mcmla *express*

NEWSLETTER OF THE MIDCONTINENTAL CHAPTER OF THE MEDICAL LIBRARY ASSOCIATION

Passionate Compassion

By Sarah Kirby, Incoming Chair

Throughout this year, I had the outstanding experience and the privilege of watching Claire Hamasu lead our group with great finesse, weaving through challenges, giving words of wisdom, and guiding me and others in contact with her.

Passionate Compassion: Librarians love what we do. We are passionate about our careers and helping people as well as each other. Our passionate compassion for others is the backbone our volunteerism in our organization. Our volunteerism makes our MCMLA a fantastic group of organizers. Hopefully my mission and priorities will keep us moving forward with all of you wonderful people…

To formulate my MCMLA 2010-2011 Priorities, I have incorporated our MLA President Ruth Holst's Presidential Priorities 2010-2011 into our chapter priorities.

MLA 2010-2011 Priority: Rethinking our Value: Demonstrating how our services contribute value to our institutions and developing a culture of research to expand health information knowledgebase

MCMLA 2010-2011 Priority:

1. Continuing to promote the value of our libraries through participation in NN/LM/MCR sponsored studies and through our MCMLA Research and Library Advocacy Committees

2. Incorporating, providing and building upon our "Breezing Along with the RML" and "Spotlight! On National Library of Medicine Resource" sessions with the MCMLA continuing education courses through web meetings and/or MCMLA meetings, sponsored by the MCMLA Education Committee

3. Promoting the MLA Research agenda through MCMLA Research and Governmental Relations Committees [J Med Libra Assoc 2009 Jul; 97(3); 178-85]

MLA 2010-2011 Priority: Rethinking our Role: Expanding new roles in our institutions in areas of: knowledge management, disaster and emergency, preparedness information, health literacy, e-science, electronic medical records, competitive intelligence, translational science, scholarly communication.

MCMLA 2010-2011 Priority: Continuing to offered CE courses in the above subject areas through our MCMLA Education Committee

In this Issue….

Hello All,

Hope you've had a nice Fall season! This issue of the Express is packed full of content—from thoughtful messages from our Incoming and Outgoing Chairs to new columns from Angela Arner on Health Literacy Awareness, Guy Mason and Karen Wells on Social Networking column and the Research Committee has written another great column highlighting this year's research award winners and showcasing an outstanding poster presented in Wichita by Alice Weber and Kathleen Amos.
Be sure to check all of this issue's articles and news—all of which you're sure to enjoy.

On a final note, this will be my final issue as Express Editor and as much as I've enjoyed serving MCMLA and the Publications committee, I have decided to pursue an opportunity in Washington, D.C. which will demand more of my time. However, taking over will be the very talented and Publications committee veteran, Amanda Sprochi, librarian at the University of Missouri Health Sciences Library.
I'm confident that Amanda's commitment and enthusiasm will take the Express to new levels of success!

Happy Holidays!

Andrew

Momentumming Over the Past Year

Submitted by Claire Hamasu

When I became chair in 2009 my theme was "Forward Momentum" building on what had been accomplished under the leadership of Jeanne Le Ber. We all know how short a year can be, so I was impressed with how much we, an organization of volunteers, had been able to accomplish, despite the "destraction" of our regular jobs! Here are some of the highlights.

Remodeled/Revamped Website
The Web Site Task Force, chaired by Amy Ritterskamp, searched for an association management software that would allow better tracking of our members, online membership renewals, payment of dues, facilitate communication among members, allow committees to control their own space, and be available to annual meeting planners for participant registration and payment. They found the solution in Wild Apricot, an affordable program that will support the work of this chapter. Conversion to the new site will happen soon. See this YouTube video for a fun preview of our new website. http://www.youtube.com/watch?v=piTVIP3iH68

Annual Meeting Task Force

The Annual Meeting Task Force, chaired by Rebecca Graves, looked at various strategies for increasing participation, reducing burn out from planning, and producing a meeting that met the goals of networking and education that our members want at a reasonable cost. They came up with various options that include alternating face-to-face meetings with virtual meetings to increase participation, locating the meetings close to airports to reduce travel costs, recruiting members for planning committees from the whole chapter to reduce burn-out, and came up with money making ideas to assure that the meeting pays for itself. More input was heard at the open forum held at the annual meeting. The task force's proposal is available as a link from the MCMLA Blog <http://mcmla.org/wordpress/executive/>

Business Plan Task Force Recommendations

The Executive Committee accepted the recommendations of the Business Plan Task Force and implementation has progressed:
The increase in dues from $15 to $30 was voted on and accepted at this year's Business Meeting in Wichita.
New conditions for qualifying for travel reimbursement for the Business Meeting were put into effect this year. This meant that only the officers, the parliamentarian, and the executive secretary would be eligible for travel support.
Members also came up with ideas on how to establish an endowment fund as well as the purpose of the fund. More planning and discussion on this will continue over the next year.

