

Greetings, MCMLA!

Welcome to our May issue. Cross your fingers, it looks like spring may finally be here.

There are some great articles this week by our MCMLA Committees. Research Roundup this month has an in-depth interview with Donghua Tao from SLU and discusses her research project with the School of Public Health. The Planning Committee reminds us that MCMLA2011 is just around the corner. The Honors and Awards committee reminds us about upcoming nominations for MCMLA 2011 awards. Plus, the Advocacy and Research committees are asking for your help in determining the Return on Investment (ROI) that your library brings to its institution.

Guy Mason and Karen Wells continue their series on Social Networking with an article on using marketing ideas to develop a social networking site that has enduring impact. Angela Arner explores LibGuides and health literacy topics in her Health Literacy Awareness column. Remote Users and the Library, an article by Susan Sykes Berry recently published in Doody's Core Titles, has been republished here (with the gracious permission of Doody's Enterprises, Inc.). And don't miss the new listserv on clinical and translational science and libraries being launched by Adelaide Fletcher and Jerry Perry. Instructions for signing up are included.

Sarah Kirby, MCMLA president, writes this week about the tremendous amount of work done by volunteers for MCMLA and highlights some of their accomplishments. We also recognize Kerry Skidmore's retirement and recognition as a Distinguished Senior Member of MCMLA, Karen Wells designation as the recipient of the 2011 Marla Graber Award, and the new MCMLA office holders elected this past February for the 2011-2012 term. Make sure to check out as well our new MCMLA Congratulates column, recognizing the great work of our chapter members. Congratulations, all.

Keep sending in your ideas, articles, columns, and tidbits on the work being done in the MidContinental Region. It's you that make the newsletter great!

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From the Chapter Chair, MCMLA

*Sarah Beck Kirby, M.L.S., MS Ed., AHIP; edited by
Amanda Sprochi*

Before I became Chapter Chair, I had the misconception that organizations ran themselves. I know better now. There is a tremendous amount of volunteerism that can't be described. Our dedicated medical librarians, including health science, hospital, nursing, academic and research settings, respond immediately to informational requests from patrons, in supporting their colleagues, and to their chapter's needs, which is incredible.

Our chapter has tackled many issues and I will highlight some of our new ones. We have begun an Ad Hoc Endowment Committee under the leadership of Nancy Woelfl to raise endowment funds. We are pursuing the return on investment (ROI) in order to ensure the continuation of hospital libraries. Our technology of using Skype for virtual monthly meeting for the executive committees and leadership chairs facilitates ongoing communication with our members. Our Annual Task Meeting Force under the leadership of Rebecca Graves, Chair, has submitted a request for a suggested motion for virtual meetings in the future to the MLA by-laws committee. Our chapter's new Advocacy Committee under the leadership of Liz Burns continues to write on behalf of medical librarians whose libraries or positions have been eliminated or have the prospect to be eliminated. I believe that our chapter members are very aggressive and foresighted. I am proud to be a member.

Kerry Skidmore recognized as Distinguished Senior Member

MCMLA Executive Committee

Motion for Recognition of Kerry Skidmore as a Distinguished Senior Member of the Chapter

Whereas, Kerry Skidmore has been a member in good standing of the Midcontinental Chapter, Medical Library Association, since 1978; and

Whereas, Kerry Skidmore has served admirably in every role and responsibility entrusted to him by the Chapter; and

Whereas, Kerry Skidmore has been a loyal supporter of MCMLA and an advocate for health science librarianship for over 30 years; and

Whereas, Kerry has served with humor and in his own inimitable style;

Therefore be it resolved that the Officers and Members of MCMLA recognize Kerry Skidmore on his retirement, thank him for a job well done, and recognize him as a Distinguished Senior Member of the Chapter.

