

Mac Messages

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MAC Mid-Atlantic Chapter of the Medical Library Association



MESSAGE FROM THE CHAIR



THE YEAR OF THE HORSE

CELEBRATING NEW BEGINNINGS

This year promises to be exhilarating and exciting for our chapter! Our goals include adopting a new organizational model, revising policies and procedures, investigating new business practices, engaging members in chapter activities, responding to

member needs, promoting health sciences librarianship as a career choice and executing a joint annual meeting. The new organizational structure was designed with you in mind. We want MAC "to effectively respond to member expectations." Special thanks are extended to the members of the Strategic Planning Task Force for designing our new organizational structure.

Members of the 2005 Local Arrangements and Program Committees have been hard at work finishing

annual meeting business. **Claire Meissner**, our able Treasurer, has also been busy with fiscal oversight. Two weeks after our annual meeting, I attended the Southern Chapter annual meeting in San Juan, Puerto Rico. I participated in 2006 joint annual meeting planning and the Atlanta invitation. **Shannon Jones** completed and submitted an MLA Chapter Project of the Year nomination for the MAC Scholars project.

Lynn Eades, MAC Membership Database Manager sent a reminder about 2006 dues payment. Please re-

member to renew your membership. Only current MAC members are eligible for office and committee membership.

With the enactment of the new bylaws, the new MAC standing committees are Communications (formerly Publications), Honors & Awards, Membership & Recruitment, Professional Development, Strategic Planning, 2007 Annual Meeting and 2008 Annual Meeting. Appointment letters have been sent to the MAC members who volunteered to serve on a committee. In

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

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 the remaining discussions.

(Continued on page 2)

MAC / MLA 2005 ANNUAL MEETING ROUND TABLES DISCUSSION
SUMMARIES, CONTINUEDMOBILE TECHNOLOGY
ROUND TABLE LUNCHEON
2005 MAC / MLA ANNUAL MEETING
OCTOBER 6, 2005

Facilitator: Wallace McLendon

Participants: Alexandra Gomes, George Washington University; Ivonne
Martinez, Georgetown University; Lynne Turman, VCU, Virginia (Ginger)
Carden, Duke; Stefanie Warlick, UNC-HSL

Among the topics discussed included a summary of mobile technology trends followed by specific issues including VPN access for student PDAs, new mobile access for distance education students, the impact technology trends have on collection development, and the impact ubiquitous mobile/smart phones are having on information access.

It was agreed that it would be helpful if staff could try new technologies before library users brought them into the library. It was pointed out that software for individual devices were marketed to individuals and not to libraries, thus making it a challenge for the library to stay ahead. The table discussed PDAs as a case study - what did libraries learn from users introducing technologies to library services and programs? Participants pointed out that libraries learned about the challenges of services and content bundled with PDAs and noted a tendency for some libraries to allocate more energy to the impact of PDAs than was necessary to provide good library service.

The participants then explored "the next big thing" in mobile technologies. It was agreed that expanded cell phone capabilities - cell phones getting smarter - would be the next growth area in wireless end-user appliances. Wearable computers intrigued the group as a trend but it was agreed that it was too early to grasp what information access tool might be integrated into such a concept. Everyone agreed that wireless technology would continue getting smaller and increasingly multi-purpose. A participant raised a question about the slow adoption of what seemed to be a useful mobile technology platform - the tablet. While some physicians have adopted it, wide scaled use had not occurred. It was agreed that the tablet's size and weight was its downfall. The group came up with clever idea to solve the frustration with mobile device displays - the capability of a miniature device to project its visuals on a wall. The Table discussed the social and cultural implications of mobile devices including digital natives' comfort with multi-tasking and the need to stay connected.

The participants touched on the challenge of identifying funding for new technologies as well as a tendency of libraries to stack or layer new technologies onto services without giving up any existing technologies. An overriding concern was expressed with both the real and perceived security issues surrounding mobile devices. It was agreed that librarians needed to monitor the personal and business use of mobile technologies to raise their awareness of and become better prepared for the next new technology that appears in the library.

MAC / MLA 2005 ANNUAL MEETING ROUND TABLES DISCUSSION
SUMMARIES, CONTINUEDAHIP ROUNDTABLE DISCUSSION
2005 MAC ANNUAL MEETING
OCTOBER 5, 2005**Beverly Murphy** – Facilitatormurph005@mc.duke.edu**Margaret Norden**margaret.norden@marymount.edu**Brittany Horn** – Recorderhornbp@evms.edu**Leah Pellegrino**mblcp@gwumc.edu**Beverly Gresehover**bgreseho@hshsl.umaryland.edu**Barbara Wright**bawright@vcu.edu**Rebecca Johnson**rebecca.johnston@sr-ahec.org

Handouts included brochures and a CD-ROM with information from mlanet.org, a Microsoft Excel file for keeping track of earned AHIP points, MLA News articles about AHIP, and other information describing the purpose of AHIP and the details of qualification.

