

Spring is coming, MCMLA!

Take a break from our unseasonable weather with the Winter issue of the Express! This month we highlight new members (there are quite a few good people joining us!) and old. We'd like to say howdy to Kristen DeSanto, Barbara Harvey, Monica Rogers, Jim Chestnut, Peggy Cruse, and Robin Nielsen. Please make them welcome if you happen to meet. We bid farewell to Angie Arner, retiring after 40 years, and say a sad goodbye to Pat Auflick, who died this past November after a short illness.

Our intrepid leader, Betsy Mueth, ruminates on whether or not librarians have stress. (Is this even a question?) See if you recognize yourself in her humorous self-description. Darell Schmick returns with Darell's Doozies, to once again quiz your knowledge of arcane medical library facts. And Peggy Mullaly-Quijas is reminding all of us to renew our MCMLA membership for 2012. You can do it online!

Guy Mason and Karen Wells finish up their excellent series on Social Networking with examples of what other libraries are doing out there. The Research Committee highlights the 2011 MCMLA Best Research Paper, Return on Investment Studies in Health Sciences Libraries, and Lynne Cox discusses Beall's List of Predatory Publishers, of which all medical and science librarians should be aware.

Perhaps most importantly, the MCMLA Government Relations Committee is urging everyone to contact their Representatives to protest HR 3699, the Research Works Act, which would repeal the NIH Open Access Mandate. If you believe that research funded by American taxpayers should be freely available, you absolutely need to take action on this critical issue.

It seems hard to believe, but MCMLA2012 in Kansas City is right around the corner! So keep your calendars open October 2-5, 2012, and join us for great collaboration and great BBQ in the City of Fountains. Until then, stay frosty (or not, as La Niña dictates).

aks



## Midcontinental Chapter Medical Library Association

### In this issue

<u>Renew Your Membership</u>	2
<u>Do Librarians Have Stress?</u>	3
<u>Action Item: HR 3699</u>	4
<u>Beall's Predatory Publishers</u>	4
<u>New Member Spotlight</u>	5-8
<u>Darell's Doozies</u>	8
<u>MCMLA Congratulates</u>	8
<u>Research Round-Up</u>	9-10
<u>Social Networking, Part 5</u>	10-11

## Time to Renew Your MCMLA Membership!

*Peggy Mullaly-Quijas, Executive Secretary, MCMLA; edited by Kristin Sen*

Thanks to all who have already renewed their membership to MCMLA. The membership renewal period is happening now. Still need to renew? Follow these steps!

1. Visit <http://mcmla.org/>, look for the blue box, and login. If you have forgotten your password, you can use the "Forgot password" link.
2. Click on the "View profile" link.
3. Under Membership details, click on "Renew until 01 Jan 2013."
4. Update your contact information and volunteer to serve as an officer and/or on a committee by checking the appropriate boxes. Once you have updated your information, click "Update and next."
5. Review your information and click the "Confirm and proceed with payment" button. You will be taken to the Invoices and payments page where you will find the payment options.

To pay by cash or check, click on your "Invoice #" to see the whole invoice. Print and mail to:

Peggy Mullaly-Quijas  
Executive Secretary, MCMLA  
P.O. Box 2218  
Lee's Summit, MO 64063-2218

Once the check is received, it will be entered into the system and your renewal will be complete.

To pay online, click the "Pay online" button in the yellow box. This will take you to our PayPal page where you can either log in (if you have an existing account) or use a debit or credit card as a guest.

Once you've completed the process, you'll be taken back to the MCMLA web site where your invoice should now show as paid.

Please feel free to contact Peggy if you have any issues with your renewal:

Peggy Mullaly-Quijas, Executive Secretary  
Midcontinental Chapter of the Medical Library  
Association (MCMLA)  
PO Box 2218  
Lee's Summit, Missouri 64063-2218

[Mullaly-quijasm@umkc.edu](mailto:Mullaly-quijasm@umkc.edu) (pager/email)  
[pmullaly@aol.com](mailto:pmullaly@aol.com)

(v) 816.235.1871  
(f) 816.235.6570

## Pat Auflick, 1950-2011

*Besty Mueth, President, MCMLA; edited by Amanda Sprochi*



Photo courtesy of Casper College

It is with great sadness that I share the news that our friend and former MCMLA colleague Pat Auflick died in the early morning on November 27, 2011 in Casper, Wyoming. Her son Andrew said she died peacefully in her sleep. Pat was the librarian at Goodstein Foundation Library, Casper College, Casper Wyoming.