Communication Tools

We are now on Facebook and Linked In giving us the opportunity network throughout the year.
Our listserv has a new name MCR-MCMLA listserv.
The Research Committee now has a regular column in the MCMLA Express.
We had a smooth transition of our newsletter editor from Health Brown to Andrew Youngkin. Under Andrew the high quality and regular publication established Heather continued.

Our Bylaws

Have changed. This is not insignificant since bylaws changes require review by MLA and a vote by the membership. Tom Gensichen, chair of the committee, had the experience to make this a smooth process.
We can now vote electronically to change our bylaws.
We have a Library Advocacy standing committee. Thanks to Barb Jones for chairing the group while it was a task force and to Liz Burns, the first chair of the committee.

Our Membership

The Membership Committee, chaired by Susan Sykes-Berry worked to turn around the trend of our dwindling membership. This year they called non-renewing members to remind them about joining MCMLA and to find out why they had not renewed. They arranged to have contacts at the three library schools in the chapter to encourage student memberships and promote health sciences librarianship.
The Nominating Committee, chaired by Lisa Traditi, successfully recruited candidates to lead our chapter for the next year.
The Honors and Awards Committee, chaired by Jackie Hittner, gave out a number of awards this year for the Chapter Council Sharing Round Tables, STARS, and the Bernice M. Hetzner Award for Excellence in Academic Health Sciences Librarianship.
The Education Committee, chaired by Marty Magee, coordinated the CE for the annual meeting.
The Annual Meeting Committee, chaired by Sue Fleming and Cam Gentry, held to their theme and organized a conference that identified where we could "Break Barriers" and provided examples of how to "Navigate Change."

Kudos to those mentioned above and all who worked on behalf of the chapter to keep up the momentum!

National Medical Librarians Month

Submitted by Sarah Beck Kirby

The Providence Medical Center/Saint John Hospital Medical Library had a special Library Open House on Tuesday, October 26 and Wednesday, October 27, 2010 from 9 a.m. to 4 p.m. This Library Open House was held in honor of "National Medical Librarians Month". This special occurrence was held in recognition of the invaluable information and vast range of services medical librarians provided for medical staff, other healthcare professionals, staff, and local communities.

The medical, dental, and nursing staff as well as other employees and volunteers were invited to stop by and learn more about what the library has to offer, including the hospital web site which features the Consumer Health Library web page and the Medical Staff Library web page. The Consumer Health Library web page is available to the patients, family members, and community for their access to reliable and credible general and cancer web sites. The Medical Staff Library web page provides accessibility to the electronic library databases which include EBSCO Cinahl: Cumulative Nursing and other Allied Literature, Ovid Technologies, MDConsult core collection, and eClips Consult (evidence graded abstracts), National Library of Medicine, and others.

Also, the attendees had an opportunity to view a beautiful album quilt made by Hortense Beck, a master quilter of original quilts and replicator of Baltimore album quilts. The quilt block patterns came from the Baltimore Album Society patterns for the Samuel Williams Album quilt. From these Samuel Williams Album patterns, this quilt contains twelve blocks and seventeen featured quilt blocks in frames.

Halloween lollipops and candy bars were available to eat as well as door prizes. The medical and nursing staff and employees appreciated the library open house which increased their awareness of the medical/consumer library.

Passionate Compassion
Continued from pg 1

MCMLA 2010-2011 Priority:
1. Continuing to offer CE courses in the above subject areas through our MCMLA Education Committee
2. Continuing to develop awareness of disaster planning through the sessions offered by NN/LM MCR and MCMLA Education Committee
3. Encouraging MCMLA members to become prepared Disaster Information Specialists in all types of emergencies
4. Promoting library advocacy with the new MCMLA Library Advocacy Committee
5. Promoting awareness throughout our institutions with National Medical Librarians Month, Promotional materials, recognition of members through our MCMLA Honors and Awards Committee, and through out *MCMLA Express* Publications Committee
6. Promoting our mentoring of new librarians through our MCMLA Membership Committee
7. Promoting and recruiting members to join and serve our MCMLA organization through the individuals who compose the leadership of MCMLA

MCMLA 2010-2011 Priority
1. Energizing and recharging ourselves for the future
2. Taking charge of the destiny of our librarianship roles in our institutions

At our exciting MCMLA Leadership Committee Meeting on Wednesday, October 6, 2010, the leadership comprising 2009-2010 and 2010-2011 took the MCMLA Leadership Priorities for 2010-2011 and incorporated them into their committee goals for next year. The Leadership chose the following priorities to focus upon for 2010-2011.
1. Chapter Research Project-ROI: Return on Investment fo hospital library multi-site study
2. Communication tools for leadership to investigate other options
3. Expansion of online workshops, distance education to be offered through MCMLA Education committee.

