Happy Holidays, MCMLA!

Another year, another stupendous MCMLA Conference! Jackie Hittner and the MCMLA 2011 Conference Planning Committee threw a wonderful meeting in St. Louis, filled with interesting speakers, informative continuing education courses, and great music from the Bearded Pigs (thanks Betsy, and Betsy’s camera, for the great pictures).

The fourth installment of Guy Mason and Karen Wells’ series on social networking continues with a discussion of iterative design, and the Research Committee reports on research awards bestowed during the MCMLA2011 conference. We include a link to Jenny Garcia’s award-winning poster on the importance of libraries to the nation’s best hospitals.

We hear from incoming MCMLA Chair Betsy Mueth, on her priorities and strategies for MCMLA in the next year, encouraging us to “make membership a benefit.” Sarah Beck Kirby, our immediate past chair, writes of transitioning to new leadership.

Our membership continues to impress with their activities in and out of the chapter. Darrel Willoughby reports on his continuing education course at Woods Hole this summer, and MLA recognized several of our members who received the First Place and Hospital Library Research Award for their poster on patient care and the hospital library.

Darell Schmick continues to dig up stumpers in his “Darell’s Doozies” column. Could you pass the test? And our regular feature MCMLA Congratulates highlights recent activities, awards, and publications by our members.

MCMLA2011 is now in our rear view mirror, but we are already motoring down I-70 toward MCMLA2012 in Kansas City. We’re going to Kansas City—Kansas City here we come! In the meantime, the weather outside is frightful, so bundle up, and have a happy and safe holiday season!

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From the New Chapter Chair: Make Membership a Benefit

By Betsy Mueth; edited by Kristin Sen

Jerry Perry, MLA President, asks us “to step up and become the agents of the change we wish to see – to become game changers.”

I have chosen for my theme Make Membership a Benefit. I selected 3 goals that I think fall into line with Jerry’s goals for MLA. These goals are:

1. Advocacy
2. Collaboration for Best Practices
3. Financial Viability

Preparing the association for “succession planning” in light of the long-anticipated demographic changes to our profession, recognizing the impact that the “Great Recession” is having on our members. ~ Jerry Perry

What impact has the recession had on our members? We have seen librarians asked to downsize their collections, services, or staffs. We have witnessed the closing or consolidation of libraries in our region, whether by layoffs or by attrition as more and more members of our profession reach retirement age.

We must continue our efforts to recruit members and to follow-up with members who do not renew their memberships. We must remember that there is an untapped resource of public librarians who are asked to provide an increasing amount of health information to consumers. We should reach out and offer the benefit of our expertise to them. They could be potential members.

We have increased our recruiting efforts at our regional library schools. We should keep those channels open and encourage the offering of health sciences courses at the schools. Perhaps some of us have an inner teacher waiting to get out?

Advocacy

My first priority is Advocacy. We must open the channels of communication with our administrations BEFORE decisions are made regarding librarians and library services. We must use the tools currently available to us such as our ROI calculator and MLA salary survey data to impress upon administrators the importance of library services to their institutions. This contact should be made through channels of communication used by administrators. We must publish information in the journals and newsletters that THEY read, join THEIR listservs, send letters, flyers, dashboards to THEIR office addresses.

We must publicize awards and honors given to our members by sending notification to their administrators of their achievements.

While it is supportive to send a strongly worded letter of protest once the decision has been made to close or downsize a library, the time to advocate is BEFORE the decision has been made.

Articulating and promoting best practices for our effectively engaging in health information services and practices supporting clinical translational sciences initiatives. ~ Jerry Perry

We do a pretty good job of promoting best practices in our region. The question is, is pretty good, good enough? How can we do a better job?

One avenue for research is to survey the hospitals in our region. Do they have a library? Do they have a professional librarian? Where do they get their health information? How does this affect neighboring hospital libraries?

Collaboration

To promote best practices and innovations, I encourage everyone who is doing something innovative to submit an article to our newsletter.

Another means of communication that MCMLA has is
From the New Chapter Chair (cont’d)

our listserv. This is a wonderful communication tool that lends itself beautifully to collaboration. I encourage everyone to make more use of it. Ask one another for ideas, share your successes, offer suggestions. The listserv isn’t just for meeting announcements and job openings.