Her obituary can be viewed online at:

<http://www.bustardsfuneralhome.com/obits/obituary.php?id=124257>

## Do Librarians Have Stress?

*Betsy Mueth, President, MCMLA; edited by Kristin Sen*

The week after New Year's, I woke up one morning to swollen lymph nodes around my ear and a rash around one eye. Being the good researcher that I am, I looked this up and self-diagnosed myself with shingles. In the interest of being a good health professional, and taking my own advice, I went to see my doctor, who confirmed that I did, in fact, have shingles.

Her next question caused me to stop and think. She said that since shingles can be triggered by stress, had I been under a lot of stress? I stopped and thought, "I'm a librarian. Librarians work in a nice, quiet, low-stress environment, right? ... NOT!" What I told her was that yes, perhaps I had been under more than the normal level of stress. Wanting to know more, she asked me to complete a questionnaire on my level of stress. After completing it, interestingly, according to the questionnaire I really didn't have much stress. Perhaps it was the wording of the questions:

*In the last month, how often have you found that you could not cope with all the things that you had to do? HMMM...I had a lot to do, but I didn't think I couldn't cope...guess I'll say never. Score zero (0) for that one.*

*In the last month, how often have you been able to control how you spend your time? Well, no matter what is going on, I am still in control of how I spend my time. It's a conscious decision, right? Guess that's a very often-- score another zero (0).*

The questions were all like this. If I answered them honestly, it looked like there was very little stress in my life. At the end of the questionnaire, there was information on stress levels with some advice. Here is one of my favorites: *"If your score is 20 – 41, you are experiencing moderate stress. Try to find ways to manage your stress."* REALLY???. Well, it didn't apply to me, my stress level was low according to this tool. So why did I think I had stress? I gave my doctor the (actually pretty long) list of what was going on in my life that I considered stressors:

- The education department at my hospital had just finished with the design, construction, and move into a new facility. Anyone who has ever moved a library knows what kind of stress this causes – the rest of you can probably imagine it without too much trouble;

- Year end reports (need I say more?);
- The holiday season: while we close down our offices for the week between Christmas and New Years and it is nice to have a vacation, the preparation for, and catch-up after, the vacation are pretty stressful;
- Babysitting for my grandchildren, while I love this, is exhausting;
- Hosting 26 people for Christmas dinner, multiple holiday gatherings, shopping for last minute gifts, the usual holiday rush...; and
- My daughter convinced me to do a ½ marathon with her in April. Since I am not a runner (or any kind of exercise fanatic), I started training in November. You'd be surprised at the amount of stress this puts on your body.

My doctor acknowledged that these kinds of stressors are really not captured in her questionnaire.

In answer to the question, "Do librarians have stress?" I would have to say for this librarian, the answer is a resounding "Yes!"



## Action needed: HR 3699

*MCMLA Government Relations Committee; edited by Darell Schmick*

The Research Works Act House Bill HR 3699 was introduced in the House of Representatives by Representative Darrell Issa (R-California) on December 23, 2011. This bill is co-sponsored by Representative Carolyn Maloney (D-New York). This bill seeks to effectively repeal the NIH Open Access Mandate. See the following links for more details:

[http://en.wikipedia.org/wiki/Research\\_Works\\_Act](http://en.wikipedia.org/wiki/Research_Works_Act)

[http://www.nytimes.com/2012/01/11/opinion/research-bought-then-paid-for.html?\\_r=1](http://www.nytimes.com/2012/01/11/opinion/research-bought-then-paid-for.html?_r=1)

<http://www.michaeleisen.org/blog/?p=807>

The National Institute of Health (NIH) Public Access Policy requires investigators to submit final peer-reviewed journal manuscripts that are derived from NIH funds to the digital archive at PubMed Central. The principle behind this policy is use of public funding to provide a public good, namely medical research.