In our commitment to our roles as librarians in the hospital, academic, research or nursing setting, we will go forward with the excellent groundwork laid by Claire Hamasu, Jeanne LeBer, and the other former chairs. We are going to have a fabulous year because of our wonderful leadership!

Research Round-up

Column submitted by Alice Weber, Kathleen Amos on behalf of the MCMLA Research Committee

Research Round-Up

The Research Committee commends all those who presented research projects at MCMLA 2010. There is excellent research going on throughout the Chapter! We were especially pleased to bestow the following awards at the annual meeting:

Best Research Paper
To: Nancy Woelfl, Linda Wilkie, Stephen Maack, Paula Turpen
For: Health Sciences Libraries: Is There Return on Investment?

Best Research Poster
To: Deb Ward, Maryellen Sievert, Dirk Burhans, Barb Jones, Margaret Bandy, Jerry Carlson, Sandy Decker, Holly Henderson
For: Views of the Library: A Regional Study in Selected Missouri and Colorado Libraries

Most Original Idea
To: Greg Hollins, Diana Boone
For: Three Dimensional Virtual Reality Models

Be thinking about a paper or poster for next year's meeting. If you need help with that, contact the Research Committee.

The Research Committee is committed to supporting your endeavors in research projects, large and small. As you may recall, we surveyed the membership in Spring 2010 in order to explore librarians' experience with conducting research and to identify research support needed within MCLA. The results of that study were presented at MCMLA and are displayed here on the following pages..

Breaking into Research: Results of an MCMLA Survey
Kathleen Amos, NLM Associate Fellow, Spencer S. Eccles Health Sciences Library, University of Utah
Alice Weber, Collection Development Librarian, Spencer S. Eccles Health Sciences Library, University of Utah
with support of the 2009-2010 MCMLA Research Committee

Objectives

To explore librarians' experiences with conducting research and identify research support needs within the Midcontinental Chapter of the Medical Library Association (MCMLA) region.

Methodology

A survey addressing the above objectives was developed by the 2009-2010 MCMLA Research Committee

Survey consisted of 10 questions plus 5 demographic questions:
•Collected quantitative and qualitative info
•Responses were anonymous

Survey distributed via the MCMLA listserv:
•Sent to list in Feb 2010
•Open for two weeks
•One reminder sent

Tools used:
•Google Docs to create survey and collect responses
•Microsoft Excel to analyze and display data

Research Round-up

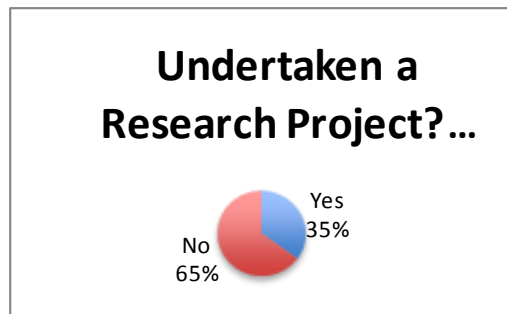*Column submitted by Alice Weber, Kathleen Amos, on behalf of the MCMLA Research Committee*

Results

Responses
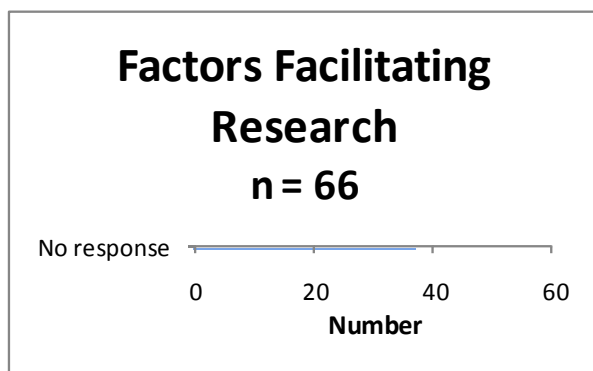Collected 66 responses to the survey
•Response rate of ~16.5%

Experiences
Majority of respondents had not been involved in research

Undertaken a Research Project?...

Yes 35%
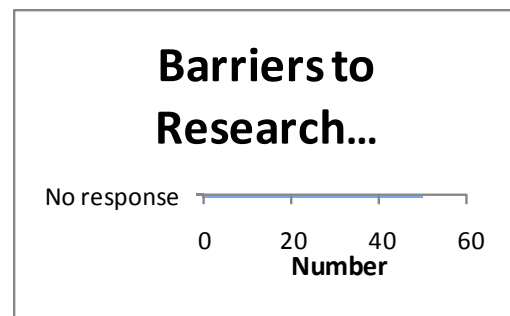No 65%

Factors that might facilitate research included:
•Time available during the work day
•Research projects that did not require large time commitments
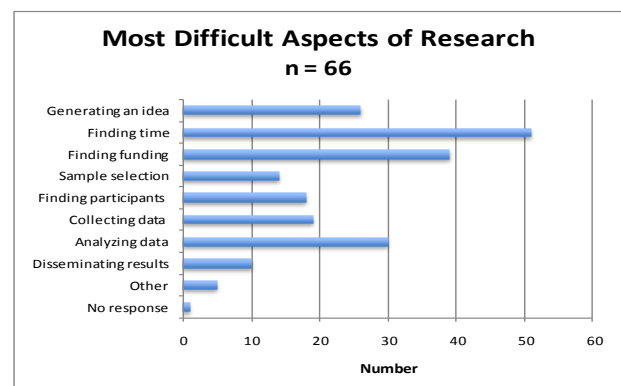•Being taught methods to analyze data