Last year, the Wichita planners introduced the Symposium of Sages CE and the Technology Sherpas. That great tradition carried forward to this year’s conference. I encourage future conference planners to consider continuing the tradition.

If you have done something noteworthy, consider presenting a poster or a paper. Contact the education committee and ask about hosting a webinar. Collectively, we know a lot. We need to continue to share our knowledge.

Become Game Changers

We have been approached by the South Central Chapter to consider a joint meeting. The first year available for both chapters is 2014. We should consider this option for future meetings so as to share the planning and the costs while hopefully attracting a larger audience.

We must experiment with the virtual meeting format as we move forward. Meetings can be blended, with an on-site as well as a virtual component. Travel money is depleting as is the availability of time off to attend out-of-town meetings. The virtual format could allow more members to participate in our annual meetings.

Researching the mechanisms for virtual attendance will be a big part of making this successful. We need to find possible formats and discuss whether this is something the chapter wants to invest in so that we don’t exchange one financial burden for another.

Financial Viability

As we have heard for years, tuition alone does not support the operations of a school. Neither can dues alone support the activities of an organization. We have relied on our annual meetings to generate additional revenue for our operations, but with the economy the way it is, we cannot expect to continue to gain the same large returns on our meetings. We must strive to find ways to continue the financial stability of the organization, as well as offer help to our members so they can take advantage of continuing education opportunities. We have begun to research the viability of an endowment fund and will continue to report on our progress.

I have published the new list of officers, committee chairs, and committee members on our website. I would like to take this opportunity to thank everyone who said “yes” when I called. If you would like to volunteer for a committee or task force, please contact me or the chair of the committee you wish to join.

Together, through advocacy, collaboration, and continued financial viability, we can continue to “make membership a benefit.”

From the Past Chapter Chair: Moving Forward with New Leadership

By Sarah Beck Kirby, Past Immediate Chair, MCMLA ; edited by Kristin Sen

With the foundation formed by our past leadership, our chapter is ready to move forward with new leadership under Betsy Mueth, Chapter Chair, and Brenda Pfannenstiel, Incoming Chair. We have had a wonderful year for our chapter with our “passionate compassionate” volunteerism. Our priorities for the chapter in conjunction with MLA 2011 Presidential priorities have been met successfully. The MCMLA 2011 Business Annual Meeting on Friday, September 23, 2011 concluded a worthwhile and fabulous meeting by our MCMLA Saint Louis meeting planners. Next year, we look forward to the MCMLA 2012 Kansas City Annual Meeting on October 2-5, 2012.

Our chapter focused upon three top priorities for 2010-2011. The first one, “return on investment for hospital library multi-site study,” represents the value of service of our librarians which was met through the work of the Advocacy and Research Committees and National Library of Medicine MidContinental Region (NN/LM MCR). The Research and Advocacy Committees asked all of the region’s health science librarians to submit the value of their services via the calculator program developed by the
From the Past Chair (cont’d)

NN/LM MCR. This project will continue. “The Best Research Paper for 2011,” titled “Return on investment studies in health sciences libraries,” was conducted in academic libraries and validates the importance of our worth as librarians and of our service as librarians. Also, the Advocacy Committee has been writing letters to hospital administrators who have closed their libraries and eliminated their librarians. Additionally, the Advocacy Committee has created a new Marketing Award for librarians who promote their librarianship and their library in a unique and special way. This award reinforces embedding library service to the staff, administrators, and institution.

The second priority, expanding communication to our members and leadership, was met through the technology of Adobe Connect webinar software, Facebook, Google Docs, MCMLA Express, LinkedIn, MCMLA Listserv, Skype, MCMLA website and Wild Apricot software. In particular, Skype communication was instrumental in facilitating monthly meetings with the Executive Committee, Chairs and their committees. In the future, through technology, our chapter will be investigating and exploring the possibility of virtual meetings.

