Mac Messages

District of Columbia
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Maryland

MAC — Mid-Atlantic Chapter of the Medical Library Association

Spring Message from the Chair

This is my last *Message from the Chair* column. Many of you know I was hesitant about running for Chair and was very surprised when I was elected. That being said, the position as MAC Chair has truly stretched my comfort zone. It's been a growing experience and I've learned a lot about the organization and MAC members in general. I have learned that MAC Committee Chairs, Committee Members and the entire MAC organization are some of the brightest and hardest working people I know.

The team work shown by Committee Chairs and Board Members has been extraordinary. Being on a MAC Committee is entirely a volunteer commitment. With busy lives and working everyday at our paying jobs, additional volunteer duties can be taxing. However, when you read the rest of this column you will see just how dedicated and

extraordinary these MAC team members are in serving our organization. Your next Message from the Chair column will be written by Andrea Horne, MAC Chair Elect.
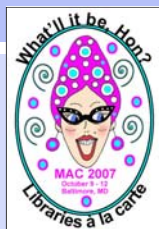
I hope everyone completed the Needs Assessment Survey. Each Committee Chair and Board Member submitted questions to the Strategic Planning Committee. The dedicated Strategic Planning Committee lead by Andrea Horne then formulated and compiled these questions in Survey Monkey. Your answers and suggestions are very important to our organization and will help guide the future of the Mid-Atlantic Chapter of MLA.

Andrea has also worked with Committee Chairs and Board Members to update the MAC Policy

MAC 2007

The Planning Committee for the MAC 2007 Annual Conference invites you to Baltimore to enjoy interesting speakers, networking, continuing education opportunities, an overview of new technologies, crabcakes, and much more.

Baltimore has come a long way since its days as a blue-collar city with an industrial waterfront. These days the city is on many "Top 10" lists: Frommer listed it as one of it's top 10 "Up-and-Coming" destinations for summer travel (Fall's not bad either!); *American Style* named it the #7 top arts destinations last year; it is the #10

Message from the Chair, cont.

(Continued from page 1)

and Procedure Manual. This was no easy feat. Thank you Andrea and the Strategic Planning Committee!

As most of you know, the Virginia Council of Health Sciences Librarians, also known as VaCOHSL, has disbanded. VaCOSHL members have generously donated their treasury's finances to help support the MAC Scholarship fund. Because of this altruistic gift, the Membership Committee (Shannon Jones, Chair) selected library school student, **Minh Truong** to receive a full MAC scholarship and **Travis Smith**, a library paraprofessional to receive a partial scholarship to attend our annual meeting in Baltimore. MAC's Scholarship program offers people who might not otherwise have the funds to attend our annual meeting. Please say, "hi" to Minh and Travis and give them a warm MAC welcome when you see them at our annual meeting.

MAC Board Members have been trying to assess our financial situation. We originally thought we would have university business students help with our financial planning. However that idea fell through because the project wasn't big enough for students to get credit. Therefore, early next year, we will re-instate our Financial Planning Task Force to look into how much money MAC needs to be financially secure. Stay tuned.

Congratulations to the following MAC members who were honored at this year's Medical Library Association meeting in Philadelphia: **Patricia Thibodeau** was recognized as a MLA Fellow and **Beth Wescott** was selected to receive the President's Award. If you see these two folks at the MAC meeting, please congratulate them!

All you bloggers out there--check out our MAC Benchmarking Blog! http://macshowcase.wordpress.com. Thank you Dan for setting up this innovative approach to sharing and collaborating among our MAC members.

Our Honors and Awards Committee received many recommendations for award winners! And why not? We have many deserving members.

Thank you for all your nominations.

Our Annual MAC meeting in Baltimore, Maryland is just around the corner! **Dale Prince** and **Terri Ottosen** and their team of hard working committee members have been very busy coordinating the meeting events. It's going to be a wonderful meeting.