Barriers
Factors that hinder research included:
•Lack of time
•Lack of training and experience in research design
•Lack of knowledge about data collection or analysis

Barriers to Research...

No response

0   20   40   60
Number

Difficult aspects of conducting research included:
•Finding time to engage in projects
•Finding funding to support projects
•Analyzing data

Factors Facilitating Research
n = 66

No response

0   20   40   60
Number

Most Difficult Aspects of Research
n = 66

Generating an idea
Finding time
Finding funding
Sample selection
Finding participants
Collecting data
Analyzing data
Disseminating results
Other
No response

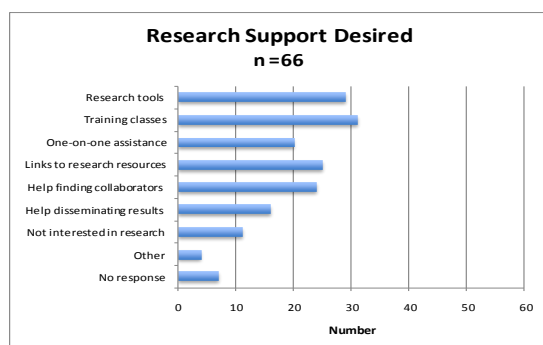0   10   20   30   40   50   60
Number

Research Round-up

Column submitted by Alice Weber, Kathleen Amos on behalf of the MCMLA Research Committee
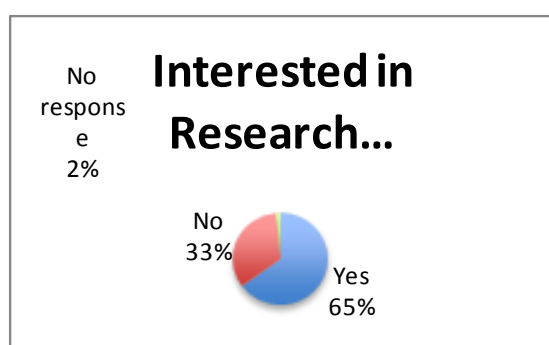
Research Support
Desired research assistance included:
- Training classes, online or face-to-face
- Research tools
- Links to research resources
- Help finding collaborators

Research Support Desired
n=66

Majority of respondents were interested in collaborating on research projects:
- Few indicated having expertise to share
- Majority were interested in the idea of a collaborative space online

Limitations
- Respondents were self-selected
- Responses were self-reported
- Population was limited to MCMLA listserv subscribers
- Relatively low response rate

Conclusions
Research is being conducted within the MCMLA region, but these survey results seem to indicate that it is not a top priority. Interest appears inhibited by a perceived lack of time and a lack of confidence in research skills. Concerns were raised primarily around issues of time, financing, and specific research skills, such as research design and data analysis. Providing training classes and research tools were seen as desirable actions for the MCMLA Research Committee.

Much library work – collection assessment, evaluation of service, patron needs assessment, statistics collection – utilizes the same skills as formal research. We are doing research every day! Greater familiarity with the research process may help us to recognize and share the research that is occurring.

Breaking into Research: Results of an MCMLA Survey
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Alice Weber, Collection Development Librarian, Spencer S. Eccles Health Sciences Library, University of Utah

Milicent Hortense's Best Estrangement Practices for the Development of Social Networking Sites: An Uncompromised Methodology

Submitted by Guy Mason and Karen Wells, Edited by Amanda Sprochi

In a continuation of our previous discussion of social networking in the medical library we bring you part 2 in the series. It's a delightful list of guidelines from a not-so-esteemed former colleague, who left behind the product of her hard work scrawled out on a napkin, affixed to the bottom of a stale, half eaten jelly doughnut. We're sorry to have omitted any notes that were obscured by hardened bits of jelly, mold, and other unidentifiable substances or ephemera.

And so…without further ado we present to you:

Millicent Hortense's Best Estrangement Practices for the Development of Social Networking Sites: An Uncompromised Methodology

Don't have a strategic plan. Web 2.0 is the same as before, just stamp some trendy icons on the bottom of something and throw it out there. Provide exactly the same traditional services we've had before. What more does a library really need besides providing an OPAC and some method of circulation? Just put up whatever you already have from your old web page. It's been working so well already, why change it?