The third priority, expanding continuing education courses, was met at the MCMLA 2011 Annual Meeting. The Education Committee was in charge of selecting, choosing, and implementing relevant continuing education classes for credit. These classes focused upon technology in particular, as well as Disaster Literacy, PubMed, and Copyright.

Our chapter is financially sound and doing well with the Business Task Force plan that was enacted last year. Our newly formed ADHOC Endowment committee is moving forward with developing a business plan for creating, managing and operating an endowment to benefit our members and chapter. Our members are recognized through three major awards to deserving members as well as the STARS program which is based upon accomplishments of members. Research is the key to relevancy. Three 2011 Research Awards were awarded by the Research Committee. Two Chapter Sharing Roundtable Free Luncheons for 2012 Seattle will be awarded.

Therefore, our dedicated volunteerism in our organization will launch us into another forward-thinking year!

Kirby, Woelfl, and Wells receive MCMLA Chapter Awards

By Amanda Sprochi

Nancy Woelfl, left; Karen Wells, center; and Sarah Best Kirby, right.

The MCMLA Chapter Honors and Awards Committee presented the Chapter’s three highest honors at this year’s MCMLA conference.

Karen Wells, formerly of Exempla Lutheran Medical Center, Denver Colorado, was the recipient of the Barbara McDowell Award for Excellence in Hospital Librarianship. The McDowell Award, established in 1984 in memory of Barbara McDowell of the Sioux Falls, South Dakota VA, honors a chapter member who has made an outstanding contribution to hospital librarianship. A framed certificate and a stipend to offset travel expenses to the annual MCMLA meeting are awarded.

Nancy Woelfl, University of Nebraska Medical Center, Omaha, received the Bernice M. Hetzner Award for Excellence in Academic Health Science Librarianship. The Hetzner Award was established in 1991 in honor of Bernice M. Hetzner, Library Director and Professor Emeritus at the University of Nebraska Medical Center. It is awarded to an academic health librarian who has achieved a high level of professional accomplishment, and includes a framed certificate and a travel stipend.

Sarah Kirby, formerly of Providence Medical Center, Kansas City, Kansas, was honored with the Outstanding Achievement Award, established in 1983, for her significant contributions to the chapter, to health sciences/hospital libraries, to the profession, and to the chapter. A plaque and a travel stipend is awarded.

Congratulations!
Biomedical Informatics 2012

By Darrel Willoughby, VA Nebraska Western Iowa Health Care System; edited by Darell Schmick

Biomedical Informatics 2012

First Session- May 27-June 2
Second Session- September 16-September 22

Admissions Coordinator
MBL
7 MBL Street
Woods Hole, MA 02543
508-289-7401
admissions@mbl.edu
www.mbl.edu/education

The Biomedical Informatics Seminar at Woods Hole, MA is a great way to get some exposure to leading edge thinking in the medical-biosciences sphere. The National Library of Medicine and the Marine Biology Laboratory sponsor this intense week of participatory lectures during the day and evening team sessions that put newly acquired knowledge to practical use. The principle purpose of the seminar is to create “change agents” or ambassadors for biomedical informatics solutions and applications.

I attended the 2011 fall session which ran from September 18 to September 24. The curriculum has changed considerably this year. The lectures and team sessions focused on a single practical theme, which for this seminar was electronic health record adaptability and usability. Each of the teams was given a set of variables or problems related to the theme and asked to create new applications and solutions, presenting their results on the last morning.

We had an interdisciplinary group of 30 participants: 17 librarians, 6 medical doctors, a nurse educator, a pharmacist, and 5 medical academic administrators. The evening team sessions were very interesting. I found out that people with diverse backgrounds contribute to useful and innovative solutions.

Of course just being in Woods Hole, staying in dorms right across the street from the Marine Biology Laboratory Library, walking through the grounds of the Oceanographic Institute, and petting sharks and rays was way cool! We also took the ferry over to Martha’s Vineyard. It was spectacular.

This seminar is a great primer on the social life of biomedical informatics. It was also great to meet and get to know so many interesting people. It was an terrific experience.

