move to a quarterly format.

Please make a note on your calendar to send those newsworthy items in an email format to your state reporter when you think about it. Your reporter will consolidate those random emails into a very newsy article for the News From The States column.
Thanks again,
-Editor