MCMLA2011 – Explore.Dream.Discover

Jackie Hittner, MCMLA2011 Planning Committee Chair; edited by Amanda Sprochi



The Planning Committee continues to put the pieces together for MCMLA2011. As information becomes available it is being put on the MCMLA2011 website: <http://mcmla.onefireplace.com/meeting>

Be sure to check the website often!

The meeting dates are September 21-23, 2011. Continuing Education Classes and the Welcome Reception will be held on September 21. September 22 and 23 will be the general meeting days.

The MCMLA2011 will be held at The Hilton St. Louis Frontenac. Their website is:

http://www1.hilton.com/en_US/hi/hotel/STLFHHF-Hilton-St-Louis-Frontenac-Missouri/index.do

To get the conference room rates of \$109/night you must use the code: MCMLA.

The Planning Committee looks forward to welcoming MCMLA members to St. Louis in September 2011.

✓ MCMLA Election Results

Heather L. Brown, Chair of Nominating Committee

The annual MCMLA elections were held in February. We had a full slate of candidates, as the three year terms of the MLA Chapter Council Representative and Alternate are coming to an end. I offer a huge “thank you” to all of the candidates who ran for office and to the Nominating Committee for their tireless work.

Without further ado, I introduce you to the 2011-2012 new MCMLA office holders and MLA Nominating Committee candidate!

- **Brenda Pfannensteil - Vice Chair/Chair Elect**
- **Holly Henderson - Recording Secretary**
- **Melissa De Santis - Chapter Council Representative**
- **Dana Abbey - Chapter Council Alternate**
- **Lynne Fox - Candidate to the MLA Nominating Committee**

Congratulations!

Karen Wells Recipient of 2011 Marla Graber Award

Sarah Kirby, MCMLA President

Karen Wells, Manager and Reference Librarian at Medical Library Services, Exempla Lutheran Medical Center in Wheat Ridge, Colorado, has been named recipient of the 2011 Marla Graber Award.

The Marla Graber Award for Excellence and Achievement is awarded annually by the Colorado Council of Medical Librarians (CCML). Established in 2002, the Graber Award recognizes the career of a CCML member who has made outstanding contributions to CCML and to health sciences librarianship at the local level.

Karen, a member of CCML since 1982, has worked in areas of both hard and applied sciences, as well as law and medicine. Widely published, she is regionally known for her work in advocacy, training and mentoring. Congratulations, Karen! For more, please visit <http://councilquotes.wordpress.com/category/ccml-stars/>.

Health Literacy Awareness

Angela Arner, BA, John Moritz Library, Nebraska Methodist College; edited by Darrell Schmick

LibGuides

As I write this, it is the beginning of National Library Week. One of the announcements for National Library Week here at the John Moritz Library at Nebraska Methodist College is the newly available LibGuides developed by our staff. Feel free to browse our list of guides. I mentioned in the February issue of the Express that I was working on a Guide for Health Literacy Awareness. It is now published on our site and I welcome your comments!

Improving Health Information Literacy by Angela Arner

This Guide identifies resources and provides awareness of the great need for health information designed for those with low-literacy skills.

I'm learning a lot and have a great appreciation for the depth of information which can be made available through LibGuides. Plus, I'm having fun in the process! A listing of the guides I have completed is at the end of this article.



Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

~ Healthy People 2010 & 2020

Health Literacy in the Literature

I recently received a list of resources from My NCBI. A recent issue of "Nursing Outlook" devoted several articles to this topic. Several of the references are included here for your information:

Coming to consensus on health literacy measurement: An online discussion and consensus-gauging process. Pleasant A, McKinney J.; Nurs Outlook. 2011 Mar-Apr; 59 (2): 95-106.el. PMID: 21402205 [PubMed - in process]

Developing and testing the health literacy universal precautions toolkit. Dewalt DA, Broucksou KA, Hawk V, Brach C, Hink A, Rudd R, Callahan L. Nurs Outlook. 2011 Mar-Apr;59(2):85-94. PMID: 21402204 [PubMed - in process]