Research Round-Up

MCMLA Research Committee; edited by Amanda Sprochi

The Research Committee commends all those who presented posters and papers in St. Louis! At the annual meeting, we were especially pleased to bestow the following awards:

Best Research Paper

“Return on investment studies in health sciences libraries”: Crystal Cameron-Vedros (University of Kansas Medical Center), Deborah Carman (KUMC), Robert A. Pisciotto (KUMC, presenter), James Bothmer (Creighton University), Nancy Woelfl (University of Nebraska Medical Center)

Best Research Poster

“Hospital libraries: a commonality among America’s best hospitals”: Jenny Garcia (University of Wyoming)

Most Original Idea

“Re-evaluate your library website using card sorts”: Abby Adamczyk (presenter), Amy Honisett, R. Todd Vandenberg (University of Utah)

In this edition of the Express, we take the opportunity to highlight Jenny Garcia’s award-winning poster.

It’s never too early to think about posters and papers for MCMLA 2012. Have an idea, but aren’t sure what to do with it? Looking for collaborators in the region? Contact the Research Committee. We’re here to support you in your research endeavors.
Social Networking: Part 4: Iterative Design

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

Iteration

Continuous iterative design will enable us to constantly strive toward driving advocacy.

The ongoing success of our site will depend upon our ability to continually respond to customer feedback and always being in tune with the pulse and beat of our site. This is especially essential in inaugurating a revolutionary or novel product, adopting an existing product, tackling a new market, or reaching a new audience.

Just as we used Crowdsource ideation to start our project, we can also use it to get responses on what we have already designed and implemented. The responses we get can help us spawn fresh ideation and aid in finding out how to improve our product. We must set up and ask open-ended questions, even offering rewards for participation, to help us along the way. We can also do surveying, balloting, and so on to instigate an investigative scrutiny of our site.

Again, in doing so, we make our site poly-directional and our clients true accomplice-partners. We enable the sense of community to permeate not only our site, but also well beyond. We extend the discussion outside of our company and, with the same intent to engage with friends and colleagues, in a community around our company, further enhancing our marketing and supporting innovative efforts.

In other words, we use “iterative design.” Here is a Wikipedia definition of this term. “Iterative design is a design methodology based on a cyclic process of prototyping, testing, analyzing, and refining a product or process. Based on the results of testing the most recent iteration of a design, changes and refinements are made. This process is intended to ultimately improve the quality and functionality of a design.”

In iterative design, interaction with the designed system is used as a form of research for informing and evolving a project; as successive versions or iterations of a design are implemented. Iterative design is a way of confronting the reality of unpredictable user needs and behaviors that can lead to sweeping and fundamental changes in a design. User testing will often show that even carefully evaluated ideas will be inadequate when confronted with a user test. Thus, it is important that the flexibility of the iterative design’s implementation approach extends as far into the system as it is able. Designers must further recognize that user test results may suggest radical change that requires the designers to be prepared to completely abandon old ideas in favor of new ideas that are more equipped to suit user needs.

In our next and final article, we’ll examine what libraries are doing out there.

FUNDING OPPORTUNITIES

The NN/LM MidContinental Region is now offering two funding opportunities. The awards will be made until the funds are exhausted or until the end of the contract year (April 30, 2012), whichever comes first.

Professional Development Award is to support health sciences librarians who wish to attend a conference, or take a training or workshop of their choice. (Each award will be for up to $1,500)

Training Health Professionals Stipend is to support health science, public, or special librarians who wish to exhibit and present at a medical or health-related meeting or conference in the MidContinental Region. Three awards will be made with each for up to $1,000.

Each award has specific requirements, so you’ll need to read them carefully before applying. For more information, please visit http://nnlm.gov/mcr/funding.

Contacts: Dana Abbey dana.abbey@ucdenver.edu (for Training Health Professionals Stipend)
Jim Honour jhonour@uwyo.edu
MCMLA2011: So Long, We Sure Had A Good Time!

By Jackie Hittner, MCMLA2011 Planning Committee Chair

How time flies! In December 2009, a hotel contract was signed for MCMLA2011. Twenty months of:

- Planning the speakers, the CE classes, the entertainment, the vendors and the registration process;
- Working out the details – who will staff the registration desk, who will purchase needed items and who will make the signs?
- Rubbing the worry beads – will MCMLA members come to St. Louis, what if MCMLA members do not like the program and what if we do not break even? (I think we will!)

