Happy Holidays, MCMLAers!

Everyone seems especially busy this year with all the holidays coming up, including a rare Thanksgivukkah mash up. Take some time out to have a look at the MCMLA 2013 wrap-up in this issue. If you missed it, the MCMLA annual meeting in glorious Salt Lake City was highly successful, with beautiful weather, a stunning locale, and excellent colleagues sharing their wisdom and expertise. A big round of applause goes to the Salt Lake Planning Committee, whose hard work showed during the conference. Check out the reports and pictures from the conference!

We have other goodies in this issue as well. Darrel Willoughby, the new MCMLA President, ponders the roots of MCMLA in his inaugural President’s Column. Our Immediate Past President, Brenda Pfannenstiel, writes on the future of medical librarianship and where we might strategically develop our skills to stay relevant in the 21st century.

In case you’ve been putting it off, Jan Rice outlines how to accumulate points toward your AHIP membership, and explains the different ways in which you can fulfill the requirements of AHIP membership. Check it out, and start working on that application.

Lynne Fox reviews Rosanne Montillo’s book, The Lady and Her Monsters, on the life and family of Mary Wollstonecraft Shelley, the author of Frankenstein. The book also delves into the scientific and pseudo-scientific endeavors of the time, and looks to be a ripping good read.

Our new member spotlight welcomes Debra Campbell, a practicing RN and health sciences librarian. Be sure to say hello if you run into her. And Darell Schmick teases your medical librarianship knowledge again this month with Darell’s Doozies.

Here’s hoping everyone has a safe, cozy, and warm holiday season with their loved ones.
Notes from the President

By Darrel Willoughby, MCMLA President; edited by Darell Schmick

I recently had the opportunity to read some documents that detailed the beginning of the Mid-Continental Medical Library Association. The key idea expressed in these histories is the spirit of cooperation and interdependence that the leaders of the regional health science libraries displayed as they discussed forming an association to promote common goals and the means to reach those goals.

It might be wise to revisit our roots as an organization. We need to rediscover the reasons that we got together in the first place. What elements make us strong as an organization? How do we identify and emphasize those strengths? We should be confident that in a group with as many diverse talents as ours the solution to any particular problem exists and the process of uncovering the solution is worth the work of communicating, cooperating and caring.

The discussion is beginning. Our Education Committee members have started talking about using our Web presence to share projects and ideas with the MCMLA community. We are discussing new methods of promoting our libraries and our librarian skills within the organizations we serve. We are actively promoting cooperation with other MLA regional associations, using their best ideas which in turn inspire our own innovative ideas. We are preparing for our first virtual meeting in 2015, embracing technology that is getting ever closer to constant seamless communication that makes physical location and its necessary expenses a non-issue.

I would also like to say a few things about service. I think recognition is a great way to reward those who do put their work into the furthering our goal of sharing strengths and talents. We need to think seriously about how we as individuals can recognize our members’ contributions. Let us take a moment to think about the individuals we know in the organization who deserve recognition and make the effort to nominate them for our organization’s awards.

EBSCO/MLA Annual Meeting Grant

Submitted by Peggy Mullaly-Quijas, AHIP, University of Missouri-Kansas City, Kansas City, MO

In order to enable more librarians to attend Medical Library Association (MLA) annual meetings, EBSCO Information Services has generously donated money to the MLA Scholarship Endowment to provide stipends up to $1,000.00 each to four (4) librarians for travel and conference-related expenses, creating the EBSCO/MLA Annual Meeting Grant.

To be eligible:

- Applicants must be currently employed as a librarian and have between 2 and 5 years’ experience as a health sciences librarian at the time of the annual meeting.
- Applicant must complete an application form including a 200-word statement answering the question, "What do you expect to gain professionally and/or personally by attending the MLA annual meeting?" (See http://www.mlanet.org/awards/grants/index.html)

Priority consideration will be given to applicants who are:

- First time attendees at MLA.
- Presenting (or have submitted) a paper or a poster at MLA’s annual meeting.
- Have MLA committee, jury, section, or special interest group (SIG) assignments.
- Members of MLA.

Deadline for applications is December 1; email submission is preferred.

Email: grants@mlahq.org
Fax: 312.419.8950

Mail: Medical Library Association
ATTN: Grants and Scholarships
65 E. Wacker Place, Ste. 1900
Chicago, IL 60601-7246

MLA will acknowledge receipt of all applications. All applicants must receive an email notification that materials were received by MLA on or before December 1 for applications to be considered. Please note, incomplete applications will not be considered.
A Future in Medical Librarianship

By Brenda Pfannenstiel, Immediate Past President, MCMLA; edited by Darell Schmick

The current issue of JMLA concerns new roles for health sciences librarians. As our roles continue to evolve we must take every opportunity to steer that ship rather than be buffeted by the waves of change that sometimes threaten to swamp us all. I would like to thank everyone who worked so hard in MCMLA this past year, and ask you to please give your support and assistance to Darrel Willoughby and Jackie Hittner as they steer our chapter into our uncertain future by providing education, networking, and leadership opportunities to our members. Our greatest resource as a chapter is our members; use that resource to help you conduct library research, learn and practice new skills, and develop your own leadership capabilities.