The members of the Government Relations Committee feel that the main issue presented by this bill is control of publicly funded information by publishers. The natural assumption is that the sponsor of the research has ownership of information that results from the research. Federally funded clinical research results should be available to the public without cost or other publisher access barriers. This bill would curtail that access.

Two members on the House Committee on Oversight and Government Reform are from the MCMLA region: Rep. Jason Chaffetz (R.UT) and Rep. Lacy Clay (D. MO). We also highly recommend contacting your representative. Please consider faxing or emailing them a [copy of MLA and AAHSL's joint letter](#) on the Research Works Act. In your cover message, urge them not to support this legislation because it would restrict access to information generated through public funds, overturn the NIH public access policy, and prohibit other federal agencies from establishing similar policies. Also consider sharing anecdotal information about how the NIH public access policy has benefited your library and your library users and stating to them how crucial open public access to the results of taxpayer-funded research is for the information needs of your clinical staff and the patients they treat.

Look for [new information on the MCMLA website](#) about State and Federal representatives in your state and how to contact them.

Thank you,

Darrel Willoughby, Chair [mensaboy@gmail.com](mailto:mensaboy@gmail.com)  
 Kelly Klinke [kklinke@libertyhospital.org](mailto:kklinke@libertyhospital.org)  
 Barb Jones [jonesbarb@health.missouri.edu](mailto:jonesbarb@health.missouri.edu)  
 Darell Schmick [schmickd@health.missouri.edu](mailto:schmickd@health.missouri.edu)

## Beall's List of Predatory, Open-Access Publishers

*Lynne Fox, Education Librarian, University of Colorado Anschutz Medical Campus; edited by Amanda Sprochi.*

Jeffrey Beall, metadata librarian and assistant professor at Auraria Library (University of Colorado Denver), has just published an updated list of Predatory Open Access Publishers. These are open-access journals that accept submissions on a pay to publish basis. They have been the subject of scrutiny due to poor peer review and editorial practices. They are taking advantage of increasing interest in outlets for scholarly publishing. Researchers should be wary of these journals and should consider other publishing options. To access a list of publications you'll want to avoid, see: [Beall's List of Predatory, Open-Access Publishers \[HTML version\]](#) [\[PDF Version\]](#)

Beall has a clear definition of these publications:

"These publishers are predatory because their mission is not to promote, preserve, and make available scholarship; instead, their mission is to exploit the author-pays, Open-Access model for their own profit. They work by spamming scholarly e-mail lists, with calls for papers and invitations to serve on nominal editorial boards. If you subscribe to any professional e-mail lists, you likely have received some of these solicitations. Also, these publishers typically provide little or no peer-review. In fact, in most cases, their peer review process is a façade. None of these publishers mentions digital preservation. Indeed, any of these publishers could disappear at a moment's notice, resulting in the loss of its content."

Beall, Jeffrey. "Predatory" Open-Access Scholarly Publishers. *The Charleston Advisor*, Volume 11, Number 4, April 2010, pp. 10-17(8)

## Special Section: New Member Spotlight, 2012

### Welcome to MCMLA!

#### Kristen DeSanto

*Melissa DeSantis, ExOfficio, MCMLA Membership Committee; edited by Darell Schmick*



Kristen DeSanto joined MCMLA in December 2011. Earlier in 2011 Kristen moved to Colorado to become the Manager of Library Services at the Clinical and Research Library located at Children's Hospital Colorado in Aurora, Colorado. Originally from New Orleans, Kristen has spent about the last 20 years in Texas. Kristen and husband were looking for a life-

style change and really wanted to live where they vacation. When she saw the job ad for the position at Children's Hospital Colorado she was thrilled. On a professional level it gave her an opportunity to do both management and research duties, which she really enjoys. On a personal level the Denver area was a great fit for her and her husband.

Kristen received her Bachelor's degree from Austin College in Communication Arts. She went on to become a registered dietician and received a Master's in Nutrition from Texas Women's University. She practiced as a dietician for 11 years and is still registered to practice. She really enjoyed working in healthcare, but she realized she really liked the information side of healthcare more than the patient care side. That was when she pursued her Master of Library Sciences from the University of North Texas. After receiving her MLS she began working at the Family Resource Library at Children's Medical Center of Dallas.