These are all stresses that are gone from the MCMLA2011 planners’ minds.

What a great time we had in St. Louis! 91 MCMLA members registered to attend the meeting and/or take CE classes. Five CE classes were held. Two days of speakers, panels, posters, paper presentations and vendors exhibits that were enjoyed by all. Once again, thank you for choosing to come to St. Louis and participate in MCMLA2011. It made our planning worth it.

Thanks to all who completed an MCMLA2011 evaluation. Once this information is tabulated it will be shared with future planning committees.

The St. Louis Planning Committee members will see everyone in Kansas City next year and will be glad to not be worrying about the details of putting on the annual meeting of MCMLA.

MCMLA Members Win MLA Research Award

By Amanda Sprochi

Congratulations are extended to MCMLA members who collaborated on a poster “Patient Care and the Hospital Library: A Regional Study” for the MLA ‘11 conference.

The MLA Research section awarded the First Place and Hospital Library Research Award to:

- **Mary Ellen C. Sievert**, Research Consultant and Professor Emerita; **Deborah H. Ward, AHIP**, Director; **Dirk Burhans**, Research Specialist; **Barbara Jones**, Outreach and Advocacy, National Network of Libraries of Medicine, MidContinental Region, J. Otto Lottes Health Sciences Library, University of Missouri, Columbia, MO;

- **Margaret Bandy, AHIP, FMLA**, Manager, Library and Media Services, Medical Library, Exempla St. Joseph Hospital, Denver, CO;

- **Jerry Carlson, AHIP**, Medical Librarian, Medical Library, Poudre Valley Hospital, Fort Collins, CO;

- **Rosalind Dudden, AHIP, FMLA**, former Director, Library and Knowledge Services, Gerald Tucker Memorial Medical Library, National Jewish Health, Denver, CO;

- **Wilma Bunch**, Director, Hospital Library, Cox Memorial Hospital, Springfield, MO;

- **Emily Eresuma**, Librarian, Medical Library, Primary Children’s Medical Center;

- **Erica Lake**, Senior Medical Librarian, Health Information Center, LDS Hospital; Intermountain Healthcare, Salt Lake City, UT

Congratulations to you all for a fine job well done!
This is a good news/sad news message about the RML staff. Two of our coordinators are leaving the RML and taking new positions. We’re excited for them and the challenges they’ll encounter in their future jobs, but will really miss their expertise and the fun of working with them.

Rebecca Brown, Kansas/Technology Coordinator started with the NN/LM MCR on January 31, 2007. She’s introduced many of you to web 2.0 and other technologies through her RML News items and presentations on Breezing Along with the RML. And even more important she’s been instrumental in getting many of you to adopt new technologies through training sessions both online and in-person. Remember taking 13 Things or 6 Things parts 1 and 2? Out in Kansas, the NN/LM has a great partnership with the state library, the public health department, and other organizations developed by Rebecca. She’s introduced their staff to NLM and NN/LM resources and services by exhibiting at meetings, offering webinars, and making presentations. She’s been active with the Kansas Biomedical Librarians (KBML) and Health Sciences Librarians Network of Kansas City (HSLNKC) hosting and organizing meetings. Even in Kansas, many of you met Rebecca first via video before you “friended” her in person. On August 8th, Rebecca will start as the NTC Trainer/Curriculum and Content Specialist of the Spencer S. Eccles Health Sciences Library. She’s not moving from Kansas but will be based at her home office. She’ll be teaching PubMed and TOXNET via in-person and online classes. Additional good news—she’s not leaving the chapter.