- The Academy of Health Information Professionals (AHIP) is a credentialing program that recognizes individuals for active professional development. Years ago, qualified professionals were required to take a test, but now the system is point-based.
- AHIP helps track and organize professional development experiences.
- AHIP credentials help justify/validate members' qualifications and their status as information professionals.
- Members of AHIP do not have to be MLA members, but this may require paperwork for getting points for participating in a non-MLA sponsored events.
- AHIP is meant to be inclusive as opposed to exclusive and boasts 1200+ members

Levels of Membership

Provisional – Members with less than five years of professional experience in the health information field. Provisional members are assigned mentors to monitor and support their career development

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

Members – Members with 5 years or more professional experience and at least 50 points earned for professional accomplishment in the past 5 years.

Senior – Members with 5 years or more professional experience and at least 80 points earned for professional accomplishment in the past 5 years – at least 5 of which must be from professional organization activities. No more than 50 points may be from continuing education credits.

Distinguished – Members with 10 years or more professional experience and at least 120 points earned for professional accomplishment in the last 5 years – at least 10 of which must be from professional organization activities and at least 5 from MLA activities. No more than 50 points may be from continuing education credits.

- Members can earn points from participating in activities such as facilitating/recording at MLA round tables, attending MLA and MAC meetings, attending Webcasts, publishing, etc.
- MLA should have a record of attendance (at MLA meetings) for all MLA-approved courses and events.
- Due to a concentrated portfolio renewal during the 2005 year, some of the AHIP members were randomly selected by MLA to receive an additional year for Academy renewal to help the Academy evenly distribute membership in the program.
- One can earn up to 3 points per year for up to 15 points per credentialing period (5 years) for attending meetings.
- To be safe, applicants should send in slightly more points than required for renewal.
- Duties required of as part of a person's normal work responsibilities do not qualify for AHIP points.
- It was suggested that the AHIP information could be better organized on MLANET. For example, the Individual Participant Form (Form IPR), which provides an avenue for applicants to earn CE points through non-MLA- approved CE activities, is only available on the Forms page and not linked or easily identifiable from other places within the AHIP information.
- Documentation of activities is vital: get letters of involvement detailing contributions.
- MLA does not provide archiving for tracking officer positions and activities from past years.
- The AHIP Credentialing Committee reviews portfolios from all over the country.
- Potential and renewing members should make themselves available to answer questions about their documentation from the Credentialing Committee, if necessary.
- The recommended method is to track activities and collect proof of involvement along the way, instead of waiting until the 5 years have gone by.
- The Senior and Distinguished levels require a mixture of CE and professional organization activities.

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

- Point of discussion: Are provisional members better served by working with a mentor at the same institution or by communicating with someone further away?
- Barbara Wright volunteered to be added to the official mentor list for MAC since she is already participating in those activities.

Lisa Fried, Coordinator, Credentialing, Professional Recognition, and Career Services, is the AHIP contact person at MLA and may be reached at mlapd2@mlahq.org.

BENCHMARKING REPORT—
HEALTH SCIENCE LIBRARIES STATISTICS

On November 3, 2005 MLA announced that it launched its interactive Website to report benchmarking data captured from 325 health sciences libraries during March- July 2004. The site allows hospital libraries, association libraries, research libraries and others to compare services, budgets, collections.

Libraries can compare data by geographic location, similar composition or institution size. The online report is freely available to those who participated in the study. The study is available by subscription to others. <http://www.mlanet.org/resources/bench05/>

Susan Nash Simpson
MAC Benchmarking Chapter Educator
simpsons@ecu.edu

NEW ONLINE JOURNAL

It would be a great honor if you would review the following online medical resource. It is free, with no pharmaceutical funding or bias. Your feedback and support on this project would be most welcome. Specifically, if you find the resource of value, please share it with the members of your MLA chapter

Warmest Regards,
Jeff Ellis, MD
Founder of JournalReview. Org

<http://www.JournalReview.org>
<<http://www.journalreview.org/>>

JournalReview is the first and only international interdisciplinary internet-based unbiased forum for review of the dental and medical literature. As an on-line journal club, we aim to provide a venue which will improve communication amongst physicians and lead to better understanding and interpretation of medical literature.

Here you will find a free, user-friendly Website where you can rate and discuss medical literature. We offer innovative and powerful search tools that will allow you to quickly query the medical literature and identify the information you need. In addition, our exclusive tools will help identify the most important and controversial articles.