Don't try to figure out what your goals as a library are and how your library's goals fit within your organization's goals. Your library's online presence is an island in a sea of confusion and disarray. It has nothing to do with how anything works outside of its utopian existence.

Do make your website the flashiest prettiest thing you can make. Function matters not, it's all about the bling.

Don't know your demographic population. It's just too hard to study statistics and who is using what database or print or e-resource, what department or group they are from, and what it means in terms of your library's failures and successes.

Don't figure out who your audience really is. Just think it's the whole world. Whatever you put up will be liked by *someone*, so why worry?

Don't be concerned with social network fatigue. All of your patrons are already friends with each other and spend their entire day chatting with each other on AOL instant messenger. They don't want to meet in the real world.

Disregard privacy. People love to share everything. For example, make it mandatory that everyone has their social security number on their profile. And their bank account number must be a mandatory field as well. That's not creepy at all.

Don't provide any method for getting recommendations from friends. They have no authority and nobody cares what they think.

Don't evoke passion from your patrons.

Don't give any accolades, rewards, or encouragement to your patrons. Repayment for someone's effort is not worth the trouble.

Don't try to reach formerly isolated populations that aren't already using library resources. If they aren't using the library now they're probably doing just fine searching with Google.

Don't try to figure out if there are other stakeholders that might be able to help you. Performing silo-centric operations makes you feel like commander Nemo at 10,000 Leagues Under the Sea and allows you to hear, see, and speak no evil of anyone, especially those higher up than you.
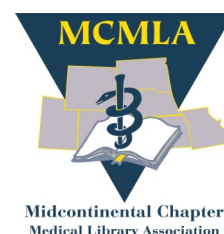
MCMLA
Midcontinental Chapter
Medical Library Association

Milicent Hortense's Best Estrangement Practices for the Development of Social Networking Sites: An Uncompromised Methodology

(continued from page 8)

Don't be cognizant of the possible adverse effects your site might have on viewers, should you choose a controversial approach. The quick one-two punch is helpful in getting people's attention. And they will remember you better in the future, whereas all the other "fluffy" people they'll just forget.

Don't perform any ROI analysis on what you plan to do in the setup stage, what you are doing in the implementation stage, and what you will be doing in the future. It's best to just spend the money without calculating the actual return on what money and time you put into something. That way you get to "discover" things in a natural way. And that way, you can just buy anything and everything, because it "feels" like the right thing to do.

Keep it as impersonal as possible, not divulging anything that could engender trust and sharing between patrons and your library staff on a professional level. Make sure communications are completely not personalized, and that you do not consider people as individuals. It is best to not develop your site around individual human characteristics and personality.

Don't have an actual named position with actual staff time particularly devoted, regularly and intentionally, to maintenance, updating, and performing upkeep of your networking site. No one really takes this seriously, and this is just a passing fad soon to replaced by yet another fashioncrazy whim. Rather, give this task to a severely overworked reference librarian to add on to all her other duties so she can give equal lack of attention to each.

Don't provide any mechanisms for client feedback, sharing, or discussion. Make your site just a one-way communication tool, since you alone are the expert. There is power in keeping things secret and then divulging them at your own will. Eliminate immediately any amusing, entertaining, superfluous, or similarly frivolous ideas, such as gaming, contests, or other fun marketing ideas. This is work and there will be no fun or entertaining aspects to it. No balloons for you or anyone else.

Don't let your patrons explore outside of your library site. It's a scary world out there and you must not let them travel somewhere else for discovery, since that will take them off **your** designed social networking page.

Stagnate--don't update-- the network. You have created a true icon, somewhat like the pyramids of Egypt, that will never ever perish and no one will ever lose interest. Keep everything as static as you can, which will save on your time and allow you your proper vegetation rites: sit there and mulch.

Don't ever define measuring tools to evaluate your site and then actually evaluate it. What do people really know about how to measure your site anyway? The measurements will just be subjective since you don't know how to create reasonable, objective measurements. And then you can manipulate the statistics to say exactly what you want them to, regardless of what reality the stats portray, so what's the point?

Don't offer to accept clients' criticisms and suggestions, as no one has really trained you in how to deal with aggressive people.

Don't change anything based on negative evaluations about your site. Change is disruptive and harmful; it will make people think that you are incompetent to begin with and you are not capable of taking a strong stance.

Give up when you can't achieve your goals. It's not your fault that no one else gets it. You are trying your best and if they don't like it, then they can lump it.

We hope Millicent's notes have been helpful. If not, contact Millicent…Be forewarned, though, she might just tell you to… lump it.

Stay tuned for next episode when we discuss better ways to develop your social networking site.

MCMLA Award Winner for 2010: Lynne Fox

Joan Stoddart, Honors and Awards Committee Chair

On Friday, October 8, prior to the Keynote lecture, MCMLA honored one our members: Lynne Fox. Lynne was awarded the Bernice M. Hetzner Award for Excellence in Academic Health Science Librarianship.