Oral literacy demand of health care communication: Challenges and solutions. Roter DL. Nurs Outlook. 2011 Mar-Apr;59(2):79-84. PMID: 21402203 [PubMed - in process]

Teaching health care professionals about health literacy: A review of the literature. Coleman C. Nurs Outlook. 2011 Mar-Apr;59(2):70-8. PMID: 21402202 [PubMed - in process]

Calling the nation to act: Implementing the national action plan to improve health literacy. Baur C. Nurs Outlook. 2011 Mar-Apr;59(2):63-9. PMID: 21402201 [PubMed - in process]

Health literacy: An opportunity for nurses to lead by example. Mayer G, Villaire M. Nurs Outlook. 2011 Mar-Apr;59(2):59-60. No abstract available. PMID: 21402199 [PubMed - in process]



Remote Users and the Library

Susan Sykes Berry, BSN, MLS, University of Missouri-Kansas City Health Sciences Library; reprinted with permission of Doody Enterprises, Inc.

One of the challenges here at the UMKC Health Sciences Library is serving our distance nursing and pharmacy students. For many years, they were a small population and we served their needs by making arrangements with local academic libraries associated with the distance programs. However, we now are serving a much larger group, and they can be located anywhere in the world. Our old model wasn't able to scale up to serve this diverse and growing group, so we had to reevaluate the way we serve these users and come up with a better system. I would like to share with you a few of the changes we have made over the years to better serve these students.

Books: As long as the students were in Missouri, they could take advantage of the statewide consortium, Mobius. They could go into Mobius and request any book in the system (most academic libraries are members), and arrange to have it delivered to their closest library. Students outside Missouri were asked to use their local public library, in the hopes that they might be able to get resources there. This was less than ideal. One of our solutions was to purchase an electronic collection of books from *STATRef!* starting in 2004. The remainder of the book budget was spent on print resources. Beginning in 2010, that policy changed, and now I only select print books if electronic versions are not available. I am gradually seeing a much larger selection of books in electronic format, and Doody's is essential in finding the electronic versions of core titles, if available.

Journal Articles: Previous policy put distance students at a disadvantage. They could request something we didn't own, but if we owned it, they had to come in and get it. Even for Missouri students, this was not terribly workable. When distance students were a small group, we worked out a system distance students were a small group, we worked out a system in which they could identify themselves as "distance students" and we would send them copies of articles that we

Health Literacy Awareness

(cont'd from p. 4)

LibGuides:

[CAM Complementary and Alternative Medicine](#)

[Cancer - Information for the Consumer](#)

[Child/Youth Health - Information for the Consumer](#)

[Cultural Health -- Information for the Consumer](#)

[Culturally Competent Care for Specific Populations](#)

[Diversity](#)

[Health Care Issues \(Information for the National Debate\)](#)

[Improving Health Information Literacy](#)

[Public Health](#)

Happy Spring everyone!

Blog: <http://aa47.wordpress.com/>

owned. As the group grew, it became a challenge to keep straight what kind of students they were, and what services they were entitled to. For example, a student who lived 75 miles away, but drove to the campus for class, was not considered a distance student. Conversely, a student who lived 2 miles away, but was taking only online classes, was considered a distance student. In 2010, we altered our policy and simply sent students what they needed, regardless of what kind of student they were.

Education: This is the area in which I feel we have made the most progress. With Camtasia software, we can easily create targeted videos to answer the specialized questions that come up most often. In the past, we spent many hours on the phone walking students through searching, or using the online journals, or finding out if a journal was peer reviewed. Now I simply refer them to the appropriate video, and make myself available if they have questions. Surprisingly, I get many emails saying that the video was just what they needed. It lacks the personal touch that I have with the campus students, but I believe that the availability of 24/7 access more than makes up for it.

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New Listserv!

Adelaide Fletcher and Jerry Perry, Health Sciences Library / Colorado Clinical and Translational Sciences Institute, University of Colorado – Anschutz Medical Campus; edited by Darrell Schmick.