MESSAGE FROM THE CHAIR, CONT.

(Continued from page 1)

In addition, **Melanie Norton**, Chair-Elect, is coordinating MAC contributions to the joint annual meeting. The MAC Professional Development Committee will coordinate the CE classes for the joint meeting. A delegation from MAC will travel to Atlanta in January for a planning meeting at the Westin – Buckhead. Mark your calendar – the meeting dates are October 12th – 16th, 2006.

Dale Prince, 2007 Annual Meeting Co-Chair, has negotiated a “sweet deal” for us with the Baltimore Marriott Waterfront. The meetings dates are October 10th – 13th, 2007.

The Winter MAC Board meeting will be held in March, 2006 in Richmond, VA.

At this meeting, committees have the opportunity to meet and work on goals and objectives they have

set for the year. All committee members are encouraged to attend.

Share your news about your accomplishments with your *MAC Messages State Reporter*. We want to celebrate your success and learn from your innovations.

Pat Hammond
2005/2006 MAC Chair
pahammond@vcu.edu

NOMINATE YOUR COLLEAGUES FOR AN AWARD!

Dear MAC Members,

That time of year is here to think again about honoring MAC members who have shown leadership and initiative in the medical librarian field. You can nominate one of your colleagues for any of the following three professional awards: MAC Librarian of the Year Award, Marguerite Abel Service Recognition Award and the One-Person Library Recognition Award. Criteria for each award can be viewed at: <http://www.cbil.vcu.edu/mac/awards.html>.

Nominating a person for an award is easy. You don't need to have a long list of your colleague's accomplishments, just a desire to see that they get the recognition you feel they deserve and the time to write a brief note about why they should be recognized.

You may submit your nomination by completing the online form at: <http://www.cbil.vcu.edu/mac/forms/nominate.html>

Or, mail your nomination to:

Gary R. Greenstein
Reference Librarian
Joyner Library
East Carolina University
Greenville, NC 27858-4353

The deadline for submitting nominations is **July 26, 2006**. You will receive an acknowledgement of your nomination within five days of submission. If you do not receive this confirmation, please contact Gary at greensteing@ecu.edu or call (252) 328-0295.

All award recipients will receive a plaque, a check for \$200, and, a voucher good for up to two years for a free MAC annual meeting registration, OR up to a one-day MAC Continuing Education course of his/her choice. Presentation of the awards is at the Honors and Awards ceremony during the annual meeting. I know we can all think of a MAC member who deserves an award.

Thank you in advance for honoring our medical librarian colleagues. Send in your nominations today!

Garry R. Greenstein
Honors and Awards Committee
greensteing@ecu.edu

**HLS / MLA PROFESSIONAL DEVELOPMENT
GRANT
FOR HOSPITAL AND CLINICAL LIBRARIANS**

Apply Today! Application Due by February 1, 2006

Are you looking for financial support to:

- * advance your professional education?
- * attend a meeting?
- * conduct research?

The HLS/MLA Professional Development Grant helps librarians in hospitals and other clinical care settings to acquire knowledge and skills through educational programs or research.

For information and an application, please look on the MLA Website:

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

For additional questions contact Deborah Jameson, email:

djameson@partners.org

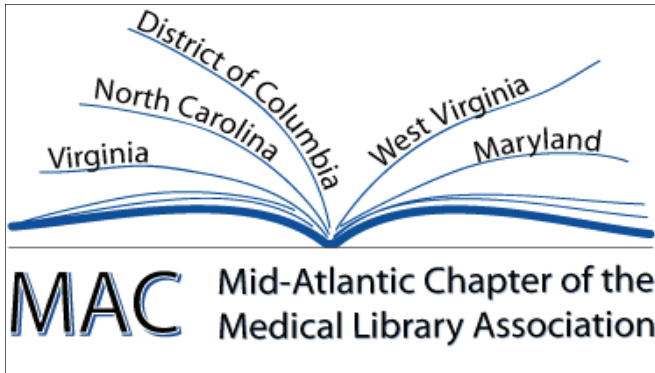
For the HLS/MLA Professional Development Grant Committee:

*Marlene R. Derrick, MLS, AHIP
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E-mail marlene.derrick@csauh.com*



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

NEWS FROM THE STATES



North Carolina

Hattie Vines
State Reporter
vines001@mc.duke.edu

MAC's new logo is here!

Approved by the Executive Board at the September 2005 meeting, the new logo will be rolled out over the next several months onto the Website and *MAC Messages*. The image, which

incorporates all the state names in our region, was designed by Bob Ladd, Communications Committee member and Education Media Specialist at the Health Sciences Library at the University of North Carolina at Chapel Hill. .

Join the Academy of Health Information Professionals (AHIP)

Join over 1,200 academy members and earn your membership in the academy.