Lynne was nominated for the award by Pat Hamilton, Rebecca Graves and Lisa Traditi. In their letters of recommendation to support Lynne's nomination they stated:

If you've spend much time with Lynne Fox, you'll know she's:

> Energetic
>
> Intelligent (scary smart – she was once a Jeopardy contestant!)
>
> Engaging (she is knowledgeable on myriad topics – library and NON-library)
>
> Life-long learner (got her M.A. in History 12 years after her A.M.L.S.)
>
> Prolific (her unabridged resume was 30-pages and none of it superfluous)
>
> Passionate (she was recently elected to the city council in Thorton, CO)
>
> Hiding her 'real' age well, as that afore-mentioned 30-page resume must mean she's pushing 87!

What impresses me most, on top of the above attributes, is her openness to share her knowledge. She is a born teacher, who willingly shares the fruits of her labor with others.

Lynne Fox has always been wonderful to work with in my experience. I am amazed at her abilities. She is a

cracker jack librarian who not only consistently works hard on behalf of MCMLA, but also finds time for other professional endeavors such as being a column editor for MLA News. From her sense of humor to her extensive knowledge of medical librarianship to her strong grasp of technology; from her ability to participate in committees and to lead them, Lynne truly does embody excellence and leadership.

As the MLA AHIP Liaison to MCMLA, Lynne worked with a number of us over the years to encourage membership in AHIP and ease the process of application. She sets a terrific example of participation and engagement in our professional organizations.

For the award presentation at MCMLA2010, Pat, Rebecca and Lisa made a word cloud from the letters of recommendation they submitted:

Congratulations to Lynne Fox on her professional dedication and service to both MCMLA and her university community!
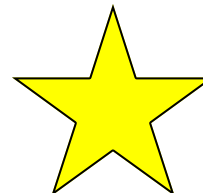
MCMLA STARS 2010
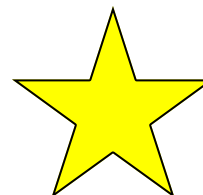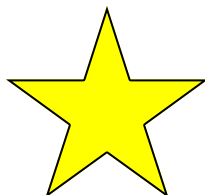
Joan Stoddart, Honors and Awards Committee Chair

Congratulation to the MCMLA Stars for 2010!

Ellen Graves, Mary Helms and Lenora Kinzie won $20 gift certificates during the STARS drawing at MCMLA2010. To view a listing of their accomplishments this past year go to: http://www.mcmla.org/member/awards/2010_Stars.pdf

Kate Anderson
Angela Arner
Margaret Bandy
Doug Blansit
Jim Bothmer
Amrita Burdick
Elizabeth Burns
Jerry Carlson
Joyce Condon
Laura Cullerton
Melissa De Santis
Sharon Dennis
Rosalind Dudden
Adelaide Fletcher
Jenny Garcia
Tom Gensichen
Ellen Graves
Rebecca Graves
Teresa Hartman
Mary Helms

Jackie Hittner
Holly Hubenschmidt
Tracey Hughes
Barb Jones
Lenora Kinzie
Sarah Beck Kirby
Kelly Klinke
Jeanne Le Ber
Kimberly Lyons-Mitchell
Marty Magee
Betsy Mueth
Kenny Oyer
Brenda Pfannenstiel
Marie Reidelbach
Lisa Traditi
Alice Weber
Karen Wiederaenders
Nancy Woelfl
Elizabeth Workman
Andrew Youngkin

Using Online Surveys to Connect the Dots: An Easy Way to Gather Vital Information

Submitted by Danielle De Jager-Loftus, Edited by Kristin Sen

For some librarians, most often in academic settings, liaisonship is the over-arching framework of their position. A liaison librarian can be defined as a librarian that serves as a connector and supporter of faculty at an academic institution.

Use of surveys of library users to evaluate satisfaction with library resources is one of the ALA's Guidelines for Liaison Work in Managing Collections and Services (2001).
To study online surveys as part of a liaison librarian's role, a case study is presented that surveyed the members of the South Dakota Biomedical Research Infrastructure (SD BRIN).

Background

SD BRIN is a research network made up of The University of South Dakota (USD), the lead research intensive institution, one state institution, four private institutions and two tribal colleges. Two additional tribal colleges in the area are part of the network informally for outreach purposes.

In most other states this network is referred to as INBRE or the IDeA Networks of Biomedical Research Excellence. IDeA is an NIH funded program which assists historically lower funded states.

INBRE, or SD BRIN as this network is referred to, not only supports and mentors junior faculty and investigators from participating institutions in biomedical research, it also serves as a pipeline to expose undergraduates from Primarily Undergraduate Institutions and Tribal Colleges and Universities to cutting–edge scientific research and to get them interested in further education or careers in science and research.