Some of the things Kristen enjoys in her free time are baking, reading, camping and bird watching. An interesting tidbit about Kristen is that she makes an excellent Italian cream cake, which her Italian in-laws love! Although currently Kristen has no pets, in the past she and her husband have had as many as five cats living with them. They enjoy visiting their relatives in the Dallas and San Antonio areas and Kristen has four young nephews.

When Kristen lived in Dallas she was active in the profes-

sional associations there, including HealthLINE. She joined MCMLA to meet librarians in the region. She is looking forward to networking with MCMLA members and benefiting from their experiences and knowledge.

#### Barbara Harvey

*John Bramble, MCMLA Membership Committee; edited by Kristin Sen*

Barbara began working as a Health Sciences Information Services Librarian at the University of South Dakota University Libraries in August of 2011. This is her first full time librarian position. Her main responsibilities are providing health sciences related reference and instruction services. What she likes most about her position so far is it provides her with a wide variety of interesting things to do throughout the day and gives her many opportunities to learn new things and be creative.

Barbara is originally from Akron, Ohio. Prior to becoming a medical librarian, she taught biology and environmental science for eleven years at Kirkwood Community College in Cedar Rapids, Iowa and five years at Hawkeye Community College in Waterloo, Iowa. She was looking for a career change when she looked into librarianship, which seemed like an interesting career to move into. She holds a B.S. and Master's degree in biology from the University of Northern Iowa. She completed her M.A. in Library and Information Science at the University of Iowa in 2009, and worked at the Hardin Library for the Health Sciences while she was a graduate student there.



An interesting tidbit about Barbara is she likes to collect class rings and has started writing a book. She spends her free time working on her class ring website, listening to live music, and bird watching. She is married and has two grown daughters. Barbara joined MCMLA in order to network with other health sciences librarians. Welcome Barbara!

## Special Section: New Member Spotlight (cont'd)

### Monica Rogers

*Jeanne Burke, MCMLA Membership Committee; edited by Kristin Sen*

#### Where did you hail from?

I was raised in Bishop Hill in North Eastern Illinois, a state historic site founded as a Swedish commune in 1846.

#### What is your educational background and what schools did you attend?

I majored in Sociology/Anthropology at the University of Illinois-Springfield. My MLIS is from the University of Missouri-Columbia. I have also completed the MLA Consumer Health Information Specialization.

#### Tell me about your previous work experience:

I worked as Community Health Librarian at Washington University School of Medicine. While there, I worked with St. Louis Public Library to develop a system wide consumer health department.

#### What brought you to your current job?

I wished to continue my work with health literacy, especially with underserved populations.

#### What are you doing in your current position?

I am the Health Information Literacy Coordinator for the NNLM Mid-Continental Region.

#### What do you like most about it so far?

I like the autonomy and the wide range of people I get to work with.

#### What do you hope to gain from being a member of MCMLA?

I am excited about the opportunities for networking and finding new avenue to promote health literacy resources.

#### What's a fun/unique/interesting tidbit for your fellow MCMLAers to know about you?

I live in a remodeled school house near downtown Omaha. I also spent a summer at raw foods culinary institute.

#### What do you do to relax? How do you use your free time?

I play Pinball Wizard and like to listen to older rock & roll music.

#### Is there any information you would like to share about your family?

My father designed and built my living room furniture.

### Jim Chestnut

*Susan Sykes Berry, Chair, MCMLA Membership Committee; edited by Darell Schmick*

Jim was born and raised in Philadelphia. He moved away to attend Juniata College, a small liberal arts college in Pennsylvania, where he got an undergraduate degree in Biology. Then it was on to the University of Georgia and Masters degree in Physiology, where he became interested in pharmaceutical lab work. He spent several years working at a lab that was developing drugs for asthma. Jim then attended University of Michigan for his Library Science Masters degree. When he graduated in 1989 he moved to Kansas City for a position with Marion Labs in their Information Center. 10 years later, Jim is now employed by Quintiles. Quintiles does contract work for the pharmaceutical industry and Jim is the company's Associate Director Library and Information Services.