Join the discussion on Clinical and Translational Science and Libraries! A new listserv (CTSA-LIB@lists.ucdenver) has been created for librarians, information professionals, and anyone interested in how libraries support Clinical and Translational Science, specifically Clinical and Translational Science Awards (CTSAs).

One need not be a member of a CTSA funded institution or any professional organization to join. This is completely independent of institutional bounds because: (1) Those whose institutions are applying for CTSA funding need to know how to get their library involved, and (2) Those who support translational science come from a variety of professional organizations, such as MLA, AMIA, and SLA to name a few.

Why should you join this list?

- It is free and easy!
- It is a place to ask and answer questions about Clinical and Translational Science Awards, how they work, how libraries can get involved, and get funding!
- It is an easy way to find out who's who at a specific institution, and who has expertise in a particular area of Translational Science.
- It is an informal place to share information, articles, and news about Clinical and Translational Science.
- It is a way to find out about other groups e.g., MLA's emerging Translational Sciences SIG.
- It is a way to show stakeholders at your institution what value your library can add to the CTSA process.

This listserv was created as part of the NN/LM – MCR Project “Development and Marketing of an Online Community-Building Resource for Information Professionals Interested in Library-based CTSA Initiatives”, Primary Investigator, Jerry Perry, and Project Coordinator, Adelaide Fletcher, Health Sciences Library / Colorado Clinical and Translational Sciences Institute, University of Colorado – Anschutz Medical Campus.

The listserv is hosted by the University of Colorado Anschutz Medical Campus, and is moderated by Adelaide Fletcher.

MCMLA 2011 AWARDS

The Barbara McDowell Award is the MidContinental Chapter's award for excellence in hospital librarianship and contributions to local, Chapter and national participation and leadership.

The Bernice M. Hetzner Award recognizes an academic health sciences librarian in the Chapter who has achieved a high level of professional accomplishment and contributed to local, Chapter and national participation and leadership.

The MCMLA Outstanding Achievement Award honors a member for contributions to the Chapter and its activities. The award recognizes significant contributions to health sciences/hospital libraries, to the profession and to the goals and objectives of the Chapter for at least a 5 year period.

The MCMLA Professional Travel Scholarship Award is given to an MCMLA member who is from a micropolitan area of the Chapter.

The STARS Program recognizes Chapter members who have been active in the profession in the past year. Members are self nominated and include those with activities which include publishing articles or books, writing grant proposals, election to a local, state or national office, serving on a local, regional or national committees, and those who have obtained AHIP credentials.

Call for nominations for the awards as well as the Travel Scholarship and Stars Program will be requested in early summer, with a deadline of August. For more information please contact a member of the committee and visit the website: <http://www.mcmla.org/honorsawardscommittee>

Watch MCMLA-L for additional information.

To subscribe go to: <https://lists.ucdenver.edu/cgi-bin/wa?A0=CTSA-LIB> and click on the “Join or Leave” link.

Or send a request to Adelaide.Fletcher@ucdenver and she will add you.

Thanks!

This project has been funded in whole or in part with Federal funds from the Department of Health and Human Services, National Institutes of Health, National Library of Medicine, under Contract No. NO1-LM-6-3504 with the University of Utah.

Social Networking: Part 2, Some Marketing Notions to Help Us: Consider Concepts like “Stickiness,” “Viral Marketing,” “Enduring Messaging” and “People Who Need People.”

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

Let us concentrate on developing social networking sites that have “stickiness,” enduring messaging characteristics, and use viral marketing techniques.

Stickiness

By “stickiness,” we mean the message we develop has to have major sticky-power or something that makes the message really adhere or “stick” to its recipient. There are six principles that explain why some ideas get forwarded on and others get discarded says Chip Heath, author of *Made to Stick: Why Some Ideas Survive and Others Die* (NY: Random House, 2008). The product must relay emotions, tell stories and have simplicity (something that is understandable, memorable and effective), unexpectedness (like the flight safety announcement, breaking the guessing machine), concreteness (tangible, solid, and distinct), and credibility.