Method
A survey instrument was developed that included questions primarily related to the knowledge and use of information resources and specific databases that might be used by biomedical researchers. GoogleDocs was selected to create the survey and manage the data. The majority of the questions were closed-ended applying a Likert scale. The questions gathered information about academic status and demographics and general information seeking activities such as Web use, awareness and use of resources from the library Website, as well as resources available through SD BRIN. The survey finished with two open-ended questions which allowed participants to add further comments.

Delivery
Rather than sampling the population, a census approach was employed that would canvas all identifiable SD BRIN faculty, staff and students. The Information Specialist and Webmaster from the SD BRIN office provided an email distribution list of all SD BRIN participants. This list facilitated working with a closed population, which negated the potential validity problem of unintended participants. Exempt status was granted from USD's Institutional Review Board to conduct the study on human subjects.

Results

Thirty-three of the one-hundred and fifteen people that were surveyed responded, or 31.4%. There is no agreed upon standard for acceptable response rate, but 30% is generally considered good. Half of the respondents were undergraduate student participants in the 2009 SD BRIN Undergraduate Fellowship program, and half were SD BRIN professors.

A summary of the data didn't produce too many surprises. Online access to journals and databases is very important to the researchers. Many respondents start at their libraries Website to conduct research, are pretty savvy researchers and many use Google and Google Scholar. More than half the respondents don't physically go to their libraries more than once a month.

Discussion
One of the most valuable things about online surveys is the ability to get information out to a large group that's spread out over a large geographic location. Another valuable thing about online surveys is eliciting comments from people that librarians might not get a chance to interact with otherwise, or who might not feel comfortable about relating their thoughts in person. Additionally, open-ended questions are invaluable.

Validity
An issue that can affect validity is multiple responses from one respondent. Some software and applications prevent this, like Survey Monkey for example, but some don't. The GoogleDocs survey doesn't prevent multiple responses from one person. Other issues that can affect validity are access to the Internet, and comfort levels with filling out online surveys. Internet technology penetration is increasing, however adoption issues still exist with people with limited financial resources, some racial and ethnics groups, education levels and older age groups. Additionally, software issues, such as JavaScript or other plugins, multimedia messages, and spam blockers can cause problems.

A portion of this survey's population is tribal colleges. However, this was an academic survey targeting staff, faculty and students who all have access to computers, and established email contact. There was a validity issue with respondents' comfort level with this survey. It can take a special effort to reach tribal populations. Security concerns can be an issue for some people. Sometimes follow-up emails and phone calls are in order.

Using Online Surveys to Connect the Dots: An Easy Way to Gather Vital Information

(continued from page 10)

Conclusion

It's our role as librarians and liaisons to have a broader perspective and a wider view of the organizations we belong to. In doing so, we are in a unique position to help our organizations see that bigger picture and to help them reach their goals. Providing comprehensive library services to members of a varied group such as the SD BRIN presents challenges. Interaction and communication with our patrons using tools such as online surveys and then following-up on the surveys can help assure that users' information needs are met. It can also help refine existing services, and justify new resources and services.

Key points to look into for continued research into use of online surveys include:

> What is optimal questionnaire design? Are there universal principals we can use?
> How can sampling frames of open populations be generated?
> How might phone or postal mail surveys be combined with web surveys?
> How can response rates be improved?

Internet surveys and research about them have grown in leaps and bounds in the last ten years. We don't know how it will continue to change with the technological and cultural changes that might occur, but we can be sure that online survey research is here to stay.

References:

Liaison with Users Committee, Collection Development and Evaluation Section, Reference and User Services Association (RUSA). (2001). *Guidelines for Liaison Work in Managing Collections and Services*. Retrieved November 1, 2010, from http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidelinesliaison.cfm.

While it is way too early to be packing your bags to come to St. Louis in September 2011, it is not too early to make sure you have the dates saved on your calendar.

So do you have the dates September 21-23, 2011 reserved on your calendar to be in St. Louis to attend MCMLA2011?

September 21 there will be Continuing Education Classes and a mighty fine Welcome Reception. September 22 and 23 will be the meeting days.

The meeting 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
Room rates are $109/night - $10.00 less than in 2006 – what a bargain!!

As information about the meeting becomes firm we will post it on the MCMLA website and the listserv.

So get ready to spend some time with some of the best medical librarians in the country at MCMLA2011 in St. Louis.

Health Literacy Awareness

Column Written & Submitted by Angela Arner, Edited by Cindy Mitchell

I was reading the October issue of **Bright Futures: Family Matters** http://www.brightfuturesforfamilies.org/pdf/BFFM_October2010.pdf and found a familiar definition of Health Literacy along with this very appropriate image. The complexities of health care are all around us.   If a person has the added burden of low literacy or issues of language, customs -- those burdens can be overwhelming.

While posting to the **Health Information Literacy – for Health and Wellbeing** blog, I continue to be amazed at the growing awareness of complex issues and the effects on the public's health.   Over 60 posts have been created since the beginning of August.   It is encouraging to see the number and quality of state-wide collaborative projects.   Three postings regarding such projects are included here, along with a variety of resources, curricula and more.