His favorite part of his job is being able to work with clients all over the world. Jim decided to join MCMLA to assist in his role as the Treasurer for the Health Sciences Library Network of Kansas City (HSLNKC). Since Kansas City is hosting the conference, Jim will be handling the financial aspects of the conference. As Treasurer of HSLNKC, Jim gets to play with Excel spreadsheets as he handles the annual budget.

In his free time Jim recently learned to scuba dive and he is thinking about a summer dive trip to Cozumel. For relaxation he reads a mix of fiction and non-fiction and enjoys attending movies.

## Special Section: New Member Spotlight (cont'd)

### Peggy Cruse

*Pat Hamilton, MCMLA Membership Committee; edited by Darell Schmick*

#### Where did you hail from?

My parents were international schoolteachers so I traveled quite a bit as a kid. I was born in Evanston, Wyoming and grew up in Sapporo, Japan and Yangon, Myanmar. I came back to the States for college when I was 18, to the wonderful town of Northfield, Minnesota.

#### What brought you to your current job?

I moved to Colorado with my husband a few years ago and worked in academic medical libraries before landing at National Jewish Health. I wanted an environment where I was in contact with a range of people in the health industry – bench researchers, clinicians, and patients. National Jewish Health was a perfect fit.

#### What do you like most about it so far?

As I said above, I love being involved in a range of research activities. I work with patients on consumer health issues, with bench researchers on animal research protocols, and with clinicians on systematic review panels.



#### What's a fun/unique/interesting tidbit for your fellow MCMLAers to know about you?

I like to cartoon. Mostly, I draw pictures of my husband and my cats but I recently made a coloring book for my nephew, which was very rewarding.

#### What do you do to relax? How do you use your free time?

Exercise! I sit at a desk all day and so I crave movement. Fitness classes are also a great way to detach from day-to-day stressors.

I also love to watch the NFL. It's especially fun when your resident quarterback is as baffling as Tebow.

#### What is your educational background and what schools did you attend?

My undergraduate studies were in Northfield, MN at Carleton College (Sociology and Anthropology). I got my MLS in 2009 at the University of Wisconsin in Madison.

#### Tell me about your previous work experience?

I've always worked in research or academic libraries, starting off in interlibrary loan then moving to reference where I learned to love problem-solving research questions with people face-to-face.

I recently came to National Jewish's Library from the University of Colorado's Health Sciences Library. There, I worked in reference, taught classes, and bolstered the research skills of residents at the University of Colorado Hospital.

#### What are you doing in your current position?

I spend much of my time working on literature searches for scientists involved in animal research. All animal studies done at NJH must go through a review process by our Institutional Animal Care and Use Committee (IACUC). This process involves a thorough literature search to ensure research is not duplicating previous studies; that there are no alternatives to using an animal model; and that there are no alternatives to specific painful procedures.

In addition to animal protocol searches, I work with other librarians at National Jewish to advise systematic review panels on their literature searches. This involves running searches on a clinical topic as well as negotiating the scope of guideline topics.

I also conduct searches for studies submitted to the institutional review board (IRB); and I do consumer health searches for patients who visit the library.

In addition to searches, I teach EndNote to NJH faculty and staff.

#### What do you hope to gain from being a member of MCMLA?

I hope to connect with other health librarians and information professionals so that we can exchange ideas and create a strong future for medical librarians.

## New Member Spotlight (cont'd)

### Robin Nielsen

*Tracey M. Hughes, MCMLA Membership Committee;  
edited by Kristin Sen*

Hello and welcome to Robin Nielsen, a medical librarian at the Utah Central Region Medical Library at Intermountain Medical Center in Murray, Utah. Robin is new to the field of medical librarianship, having been in her current job for six months. She likes her job and finds it to be full of new challenges and interesting reading. As a member of MCMLA, Robin hopes to gain more knowledge to help her be successful as a medical librarian. Robin has a Bachelor's degree in Psychology from Brigham Young University and will graduate in December with her Master's degree from the School of Library and Information Management at Emporia State University. Robin has worked in various public and private libraries over the past fifteen years, including five years in an elementary school library. Robin is from Southern Indiana and is a mother of four and grandmother of four, with a fifth grandchild due to arrive **very** soon. In her free time, Robin likes quilting, reading, and watching, "ridiculous reality TV." An interesting tidbit about her is that she doesn't eat cheese. Welcome aboard, Robin!