We medical librarians are not the only ones struggling with changing times, technology, economics, and expectations. Our hospital and university administrators are also looking for ways to prove their institutions’ value and vitality.

Unfortunately, many hospitals remain poorly prepared for value-based compensation of their services, and have not done the patient safety, health literacy, EMR and quality improvement work they need to do. Now the Affordable Care Act is here, and that work matters more than ever. If you work in a hospital library, let your administrators know that you are aware of the problems they face, and are ready to help.

How do you become aware of the problems they face? On the micro level, scan hospital newsletters, attend leadership meetings, and eavesdrop in the hallways, cafeteria, and elevators! On the macro level, read a book that has influenced hospital administrators, then talk about it! Try a book off this list:

- If Disney Ran Your Hospital by Fred Lee
- Innovator’s Prescription by Clayton Christensen
- Creative Destruction of Medicine by Eric Topol
- On the Mend by John Toussaint

Take a critical look at how your hospital functions, then suggest a change that improves patient safety or makes a system or process less vulnerable to human error. You might get invited to join a committee! If not, volunteer for a hospital committee—even the Forms Committee will give you the opportunity to press for plain language on patient forms and for consistent layout among similar types of forms. Show up, do the work, and soon you will be invited onto additional committees and your influence will grow. You may even find yourself filling a new role within your organization.

At the same time, we can always come back to the core of librarianship: putting the right information into the right hands at the right time. We may do this in new ways, in new settings, working with new users and new resources, but we will continue to be librarians with a future in medicine and health services.

Announcing Garfield Research Fellowship in the History of Information Science

By Ruth E. Fenske, AHIP, Grasselli Library, John Carroll University, Cleveland, OH

The Medical Library Association Eugene Garfield Research Fellowship promotes and supports research in the history of information science. The $5000 fellowship, established in 2013, is to be used for research-related purposes regarding the history of information science to increase the underlying knowledgebase in this area and enhance the current and future practice of the information professions, particularly health sciences librarianship. Health sciences librarians and information scientists, health professionals, researchers, educators, and administrators are eligible. Applicants must have a master's or doctor's degree or be enrolled in a program leading to such a degree and demonstrate a commitment to the health sciences. The fellowship is not designed to support research for a doctoral dissertation or master’s thesis.

The award is not restricted to disbursement in a single year and funding may be disbursed over a period of up to two years depending on the needs of the research fellow. The award may be used to supplement or extend other awards, including other private or government-supported fellowships, but is not contingent on receiving other awards. Please see the MLA Grants and Scholarships page [http://www.mlanet.org/awards/grants/] on MLANET for more information. The submission deadline is December 1.

Inquiries: E-mail, telephone or written inquiries are welcomed. Please direct inquiries to Maria Lopez, 312.419.9094 x15, grants@mlahq.org.
Documenting professional activities and assigning them to the proper categories in the AHIP Points Index can feel like an overwhelming process. Over the next several months I will focus on the different categories of the Academy Point Index so that you can see how routinely we all participate in professional activities that qualify for AHIP points.

Two important things to note, which apply to all categories of the Point Index: (1) accomplishments that are considered job requirements are not eligible for points. AHIP is a recognition of your professional activities above and beyond your job responsibilities. (2) The total points required for each category of the Point Index is determined by Membership Level—therefore, determining the Membership Level for which you are eligible needs to be the first step in your documentation process.

Continuing Education points are perhaps the easiest credits to accumulate. For any level of membership a maximum of 50 points can be claimed for continuing education. There are five sub-categories of Continuing Education; points from any of these five categories apply to the 50 point maximum. All points for this category are awarded for being the learner (being a teacher is addressed in the “Individual accomplishments, part 1” section of the Point Index). Sub-categories include:

- **Sponsored instruction** (points awarded: 1 point per hour of attendance): this covers continuing education activities sponsored by an organization. Required documentation for this category is a copy of the certificate of completion for the course. Individual Participant Request (IPR) forms are required for sponsored instruction which is not automatically recognized by MLA. See the Sponsored Instruction section of the Point Index for other important parameters for this category.

- **Academic instruction**: taking academic courses for credit or for registered audit are eligible for AHIP points. The points earned are determined by the length of the course and the credit/audit status. A copy of the transcript is required for documentation and a maximum of 30 points per 5-year period is eligible.

- **Discussion group program**: The MLA Discussion Group program offers you an opportunity to explore a well-defined topic, area or theme with other professionals through either face-to-face or electronic discussions. AHIP points are available for participating in or being a convener of an MLA Discussion Group. Documentation required is a copy of the MLA CE Certificate for participants and the MLA notification of Discussion Group approval for conveners. A maximum of 26 points per 5-year period is eligible.

- **Self-Directed Learning**: Learners define project goals and objectives for a project that will require no less than three hours activity; require working with a mentor; and submitting the learning contract to MLA for approval. Learners receive 1 point per 3 hours of work. Documentation required includes a copy of the contract and a certification of completion.