Health Literacy & Social Media

NEW Health Literacy Curricula

Toolkit for Collecting Race, Ethnicity and Primary Language Information From Patients

New Health Literacy Resources

AHRQ Health Literacy Podcast and Consumer Column

Easy To Read Medical Terms

WeAreVisible.com **(amazing web site for our homeless population)**

Digital Stories from People Who Live with Serious Diseases

Tutorial: "Understanding Medical Words"

Watch and Learn: Music Videos Are Triggering a Literacy Boom

Minnesota Health Literacy Partnership Announces New Website

Plain & Simple Site Update – A Health Literacy Project for Iowa

APHA Launches Get Ready Video!

4th Wisconsin Health Information Outreach Summit – Health Literacy – Update and Website

In the Literature

Although not on the topic of Health Literacy, here is a web site I discovered earlier this year.   We can't have too much humor in our very busy lives, so here is a light-hearted break in your busy day from **Draw-the-Dog**.   These daily cartoons, drawn before your eyes, always provide humor through dog friends.   **Draw-the-Dog** staff will send you a daily e-mail with the latest cartoon - guaranteed to brighten your day.   Their cartoons are great!   The cartoonist, Jim George, encourages you to link to their site and they want to link to your blogs or web sites.   It is a mutually beneficial arrangement. Check out this recent posting.   http://drawthedog.com/cartoons/dogs/funny/oKGo.swf   Be sure to watch the video that inspired the cartoon.

I hope you all have experienced a beautiful Autumn, as we are here in Omaha.   Stay well, everyone!

Health Literacy articles written in 1995   (searching CINAHL Plus with Full Text and MEDLINE) – 8 articles Health Literacy articles written from 1996-2009 (searching databases mentioned above) – 2430 articles. Update – Health Literacy is now a MeSH heading. Searching CINAHL Plus with Full Text, MEDLINE and PsycINFO recently retrieved 4489 English language articles from 1940-2010)

MCMLA 2010—Wichita, Kansas, *Photos taken by, Euemduan Osmera*

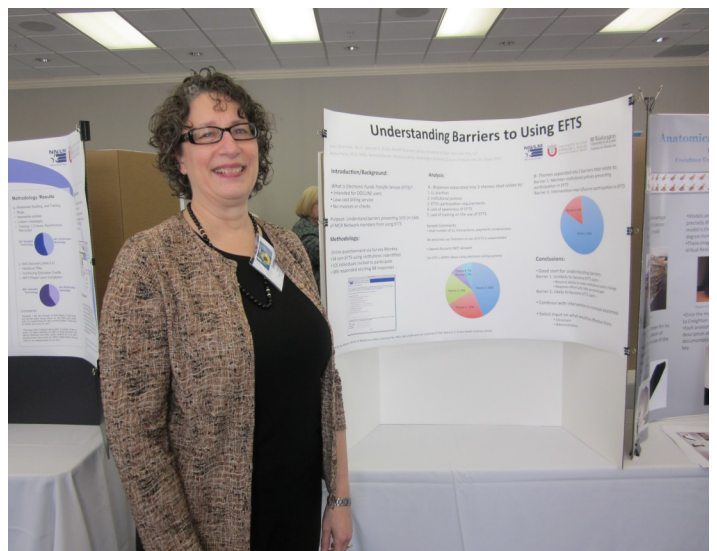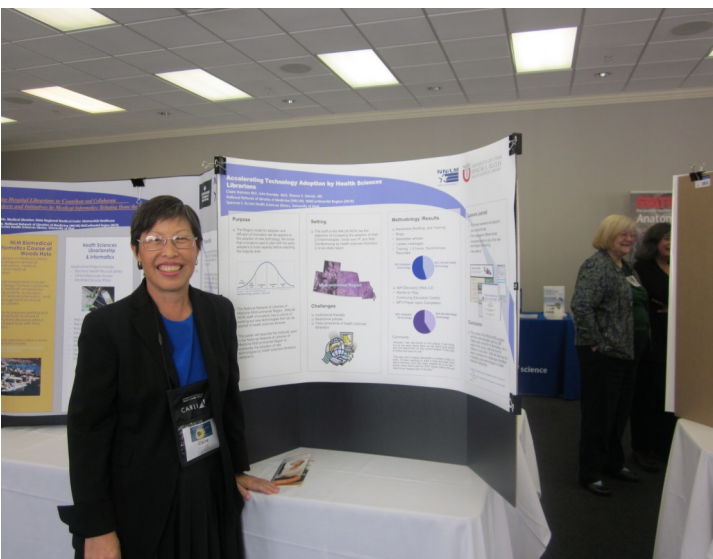# MCMLA 2010, Wichita, Kansas, *Photos taken by Euemduan Osmera*

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