Besides the opportunity to network, share ideas and meet with colleagues from around the region, MAC members will present 12 papers and 45 posters. We also have 5 continuing education courses that will be offered, 2 keynote speakers, roundtable discussions, and a hospital librarian symposium. For more information about our meeting as well as the registration form, check out the official meeting Website at: http://www.cbil.vcu.edu/mac/events/2007/meeting.html

I am looking forward to seeing long time friends and meeting new ones at the 2007 Mid-Atlantic Chapter of MLA meeting in Baltimore! See you soon, Hon!

Melanie Norton
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MAC 2007, cont.

(Continued from page 1)
favorite of U.S. cities for African Americans; according to *Men's Fitness*, it is America's Fittest City; and according to *Prevention* it is one of the best walking cities in the country. On top of all that, the downtown waterfront is beautiful. It's easy to get to Baltimore, and it's affordable.

Oh, and the MAC Conference promises to be exciting also, if you can pull yourself away from the water taxis, the incredible food, and the many museums within walking distance.

SPEAKERS

Dr. Georges C. Benjamin, Executive Director of the American Public Health Association, will speak on building community resilience as a way to mitigate the impact of public health emergencies.
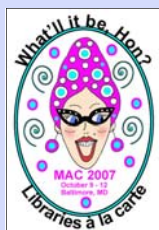
Chris Olson, Principal, Chris Olson Associates and publisher of *Marketing Treasures* newsletter will speak on the effectiveness of library promotion campaigns. She will offer tips on how to avoid creating a promotions money pit and offer insights on best strategies for promotion.

We will also be offering a Technology Symposium (we are attempting to get MLA CE accreditation for this session) with experts on the field sharing information on Web 2.0 and its use in libraries. Symposium speakers include:

Max Anderson, Educational Instructor for SOLINET.

Michelle Kraft, Medical Librarian at South Pointe Hospital, author of the "The Krafty Librarian" blog.

Bart Ragon, Associate Director for Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia—Charlottesville.

CE OPPORTUNITIES

Measuring Your Impact: Using Evaluation for Library Advocacy, Susan Barnes & Maryanne Blake

P3: Practical Preparations for Presentations, Sandy Hoar, Catherine Harris, & Barbara McGowan

Patient Safety Resources Seminar: Librarians on the Front Line, Sheila Snow-Croft

Super Searcher, Karen Vargas

Understanding Federal Health Statistics, Mary Burgess

RECEPTION: *LIBRARIANS OF DOOM*

The opening reception will be held at Westminster Hall, the final resting place of Edgar Allen Poe. In keeping with the autumnal season and Poe's literary legacy, the reception will have a Goth theme with organ music and a tour of the crypts. A bag, hand-knitted by Dale Prince, will be awarded for the best Goth costume. Do not make Dale the best-dressed Goth in the crowd; he has no need of a hand-knitted bag. So: wear your black clothes, black nail-polish, and pale makeup for a night of good food and... DOOM.

Join us at the Marriott Inner Harbor October 9-12, 2007.

For more information on the meeting and surrounding attractions, visit the conference Website at: http://www.hshsl.umaryland.edu/mac2007/index.cfm.
We hope to see you in Baltimore!

Dale Prince, AHIP
Chair, 2007 Annual Meeting
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NOMINATE A COLLEAGUE FOR LUCRETIA W. McCLURE EXCELLENCE IN EDUCATION AWARD

Please take this opportunity to nominate an outstanding colleague for MLA's Lucretia W. McClure Excellence in Education, which honors practicing health sciences librarians or library educators who demonstrate excellence in teaching, curriculum development, mentoring, research, informatics, or leadership in education. The deadline for applications is November 1, 2007. Information and application forms for all MLA awards and honors may be found at:

http://www.mlanet.org/awards/honors/index.html

Please e-mail Kelly Near, Jury Chair, at kkn3u@virginia.edu if you have any questions.

Deadline!

Send October/Nov/December articles to be published December 1 send your articles to (macmessages@gmail.com) until November 15, 2007.

Individuals interested in applying for AHIP membership may also contact one of the MAC mentors or request a conference with a mentor at the annual MAC meeting.

2007 MAC Conference Scholars

The MAC Membership and Recruitment Committee is pleased to introduce the 2007 MAC Conference Scholars, Travis Smith and Minh Troung.