## MCMLA Congratulates

*Amanda Sprochi, MCMLA Express editor*

**Jean L. Sidwell**, who was promoted to the position of Director of the Andrew Taylor Still Memorial Library of ATSU in Kirksville, Missouri January 2012. She will be responsible for the overall management and administration of the MO Branch Library her duties as the new administrator will involve providing information resources to support the current and anticipated instructional, research, and service programs of ATSU.

**Angela Arner**, on her retirement January 31, 2012 from Nebraska Methodist College and Methodist Health System where she worked for nearly forty years. She was also a frequent contributor and editor of the MCMLA Express. Fair winds and following seas, Angie!

**Lenora Kinzie**, Director of Library Services for the Stauffer Health Sciences Library at Stormont-Vail Healthcare in Topeka, who was appointed to State Library Board of Kansas. Way to represent for the librarians, Lenora!

## Darell's Doozies

*Darell Schmick, MCMLA Publications Committee;  
edited by Amanda Sprochi*

More questions from the 1972 *Medical Librarian Examination Review Book* by Jane Fulcher. How would you do?

### The Dispensatory of the United States is:

1. a manual of medical emergencies
2. directory of clinics
3. a compendium of drug information
4. none of the above

### The National Library of Medicine has a Congressional mandate to apply its resources:

1. Broadly to the advancement of the medical and health-related sciences
2. Primarily to the development of development of clinical medicine
3. Primarily to the encouragement of medical research
4. Strictly to the collection and organizations of biomedical information

Answers to last issue's questions:

### Regarding individual words in Journal Titles, NLM's abbreviation for the word "Association" is:

Assoc

### Medical School Admission Requirements, U.S.A. and Canada is published by the:

Association of American Medical Colleges

### Jablonski, Stedman, Taber, and Dorland are names associated with:

Dictionaries

## Research Round-Up: Return on Investment Studies

MCMLA Research Committee; edited by Amanda Sprochi

*In this issue of the Express, we highlight the MCMLA 2011 Best Research Paper. Many thanks to the authors for sharing their insights on the research process for the Q&A!*

### Return on Investment Studies in Health Sciences Libraries

Crystal Cameron-Vedros, Deborah Carman, Robert A. Pisciotta (University of Kansas Medical Center), James Bothmer (Creighton University), and Nancy Woelfl (University of Nebraska Medical Center)

#### Abstract

In January of 2011, librarians at A.R. Dykes Library, University of Kansas Medical Center, were charged by the library director to replicate "Return on Investment" studies conducted by the University of Illinois at Urbana-Champaign, the University of Nebraska Medical Center, and Creighton University. The purpose was to demonstrate the library's value to its institution by calculating the return on investment (ROI) with respect to successful grant funding. Methodology was based on similar processes at the University of Nebraska Medical Center and Creighton University. The ROI for KUMC, as calculated by this study, is 3.13:1. That is, every dollar spent on library support generated \$3.13 in grant funding. The ROI for Creighton was 13.50:1. The ROI based on grants awarded and library dollars spent can be used as a way to measure the effect of library allocations on grant funding awarded to the University. There are other types of assessment studies that can also serve as a means of providing data on the library's value and accountability to its users and to its institution. Assessing and demonstrating the library's value to the institution is a way for administrators and constituents to be made aware of the library's impact when evaluating how well the University meets its overall mission.

#### MCMLA 2011 Presentation

#### Q&A with the Authors

**Q:** *Why is this type of research so important for libraries to conduct?*

**A:** Whether done to calculate Return on Investment for a single library such as Creighton or KUMC or a group of libraries as done by University of Nebraska Medical Center, ROI studies rank high in the hierarchy of evidence. ROI studies conducted using the method developed at University of Illinois Urbana-

Champaign (UIUC) demonstrates that the library generates **revenue** for its parent institution in the form of research grant awards to its investigators. Money talks.