The academy offers:

- professional development
- career planning
- personal achievement
- professional recognition

Link to www.mlanet.org/academy/ to learn more about the benefits of academy membership and for applications.

For further information, contact Lisa C. Fried, credentialing, professional recognition, and career coordinator, at 312.419.9094 x28 or mlapd2@mlahq.org.



NEWS FROM THE STATES

GUMC HOSTS
HEALTH SCI-
ENCES LIBRARY
GROUP

On November 5, Georgetown University Medical Center and Dahlgren Memorial Library welcomed approximately 95 health sciences librarians and library administrators attending an all-day workshop held by the Association of Academic Health Sciences Librarians (AAHSL). The event included a post-workshop reception hosted by the School of Medicine and the Library.

"Charting Institutional Repositories" was the central educational program during several days of events held to coincide with the Association of American Medical Colleges (AAMC) Annual Meeting. The workshop was coordinated by the AAHSL Charting the Future and Scholarly Communication Committees.

Specific topics on sessions included the current landscape of institutional repositories (IRs), practical examples from AAHSL members, policies regarding the implementation of and participation in IRs, the implications of PubMed Central on local IR participation, and how to

demonstrate the value of an IR.

"The workshop was interesting and quite relevant to the issue of libraries' role in scholarly communication, and we welcomed the opportunity to provide a meeting place and show our renovated library facility as well as the Integrated Learning Center to our colleagues from around the country," said Jane Blumenthal, MSLS, AHIP, Assistant Dean, Knowledge Management, and DML Director.

AAHSL is composed of the libraries serving the accredited U.S. and Canadian medical schools belonging to or affiliated with the AAMC, as well as related libraries and organizations involved in resolving information and knowledge management problems in the health care environment.

STAFF
CHANGES

Tracie Frederick, MSLS, has been named as Assistant Director for Education Services by Georgetown University Medical Center's Dahlgren Memorial Library. Since 2001, she has worked as DML's Electronic Resources Librarian.

Vani Murthy, MLS, has accepted a position as Head Librarian for Technical Services at Montgomery College in Maryland. She most recently served as Assistant Director for Collections and Systems at DML.

NEW OFFICERS

The District of Columbia Area Health Sciences Libraries (DCAHSL) group has elected officers for the coming year. They are: President-- **Marian Taliaferro**, the Assn. of American Medical Colleges; Vice President/Program Chair-- **Jeanne Larsen**, Dahlgren Memorial Library, Georgetown Univ. Medical Center; Secretary--**Robert Mohrman**, Walter Reed Army Medical Center; and Treasurer-- **Debra Scarborough**, Amer. College of Obstetricians and Gynecologists.

GO LOCAL

DCAHSL and the Himmelfarb Library at George Washington Univ. Medical Center have formed an exploratory committee to investigate the possibility of creating a Go Local for the metropolitan Washington, DC area. The group is in the process of gathering letters of support for the project as well as support for a part-time Project Manager. **Betsy Gardiner** at Himmelfarb (202-994-3683) is the



District of
Columbia

RoseMarie Leone
Winiewicz
State Reporter
rlone@provhosp.org

contact person for the committee.

LIBRARY PRO-
MOTION

On December 8, 2005 the Guha Medical Library at Providence Hospital held an open house to promote library availability and services to non-clinical staff as well as to promote patient education resources to nursing staff. Funding for the open house came from a Providence Hospital Morale Initiative "All About Us" Showcase grant. These (\$400) grants were available to all hospital departments and were funded by the Prince Charitable Trusts. Forty-one people from 20 different hospital departments attended.

NEW SLATE OF OFFICERS

Officers

Chair Patricia Hammond – pahammond@vcu.edu
 Chair-Elect Melanie Norton – melanie_norton@unc.edu
 Immediate past Chair Ann Duesing – cad4n@virginia.edu
 Secretary Deniz Ender – Deniz.Ender@rexhealth.com
 Treasurer Claire Meissner – claire.meissner@centrahealth.com
 Chapter Council
 Representative Paula Raimondo – praim001@umaryland.edu
 Alternate Julia Shaw-Kokot – jsk@med.unc.edu

MAC Nominee to the MLA Nominating Committee

Jill Mayer – jbmayer@email.unc.edu
 Chapter Benchmarking Educator
 Susan Craft crafts@mail.ecu.edu

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 Membership & Recruitment Robert James – robert.james@duke.edu
 Honors & Awards Gary Greenstein – greensteing@mail.ecu.edu
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 Terri Ottosen – tottosen@hshsl.umaryland.edu

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 Editor Janice Mason – macmessages@gmail.com
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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

MacMessages is now quarterly!

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*