Siobhan Champ-Blackwell, Health Information Literacy Coordinator, has taken a position with Aquilent. Aquilent is a contractor for NLM’s Disaster Information Management Research Center, so Siobhan will be working on promoting and developing resources for emergency preparedness. Her last day will be August 31st. Siobhan is leaving the region and will be moving to the Bethesda area. Siobhan was the RML’s first Community Outreach Liaison and created the program personalizing it to fit her strengths. She developed the Bringing Health to the Community blog that went national this year. It brings much appreciated news on funding and health issues of particular interest to organizations working with minority, low income, and health stressed populations. She has lead many of the collaborations among the NN/LM coordinators resulting in presentations and posters at national meetings promoting libraries and health information resources. Siobhan has worked hard to bring community organizations, public health agencies and librarians together in each of our states to form partnerships. After nine years, Siobhan started in October 15, 2002, she is one of the RML’s most senior members.

Please join me in wishing Rebecca and Siobhan the very best as they take on their new responsibilities.
**Darell’s Doozies**

By Darell Schmick; edited by Amanda Sprochi

Answers to last issue’s questions:

The AR in MEDLARS stands for:

Analysis and Retrieval

In the spring of 1966 a library of short audiotapes on clinical subjects was made available by telephone (“Dial-Access”) to physicians in:

D. Wisconsin

In the last issue I explained where these questions were originally obtained: through an Examination Review Book for Medical Librarianship from 1972. Medical Librarians today are no longer credentialed through an examination process; the examination process would ultimately be replaced by the system of professional development we have in place through the Medical Library Association’s Academy of Health Information Professionals (AHIP). For further reading, be sure to check out “History of the Medical Library Association’s credentialing program”, by Jo Ann Bell, PMID: 8883980

Though we don’t have an examination process in place anymore within our association, it doesn’t mean you can’t test your Med Lib Mettle! Try the following questions on for size:

Regarding individual words in Journal Titles, NLM’s abbreviation for the word “Association” is:

- A. Ass
- B. Assn
- C. Assoc
- D. Associat

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

- A. American Medical Association
- B. Association of American Medical Colleges
- C. National Education Association
- D. U.S. Office of Education

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

- A. Bibliographies
- B. Collections of Illustrations
- C. Dictionaries
- D. Statistics

Check your answers in my next column!

**MCMLA Congratulates**

By Amanda Sprochi

Deb Ward, Barb Jones, Margaret Bandy, Jerry Carlson, Rosalind Dudden, Wilma Bunch, Emily Eresuma, and Erika Lake, for winning the Hospital Library Research Award for their poster at MLA ’11.

Dick Kammer, Peggy Mullaney-Quijas and Joyce Sickel for their paper in the Journal of Hospital Librarianship 11: 209-227. 2011, ”The Local Library Network.”

Amanda Sprochi, Editor MCMLA Express, for her article ”Midcontinental Chapter, MLA, Works on New Initiatives” in MLA NEWS 51(7): 25. 2011. [ed.: Sarah made me put this in.]

Rebecca Brown, Kansas/Technology Coordinator for the NN/LM MCR, on her new position as the NTC Trainer/ Curriculum and Content Specialist of the Spencer S. Eccles Health Sciences Library.

Siobhan Champ-Blackwell, Health Information Literacy Coordinator for the NN/LM MCR, on her new position with Aquilent.

Sarah Beck Kirby, on her successful tenure as Chair of the MCMLA. Thanks for all your hard work, Sarah!

Jackie Hittner, Chair, and the MCMLA 2011 Conference Planning Committee, for a great job well done! The St. Louis conference was a great success and they have happily passed the planning torch over to the Kansas City 2012 folks. Enjoy a well-deserved rest.

Karen Wells, formerly of Exempla Lutheran Medical Center, Denver Colorado, winner of the Barbara McDowell Award for Excellence in Hospital Librarianship.

Nancy Woefl, University of Nebraska Medical Center, Omaha, recipient of the Bernice M. Hetzner Award for Excellence in Academic Health Science Librarianship. It is awarded to an individual who has achieved a high level of professional accomplishment.

Sarah Kirby, formerly of Providence Medical Center, Kansas City, Kansas, for her Outstanding Achievement Award, honoring her contributions to the chapter and its activities.

Darell Schmick, Caryn Scoville, and Diane Johnson for the acceptance of their paper on locating foreign language health information using a custom Google search by the Journal of Consumer Health Information on the Internet.

Well done all!
MCMLA 2011: Explore.Dream.Discover

Photos by Betsy Mueth
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