**Q:** *What was the biggest barrier in conducting the research?*

**A:** Each institution had to survey its faculty, and getting people to respond is always a challenge. The higher the response rate, the more reliable the results.

**Q:** *A few practical questions: How much time did it take? How was it working across institutions (i.e., working with multiple collaborators)?*

**A:** The studies were not conducted simultaneously. Each library did its own study and then the results were shared and compared. The time required is fairly reasonable. The Nebraska study took the longest because the study involved a cohort of 19 libraries, studied ROI over a three year period (2007-2009), and required collection of ten data points for each year studied.

**Q:** *What will you be doing with the results? What impact has the information had in your institution?*

**A:** At University of Nebraska Medical Center, the data has caught the attention of the Planning Office, which cited McGoogan Library ROI as one of UNMC's success factors. The library hoped the data would justify allocation of more research indirect cost money to its budget, but this did not happen. At Creighton University, the results were used to justify a request for more money to support the collection. The Health Sciences administration was impressed with the strong ROI. The KU Medical Center has used its results in collaboration with the Faculty Assembly Information Resources Committee to help build additional support for the Library.

**Q:** *Lessons Learned: Is there anything you would do differently?*

**A:** A single library can efficiently carry out an ROI study by using the survey instrument as developed at UIUC. At Nebraska, questions were added and some produced extraneous data. For example, Research Administration insisted on asking each respondent to name the five most significant journals in his or her field. Over 2,500 different titles were named, many incorrectly. The

## Research Round-Up (cont'd)

process of bibliographically authenticating the titles took the library staff about six weeks and, in the end, Research Administration decided not to use the data.

**Q: *What advice do you have for others interested in doing ROI studies?***

**A:** It's important to remember that the UIUC return on investment method measures what a library contributes to research grant income. We don't yet have comparable measures for what libraries contribute to student success or clinical outcomes. If your institution generates basic or clinical research revenue, it's worth doing one of these studies. You must collaborate closely with Research Administration at your institution to obtain the data you need. Use the services of your institution's research statistician, and don't be afraid to ask for coaching or help from other libraries that have done this. Finally, the caveat is to be proactive in conducting such a study. Don't wait until you are forced to do it.

### Get ready for MCMLA 2012!

The deadline for submitting proposals posters or papers to MCMLA 2012 is **Monday, July 2<sup>nd</sup>**.

The MCMLA Research Committee offers an award each year for the best research poster and the best research paper presented at the annual meeting. This is an opportunity to be recognized for one's research and to take home some prize money!

What question (hypothesis) did your research answer? How did you evaluate a service? Have you done a comparison study? A retrospective study of your journal costs, perhaps? A prospective study of staff-time requirements to staff the AskALibrarian service in the last three weeks of the semester (when all the papers are due)?

Doing the research isn't enough; you have to REPORT the research in order to advance our collective knowledge base. MCMLA 2012 may be the opportunity you are looking for, and just think how good that award will look in your office where your boss and your clientele can see it!

## Social Networking, Part 5: What Libraries are Doing Out There

*Guy Mason, Knowledge Management and Competitive Intelligence Consultant, Denver, Colorado, and Karen Wells, Manager, Medical Library Services, Exempla Lutheran Medical Center; edited by Kristin Sen*

Now that we have gone through all the steps to build our social presence, let's look at resources to get some examples of what libraries are doing out there. The following is only the mere tip of the iceberg.

### General Discussion Sites for Librarians

Social Networking Librarian: A super, great general discussion site. (I especially like the fun Library Girl song—ah ah, ah ah, ah ah, ah aha!)

<http://socialnetworkinglibrarian.com>

iLibrarian: Another super, great general discussion site.

<http://oedb.org/blogs/ilibrarian>

### Cheat Sheets

The Social Media Cheat sheet: This site tells us, in a nutshell, about various social websites and their functions.

<http://www.cmo.com/social-media/cmos-guide-social-media-landscape>

### Tools

YALSA has a tool kit for Social Networking for School & Public Libraries, (but many ideas are useful to us,) with great ideas on social networking.