Travis Scott Smith

Travis Smith was born at Riverside Hospital in Newport News, Virginia. His early years were spent in Newport News until the age of five when his family moved to Gloucester County Virginia. While growing up in Gloucester, Travis learned how to fish and kayak and do anything that revolved around the many rivers and creeks in that area.

In his spare time, Travis likes to visit the Outer Banks of North Carolina where he eats large amounts of steamed shrimp and hangs out on the beach. Travis also enjoys kayaking and hiking many of the local trails.

Travis holds a BA in Psychology from Christopher Newport University in Newport News, Virginia. Following graduation he came to work at Riverside Health System's Health Sciences Library. Travis plans to pursue a master's in library science in the very near future.

Minh Truong

Minh Truong is beginning her second year in the masters in library science program at North Carolina Central University. She recently completed a 10-month internship at Rex Healthcare Library in Raleigh, North Carolina, where she was mentored by current MAC secretary Deniz Ender.

Minh is currently a library technical assistant at the North Carolina Biotechnology Center Library in Research Triangle Park, North Carolina. Before beginning her graduate studies, Minh was a special education teacher in Virginia and North Carolina. She has a master's in special education from George Mason University and a bachelor's degree in child development from Virginia Tech.

NEWS FROM THE STATES

PERSONNEL CHANGES

Betsy Appleton is the new Digital Serials Integration Librarian at the Himmelfarb Health Sciences Library at George Washington University. A recent graduate (May '07) of the School of Information and Library Science at UNC-Chapel Hill, Betsy is looking forward to becoming more involved in MLA in general and MAC in particular.

AWHONN 2007 AWARD

News from the Association of Women's Health and Neonatal Nurses (AWHONN): The American Nurses Credentialing Center (ANCC) has awarded AWHONN its 2007 Accreditation Premier Program Award, acknowledging AWHONN for excellence and innovation in the provision of continuing nursing education (CNE). The Premier Program recognizes ANCC accredited providers that "continually raise the bar for quality and/or employ cutting edge practices" in CNE, "organizations that stand out and that function at a higher level, above and beyond their peers".

AWHONN was the only professional membership organization awarded this designation, which lasts for two years; and only one other CNE provider, Nursing Spectrum, was also recognized. As a premier CNE provider, AWHONN will be expected to mentor other CNE programs, provide and disseminate best practices and assist in advancing accredited CNE.

District of Columbia

*RoseMarie Leone Winiewicz
State Reporter
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CONSUMER HEALTH WEBSITE AWARDED STATE GRANT FUNDING
New Portal Site Connects to Quality, Reliable Health & Medical Information

CHAPEL HILL, N.C.— A grant of $110,027 has been awarded to NC Health Info (www.nchealthinfo.org), a consumer health information Web portal that will serve as a guide to North Carolinians seeking health information online. The grant is distributed through the State Library of North Carolina under the Library Services and Technology Act. This award marks the second year of project funding toward the continued development of the online consumer health information guide.

While there is no shortage of health information on the Web, a 2006 assessment by the North Carolina Consumer Health Information Task Force found that consumers are in need of assistance when it comes to navigating the volumes of available health and medical resources online. In an effort to deliver health information to consumers without overwhelming them, the task force has developed, in collaboration with librarians from across the state, the new NC Health Info (www.nchealthinfo.org). The new con-

North Carolina

*Hattie Vines
State Reporter
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sumer health Website guides consumers, librarians and other health information professionals to quality health information on the Web and local health services throughout the state's 100 counties.

NC Health Info (www.nchealthinfo.org), currently addresses a series of health and medical topics important to North Carolinians, including chronic and infectious diseases and conditions, mental health, preventive health, medications, alternative medicine, public health and health care processes and procedures. These topics are only the beginnings of what will eventually become a comprehensive source of health information for North Carolinians.