Toward meeting the stickiness factor, we must draw into one or a combination of customer community needs and help our customers define their identity to be associated with our library’s community and its solution. The development of our site may address:

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|---|--|
| How people can express their stories. How patrons can share their lives/photos/self-created videos/philosophies in a highly personal way that is still related to the library as a solution. | How people can safely disclose their strong emotions—of what they are overjoyed, overwhelmed, or completely frustrated. |
| How our library services might positively or negatively impact their life. How we can change our services to accommodate them (positively, of course) or find some people who would be willing to accommodate them. | How we can help them to meet new people with like interests and backgrounds and help them to bond socially (even if they never meet) with friends over the experience of using our site or library services. |
| How we can we engage with them to improve our product with constructive feedback. | How we can provide entertaining and yet credible educational experiences at our library site. |

Viral Marketing

We also can use viral marketing techniques, by this, we mean:

“...marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet. Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages. The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create viral messages that appeal to this segment of the population and have a high probability of being taken by another competitor.” (Wikipedia definition)

Social Networking: Part 2

(cont'd from p. 7)

Viral marketing success also requires links, associations, and connections across multiple networks. By supporting commercial networks, social networking members are likely to have weak ties that bridge across different networks. Without this networking capability, virality ends, and messages get trapped within the same constricted, narrow clique. So we'll give our clients lots of links and connections that will spread our message even further, especially outside the library community and on to associations, and other related communities.

Enduring Message Life

Last, we might develop an enduring message life so that old information has the possibility of being even further disseminated. An example is Facebook, which displays past chronological events. This allows more opportunities for archived messages to be picked up by others. This then allows our product to have a longer enduring "shelf-life" although we may, in actuality, be on to another product, having already completed the one archived.

People Who Need People

We also need some very special *people*-- each with a very precise and atypical set of social talents--who can push our product forward. Let's examine who these people are and how they can aid us in "tipping."

Tipping is a term to describe the process where our product or marketing idea becomes so successful, that it "tips" over the site's boundaries and spreads in viral ways.

According to Malcolm Gladwell, *New Yorker* writer and author of *The Tipping Point*, products and messages multiply across social networks, helped by three categories of people with high social networking potential: connectors, mavens, and salesmen.

(For more info: http://www.stanford.edu/class/symsys205/tipping_point.html)

Connectors

Have we heard of the comment, "If Barbie is so popular, why do we have to buy her friends?" Well, connectors don't have to buy friends. They have inborn, instinctual, and effortless skills at social networking. These are the people who know one and all, and maintain more rela-

tionships than the average person. They virally transmit information because of their sheer power of being able to share things through word-of-mouth epidemia—to a large number of people, very quickly. They are central nodes in the social network. A connector is of great use because s/he will tell others outside in larger networks about our product. This is why supporting weak ties on our social site is important as a conduit for this interchange as well.

Mavens

Wikipedia defines a maven as... "a trusted expert in a particular field, who seeks to pass knowledge on to others. The word maven comes from the Hebrew, via Yiddish, and means one who understands, based on an accumulation of knowledge." These are the people who like to investigate, discover, and adopt new things, products, and ideas, after having evaluated them thoroughly and passing the evaluative assessment on to others. In this category are information gatherers, hobbyists, enthusiasts, and experts who are always searching for new and novel materials. Mavens are also known as people who are reputed to be competent and whose opinions can be trusted.

So we clever marketers will locate mavens in order to "influence the influencers." Our social networking sites should provide channels for mavens to share their ideas, opinions, and recommendations.

Think of *Trip Advisor*, a site that allows travelers to give their honest opinions about a hotel or service provided on a vacation trip, but with a mega-super credible, and mega-followed, expert, giving the opinions. The distribution of these ideas is multiplied when they propagate to connectors in the maven's network.