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/professionalttools/Handouts/sn\\_toolkit11.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/professionalttools/Handouts/sn_toolkit11.pdf)

Social Networking Tools Comparison Chart tells us the positives and negatives of the tools. (University of Minnesota)

<http://www1.umn.edu/brand/assets/pdf/social-networking-tools.pdf>

78 (of the) Best Social Media Marketing Tips, Guides, Tools and Strategies of 2010 (So Far.)

<http://webbiquity.com/social-media-marketing/78-of-the-best-social-media-marketing-tips-guides-tools-and-strategies-of-2010-so-far>

25 Useful Social Networking Tools for Librarians

<http://sohailmlib.blogspot.com/2010/11/25-useful-social-networking-tools-for.html>

CDC Social Media Tools Guidelines and Best Practices

<http://www.cdc.gov/SocialMedia/Tools/guidelines>

## Social Networking, Part 5 (cont'd)

10 of the Best Social Media Tools for Entrepreneurs  
<http://mashable.com/2009/10/26/social-media-entrepreneurs>



Gnu Social and Diaspora: Two of Time Berners-Lee's favorites (open-source) that allow anyone to create their own social network from their own server, connecting to anyone on any site.

<http://gnu.org/software/social>

<http://www.helium.com/items/1835414-what-is-the-diaspora-social-network>

Status.net open source micro-blogging platform: Runs sites such as identi.ca and allows us to operate our own Twitter-like network "without the Twitter-like centralization." Decentralize and share!

<http://status.net/>

### **Ideas for Projects**

Top 100 Ways Librarians Use Social Media: Ideas for projects. (In case we missed it.)

<http://blogs.ubc.ca/dean/2010/08/top-100-ways-librarians-use-social-media>

### **Business Case Sample**

West Dunbartonshire Libraries Social Networking Business Case

<http://www.slainte.org.uk/files/pdf/web2/westdunbartonweb2.pdf>

### **For More Reading**

15 Top Recommended Social Media Books  
<http://windmillnetworking.com/2010/12/02/top-15-recommended-social-media-books-of-2010>

Philbrick, Jodi L. Positioning Medical Libraries in the World of Web 2.0 Technologies

[http://espace.library.uq.edu.au/eserv/UQ:179801/Web2.0Technologies\\_PhilbrickClevelandPan.pdf](http://espace.library.uq.edu.au/eserv/UQ:179801/Web2.0Technologies_PhilbrickClevelandPan.pdf)

Berners-Lee, T. Long Live the Web: A Call for Continued Open Standards and Neutrality. Scientific American. November 22, 2010.

ALA Social Networking and Libraries: 2010 Report on the state of America's Libraries.

<http://www.ala.org/ala/newspresscenter/mediapresscenter/americaslibraries/socialnetworking.cfm>

Top Ten (10) Social Media Competencies for Librarians (& Teachers)

<http://stephenslighthouse.com/2010/07/30/top-ten-10-social-media-competencies-for-librarians/>

So let's get rogue and go build a community!!

"Managers may hesitate to engage with media that any middle-school student can access. But if we fail to adapt to and use our adversaries' best tactics, we cede the field of the battle."

Harvard Business Review, Dec 2010, p. 76.

### **REFERENCES**

Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*. NY: Little, Brown, and Co., 2000.

Heath, Chip. *Made to Stick: Why Some Ideas Survive and Others Die*. NY: Random House, 2008.

*Harvard Business Review*. Spotlight on Social Media and the New Rules of Branding. "Branding in the Digital Age: We're Spending Our Money in All the Wrong Places; Reputation Warfare; Why We Need a New-Media 'Ringmaster'; The One Thing You Must Get Right When Building a Brand. Dec 2010. pp. 62-84.

Shih, Clara C. *The Facebook Era: Tapping Online Social Networks to Build Better Products, Reach New Audiences, and Sell More Stuff*. Boston: Prentice Hall, 2009. (Basically, the primer on our how-to's used in this column)

Wikipedia Definitions from Dec 2010.

### **Publication Statement**

MCMLA Express is a publication of the Midcontinental Chapter of the Medical Library Association. It is published four times per year in February, May, August, and November.

#### **Committee Members:**

Amanda Sprochi, editor  
 Darell Schmick  
 Kristin Sen