Developed through a partnership of the medical and public libraries from around the state, NC Health Info is a project being built by North Carolina librarians. Librarians with an interest in consumer health volunteer to serve as topic editors who find the best health and medical links to present on the site. Initial participants have included librarians from Forsyth County Public Library, New Hanover County Public Library, the Health Sciences Library at UNC-Chapel Hill, the Carpenter Library at Wake Forest University School of Medicine, Duke University Medical Center Library and the NC AHEC Information and Library System. North Carolina librarians are invited to join the effort by taking on volunteer assignments to select health and medical links for future site expansion.

When it was launched in 2003, the original NC Health Info was the first resource of its kind to link local health services with corresponding health information in MedlinePlus, the consumer health Website maintained by the National Library of Medicine and the National Institutes of Health. Developed by the Health Sciences Library and School of Information and Library Science at the University of North Carolina at Chapel Hill, NC Health Info has served as a model to similar resources in other states in a

system known as "Go Local."

The new NC Health Info portal site is the product of a collaborative effort, led by UNC-Chapel Hill, Duke University, East Carolina University, Wake Forest University School of Medicine, Forsyth County Public Library, New Hanover County Public Library, the NC Institute for Public Health, North Carolina AHEC Information and Library System, and the State Library of North Carolina. The project is based at the UNC-Chapel Hill Health Sciences Library.

For more information on NC Health Info, contact the director, Christie Silbajoris, at 919-843-6236 or email silbc@email.unc.edu

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ANCHASL

Calling all ANCHASLers! The Association of North Carolina Health and Science Libraries (ANCHASL) is 25! We are having a party on Friday, November 30, 2007 at the William and Ida Friday Center at UNC Chapel Hill.

We will have educational sessions on the history of the medical library and ANCHASL, the library of the future, working collaboratively, the library's role in health literacy, and marketing your library.

Please join us as we build on our past, thrive in the present and celebrate the future! The party starts at 9:00 am and goes to 3:30 pm.

TOOL SETS

The Duke Medical Center Library has created a series of Tool Sets to help students, clinicians, nurses and other patron groups to find and use key resources. The Web pages were developed after observing how interns, residents and students access information and what resources are most important to them. The current design

News From The States, cont.

promotes specific resources, including evidence-based medicine databases, and reminds patrons of the Clinical Queries in PubMed. Check them out at www.mclibrary.duke.edu under Tool Sets.

UNC Family Medicine faculty appointment given to Family Physicians Inquiries Network (FPIN) librarians

Librarians from Health Sciences Library, the other three medical schools in NC, and the NC AHEC Program work with clinicians to provide clinical scholarship by developing "Clinical Inquiries", an evidence-based synopsis of the clinical literature. These are published in the Journal of Family Practice, American Family Physician, and the FPIN Website. This collaboration has been very successful with over 90 "Clinical Inquiries" published by NC authors to date. The Department of Family Medicine is supporting this collaboration by offering the possibility of faculty appointments for UNC and NC AHEC librarians who help create "Clinical Inquiries". Lee Kaufmann, Charlotte AHEC/Carolinas Medical Center is our first FPIN librarian to receive faculty appointment. Her title is Clinical Assistant Professor, UNC Chapel Hill, Family Medicine.

To learn more about the FPIN organization, go to http://www.fpin.org

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Send news and current happenings to your state reporters. We want to hear from each MAC state

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TECHNOLOGY SPOTLIGHT

In recent years, a number of new, free, or low-cost Web-based technologies have become available that can make committee work and library work easier. Generally, these technologies are easy to use, but it can still take time to determine what they can be used for and how to get started. So, to help you get your feet wet, we are using *MAC Messages* to highlight new technologies that can make your long-distance committee work -- and maybe even your day-to-day tasks -- easier.

In this issue, we highlight two new technologies that can help you connect with others in real time: instant messaging, which allows you to communicate with others via text, and NetMeeting, which can facilitate online group meetings. Coming soon: Skype, wikis and more!

Instant Messaging

What is it?