This is called a "maven trap" whereby we collect information from mavens. Malcolm Gladwell gives this example:

"Whenever I look at an unopened bar of Ivory bath soap, I flip it over and burst out laughing. In the midst of all the production information, there is a line that says: "Questions? Comments? Call 1-800-395-9960." Who on earth could ever have a question about Ivory soap? In fact, who on earth would ever have a question about Ivory soap so

Social Networking: Part 2

(cont'd from p. 8)

important that they felt compelled to call the company right away? The answer, of course, is that while most of us would never dial that number, a very small percentage of profoundly weird people may well feel compelled from time to time to call in with a question. These are people who feel passionate about soap. They are the soap Mavens, and if you are in the soap business you had better treat those soap Mavens well because they are the ones whom all their friends turn to for advice about soap.” (*The Tipping Point*)

So we need to find these “mavens” or consumers so invested in a product, category, lifestyle or brand that they serve as a resource for our social website to the community around them.

Salesmen

“There are worse things in life than death. Have you ever spent an evening with an insurance salesman?” Woody Allen

Salesmen are known as influencers; charismatic persuaders with very strong characters; able to win others over their point of view about how great a product is (whether or not it is true, and regardless of their expertise about the product.) A salesman has a certain aptitude—power, pressure, sway, control, or air of authority—to influence strangers and pass on messages. Our social networking site should allow salesmen access to channels so they can proliferate their sales pitches, such as using Facebook messages, status messages, and wall posts.

So we have identified three very important people that can help us with our site: connectors, mavens, and salesmen...

Stay tuned to our next column, when we'll talk about “Product Adoption” in our next column.



What's Your Return on Investment? Call for Participation

Liz Burns, Chair, MCMLA Advocacy Committee, VA Medical Center - Kansas City; Kate Anderson, Co-Chair, MCMLA Research Committee, University of Missouri - Columbia; and Alice Weber, Co-Chair, MCMLA Research Committee, University of Utah; edited by Kristin Sen.

What is your library worth to your institution? How much would it cost to replace your services on the retail market?

MCMLA Chair Sarah Kirby has established **Return on Investment** as one of her priorities for 2010-2011. Therefore, on behalf of the Advocacy and Research Committees of MCMLA, we are asking you to determine your Return on Investment by completing the Valuing Library Services Calculator.

Valuing Library Services Calculator:

<http://nmlm.gov/mcr/evaluation/calculator.html>.

Please complete your entry by **August 1, 2011**. Results will be shared at MCMLA 2011 and published in the MCMLA Express.

If you have any questions about the calculators, please contact either Barb Jones (jonesbarb@health.missouri.edu) or Betsy Kelly (kellyb@wusm.wustl.edu). Your data will remain anonymous unless you choose to submit your contact information.

Return on Investment information gives us a more complete picture of the value libraries bring to health care. By collecting and sharing current data, MCMLA will be better able to advocate for health sciences libraries across the region, and you will have more evidence of your value when advocating within your own institution.

We feel this is a wonderful opportunity for librarians to determine their own Return on Investment and to share data across the region.

Thank you for your participation.

Research Roundup: Member Profiles, Donghua Tao

Lenora Kinzie, MLS, Research Committee, Director, Library Services, Stauffer Health Sciences Library, St. Louis University; edited by Kristin Sen.

A number of MCMLA members are also members of MLA's Research Section. Serving at the national level is an excellent way to be knowledgeable of research-related issues pertinent to our profession. Currently, three of our members serve as officers and committee chairs for the Research Section: Rosalind (Roz) Dudden, Immediate Past Chair; Peggy Mullaly-Quijas, Bylaws Chair; and Donghua Tao, Awards Co-Chair.

Donghua Tao, PhD, MA, MS, is relatively new to library science and leads by example. She recognizes the importance of research for health sciences librarians and librarianship. The following highlights Donghua's career and commitment to research.

Would you please provide a little personal history of your experiences before library school up to your current position?

Before I pursued my degree programs at the University of Missouri, I worked at the editorial department of Affiliated Beijing TongRen Hospital of Capital University of Medical Sciences and Beijing Institute of Otolaryngology in Beijing, China. As a medical editor, I participated in the editing process for three Otolaryngology-Head & Neck Surgery journals. One was an academic journal with original research and the other two were informative journals with abstracts in both Chinese and English. I also completed one year of residency training at the Department of Otolaryngology-Head & Neck Surgery at the same hospital.

I graduated from the University of Missouri-Columbia with a M.A. in Library Sciences in 2003, a M.S. in Health Informatics in 2008, and a Ph.D. in Information Science and Learning Technologies in 2008. My dissertation was entitled, *Using Theory of Reasoned Action (TRA) in Understanding Selection and Use of Information Resources: An Information Resource Selection and Use Model*. The dissertation received two awards: the 2008 ACRL Doctoral Dissertation Fellowship Award and the Eugene Garfield Doctoral Dissertation Fellowship Award in 2007.

In 2005, I started at St. Louis University (SLU), St. Louis, MO, as a reference librarian. Currently, in addition to my reference librarian duties, I am the liaison to the School of Public Health at SLU.



In your current position at SLU what research activities/projects are you participating in?

As the liaison to the School of Public Health, I am currently collaborating with public health faculty members on two research projects regarding different user groups using and accessing health information. In November 2010, the YouTube video project was awarded a SLU President's Research Fund Award, an internal grant. These projects parallel my personal research interests of health information behavior, medical informatics, and information literacy. [The two current projects are listed below, 2009 to present].

What other research projects have you worked on?

2004
Evidence-based retrieval in evidence-based medicine.
Reference source instruction: a model for teaching.

Research Roundup

(cont'd from p. 10)

2005

An analysis of the scientific literature in telemedicine.

2006

Usability of the Health Sciences Center library's website: implications for redesign.

2006 – 2008

Dissertation study: Using Theory of Reasoned Action (TRA) in understanding selection and use of information resources: an information resource selection and use model.

2007

Liaison outreach program: mobile reference services to the School of Public Health.

2009

Evidenced-based policy and practice on community benefit: information support for developing a bibliography

2009 – present

Young people's use and attitudes on smokeless tobacco products videos on YouTube.

Health website quality evaluation and quality drivers derived from common consumers.

What is your current involvement with the MLA Research Section?

I joined MLA as a student in 2003 and became a professional member in 2008. I am the co-chair of the Research Section Award Committee for 2010-2011. As co-chairs, we worked with new MLA meeting planners to reword the abstract submission instructions related to research submissions. This will improve the process of identifying research abstracts for judging research posters and papers. The new submission process includes a required drop-down menu for authors to select the type of research or "not research". I have recruited more than 50 MLA members to assist with judging the research papers and posters that will be presented at the 2011 MLA Annual Meeting in May.

What do you consider to be the key efforts or most exciting work of the MLA Research Section?

Promoting the research role of the health sciences library and information professional

Building a network of "research" partners

Sharing research initiatives and programs among library colleagues at the national level

What focus would you like to see placed by MCMLA Research Committee and/or our chapter members?

Librarianship is viewed as a professional job. Even though many library positions include a tenure track, the library environment does not recognize research as a necessity of the profession. Many librarians focus on the routine aspects of the job and not as much on knowledge discovery. I think it is necessary to encourage librarians to conduct research specific to our field. Also, adding a research-related curriculum and projects in library schools would be a good way to stress the importance of research to future librarians. Currently, there may be one course on research methods, but few schools assign research projects/papers, which creates the gap between knowledge of research and the real experience of conducting research. Association research committees should provide CE courses focusing on research for librarians who have not had the opportunity to learn about conducting research, or who want to refresh their research knowledge and skills.