Instant messaging (IM) is a form of real-time communication between two or more people based on typed text (see full definition at Wikipedia -- http://en.wikipedia.org/wiki/Instant_messaging) u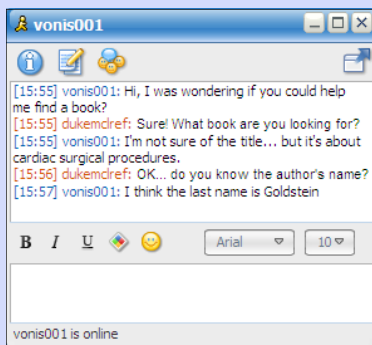sing specific software, such as AOL's Instant Messenger. There are no delays as there are in email: new text shows up instantly on the screen once you or the person you are communicating with clicks "send." Many IM services offer additional features, such as the ability to share files and chat with voice technology (rather than be limited to text).

What do you need in order to use it?

Instant messaging is available via a number of free services such as AOL Instant Messenger (AIM), Windows Live Messenger, and Yahoo Instant Messenger. Most instant messenger services only allow you to communicate with other people using the same service, so before selecting a service, you may want to consult with those people you plan to chat with (though many services are beginning to allow you to chat with others on different services).

While each service may have slight variations, generally you simply need to download a software program and pick a screen name in order to start chatting. If you are away from your primary computer, or if you do not want to download software for instant messaging, some services offer -based ways to chat, for example, AOL Instant Messenger is also accessible via AIM Express. You can also use Meebo (www.meebo.com) to log into your instant messenger account(s) on the Web (Meebo also lets you sign into multiple accounts at once, which is useful for monitoring multiple accounts simultaneously).

While many avid IM users chat in what can seem like code (for example, OMG, LOL, and CUL8R) to non-IM users, you do not need to know any special codes or phrases to chat. And if you want to use acronyms, or are merely curious, check out AOL's acronym dictionary at http://www.aim.com/acronyms.adp)

What can it be used for?

Instant messaging can be used in place of email or telephone calls to communicate with another person or even a group of people. IM is quick and more like a conversation than email, therefore it can be especially useful when email responses seem to take too long or are too formal for the purpose of the communication.

Many libraries also use IM as another way

Technology Spotlight, cont.

(Continued from page 9)

patrons can contact them for reference assistance. One increasingly popular way to offer reference is through Meebo, the free Web-based IM service, which now also offers a way for people to chat directly from a Web page, such as your library's homepage. This feature is called the MeeboMe widget, and many libraries are beginning to use this as a free alternative to chat reference software.

How do I start?

Select a service to use, then visit the Website to sign up for a free account, pick a screen name, and download any necessary software. Most services allow you to search for contacts to add as buddies (a saved list of screen names for easy access), though you may want to query colleagues and friends directly to learn their screen names.

Note: Many institutions and companies have security concerns with the use of IM at work. If you follow some simple tips (See "Chatting with Confidence: Instant Messaging Security" on WebJunction at http://webjunction.org/do/DisplayContent?id=11993), you can minimize most security risks.

Where do I get more help?

See the following links for more help for the following services:

AOL Instant Messenger: http://www.aim.com/help_faq/using/index.adp

Windows Live Messenger: https://account.live.com/helpcentral.aspx

Yahoo Instant Messenger: http://help.yahoo.com/l/us/yahoo/messenger/
Meebo: http://blog.meebo.com/help

NetMeeting:

What is it?

NetMeeting is an online meeting application for Windows users. Using the Internet, you can communicate with co-workers in various ways:

- audio/video conferencing
- chat
- file transfer
- program sharing
- remote desktop
- whiteboard sharing

What do you need in order to use it?

System requirements are available at www.microsoft.com – just search for "netmeeting." There is a caveat: Windows is the last version of MS Windows to support NetMeeting. Components of NetMeeting will be integrated into the MS Vista OS Office Live Meeting will replace NetMeeting's Web conferencing capabilities, file sharing and some other applications for large enterprises. Windows Live Messenger contains the applications for personal users.

What can it be used for?

Web-based meetings for up to 10 people, which can include file-sharing, chat, and video- and audio-based conversations. The meeting convener can enable meeting members to use all, some or none of these features.

How do I start?

NetMeeting comes with Windows OS's, except for Vista (details mentioned above).

Where can I get more help?

http://support.microsoft.com/ph/2457

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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