Selected publications include:

Tao D, Freeman M, Evashwick C. Evidence-based policy and practice on community benefit: information support for developing a bibliography. *Journal of the Medical Library Association*. 2010;98:164-167.

Tao D. Intention to use and actual use of electronic information resources: further exploring Technology Acceptance Model (TAM). *AMIA Annual Symposium Proceedings*. 2009;14:629-633.

Tao D, McCarthy PG, Krieger MM, Webb AB. The Mobile Reference Service: a case study of an onsite reference service program at the School of Public Health. *Journal of the Medical Library Association*. 2009;97:34-40.

Eddens KS, Kreuter MW, Morgan JC, Beatty KE, Jasim SA, Garibay L, Tao D, Buskirk TD, Jupka KA. Disparities by race and ethnicity in cancer survivor stories available on the web. *Journal of Medical Internet Research*. 2009;11(4):e50.

MCMLA Congratulates

Amanda Sprochi

(MCMLA Congratulates highlights papers, posters, awards, presentations, and other activities by our members. To submit, please send an email to sprochia@health.missouri.edu)

Kate Anderson, Specialized Services Librarian, J. Otto Lottes Health Sciences Library, University of Missouri, for her article with John Budd and Zach Coble, "Retracted publications in biomedicine: Cause for concern" published in the Association of College & Research Libraries National Conference Proceedings (2011;390-395); and for winning the MLA Collection Development Section's 2011 Daniel T. Richards Prize for her article "Basic list of veterinary medical serials, third edition: Using a decision matrix to update the core list of veterinary journals," with AG Ugaz, CT Boyd, VF Croft and EE Carrigan, published in the Journal of the Medical Library Association (Oct 2010, v. 98(4): 282-292).

Susan Sykes Berry, for her article in Doody's Core Titles, "Remote Users and the Library" (April 2011). See her article in this issue of the Express, reprinted with kind permission of Doody's.

Research Roundup

(cont'd from p. 11)

Tao D. Understanding intention to use electronic information resources: a theoretical extension of the technology acceptance model (TAM). AMIA Annual Symposium Proceedings. 2008; 6:717-721.

Demiris G, Tao D. An analysis of the specialized literature in the field of telemedicine. Journal of Telemedicine and Telecare. 2005;11:316-319.

Patrick, TB, Demiris G, Folk LC, Moxley DE, Mitchell JA, Tao D. Evidence-based retrieval in evidence-based medicine. Journal of the Medical Library Association. 2004;92:196-199.

Tao D, Demiris G, Graves, RS, Sievert M. Transition from in library use of resources to outside library use: the impact of the Internet on information seeking behavior of medical students and faculty. AMIA Annual Symposium Proceedings. 2003:1027.

Margaret Bandy, Manager, Library & Media Services, Exempla Saint Joseph Hospital, for winning the MLA research survey drawing—\$200 toward MLA '11 registration!

Jenny Garcia, Health Sciences Reference Librarian, Coe Library, University of Wyoming, recipient of the Agnes Milstead Award, given to "individuals who have made significant contributions to the UW Libraries through, among other things, scholarship of librarianship, distinctive work with faculty and students in both teaching and implementing information resource use in academic curriculum, and improving the access to the scholarly record for University community, specific groups and the state."

Kerry Skidmore, for his retirement as Chief of Library Service for the VA Medical Center in Cheyenne, Wyoming, and for his recognition as an MCMLA Distinguished Senior Member.

Karen Wells, Manager and Reference Librarian at Medical Library Services, Exempla Lutheran Medical Center in Wheat Ridge, Colorado, recipient of the 2011 Marla Graber Award. Marla Graber Award is awarded annually by the Colorado Council of Medical Librarians recognizing the career of a CCML member who has made outstanding contributions to CCML and to health sciences librarianship at the local level.

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