- **Independent Reading Program (IRP)**: This MLA-sponsored program allows members to read journal articles from professional literature, complete an article analysis application and receive MLA CE contact hours. Articles qualifying for the IRP are designated within the JMLA or you can chose to read an article from another professional journal with content fulfilling one or more of the MLA professional competencies. 1 point per article (maximum of 3 points per year or 15 points per 5-year period) can be earned; required documentation is a copy of the MLA CE certificate.

We are all involved in activities as “learners” in our profession. Keep track of your documentation—either electronically or as a paper file—as you complete a course and plan ahead for those credits for which you will need IRP documentation. You will be well on your way to earning Continuing Education AHIP points. For complete details on Continuing Education points visit [http://www.mlanet.org/academy/points1.html](http://www.mlanet.org/academy/points1.html).
You’ve probably just endured a marathon of horror film festivals on third tier cable channels featuring Frankenstein. Have you ever wondered how a teenaged Mary Shelley could have imagined such a tale?

If you were looking for a 19th century equivalent to the Kardashians, look no further than Mary Shelley and her half sister, Claire Clairmont. The sisters were certainly scandalous enough and their personal lives were widely reported in British newspapers and gossiped about in the finer circles. Just half of their antics would have invited condemnation from the general public.

But the sisters weren’t your typical celebrities and Mary Shelley was possessed of a singular intellect. Their father, William Godwin and Mary’s mother, Mary Wollstonecraft, were prominent authors and proponents of some of the most outlandish and progressive ideas of their time. Mary’s mother died shortly after her birth, and Mary was educated by her father, reading (especially her mother’s writing and her father’s frank memoir of their love and marriage), and the ideas of her father’s intellectual circle – a who’s who of enlightenment era scientists, philosophers, and artists.

Tales of galvanism, grave robbing for anatomical study and other grisly talk fascinated Mary. All coalesced when she engaged in a ghost story competition with traveling companions in 1816. Her tale of re-animation has become one of the great horror stories, retold and re-interpreted through the years.

Roseanne Montillo investigates and relates the origins of Frankenstein: Or, The Modern Prometheus, examining the influence of Mary’s personal life, society, and the scientific, philosophic, cultural, and legal ideas and personalities of the time. Montillo sheds light on the often grisly efforts to animate corpses with electrical charges and the shady, but still legal at the time, business of grave robbing to supply “fresh” corpses for experimentation. She also links the life of the author with her intellectual surroundings to demonstrate without a doubt that only someone with Shelley’s personal and intellectual history could have conceived such a monster. (Debate still rages over which is the monster – Dr. Frankenstein, or his reanimated corpse.)

Montillo has engaged readers at the nexus of literature and history of science to introduce fans of Frankenstein to the unique world of Mary Shelley and the tale that only Shelley could have imagined.

I doubt the Kardashians will offer such an enduring legacy.

The Lady and Her Monsters: A Tale of Dissections, Real-Life Dr. Frankensteins, and the Creation of Mary Shelley’s Masterpiece / Roseanne Montillo.

New Member Spotlight

Debra Campbell

By Phyllis J. Whiteside, AHIP, MCLMA Membership Committee; edited by Katie Dayani

Where did you come from?
As a child Debra lived in California, Georgia, Tennessee, Texas, Alabama and Kansas. As an adult she has mostly been in Kansas but also lived in Madera, California and Raleigh, North Carolina.

What brought you to your current job?
Even though Debra has an MLS degree she continues to work as an RN. She is planning on doing some volunteer work for the TSCPL and also at the VA Library as she currently works at the VA as a psychiatric nurse. Her preference would be to work as a clinical medical librarian or as a health science librarian.

What’s a fun/unique/interesting tidbit for your fellow MCMLAers to know about you?
Debra would always entertain her elementary school classmates by showing them that she does not have a belly button. It was surgically removed when she was an infant as it never healed after birth. Her father explained the scar by saying that other people had belly buttons and she had a belly zipper.

What do you do to relax?
Debra enjoys listening to music for relaxation.

How do you use your free time?
Debra’s favorite thing to do with her free time is to spend it with her three grandchildren.

What is your educational background and what schools did you attend?
Debra went to Kaw Valley Vo-Tech for Practical Nursing and Washburn to get her BSN. She got her MLS from NCCU in Durham, NC.

Tell me about your previous work experience.
Debra does not have previous work experience as a librarian but did enjoy her practicum at Duke Raleigh. She surveyed physicians to see if they knew what resources were available to them and what they would like to have. The hospital had recently been bought out by Duke and surprisingly many physicians didn’t realize that they had online access to Duke’s medical library. Many also expressed a desire to have their own physical resources easily accessible to them. She got an exceptionally good response and it showed that physicians appreciate libraries and want to have input into what services are available.

What are you doing in your current position?
Debra is currently a psychiatric nurse at the VA Hospital in Topeka. She is working on using the library resources there to find patient education material.

Is there any information you would like to share about your family?
Debra has two sons, a daughter and three grandchildren. At the time of this interview she was looking forward to her third granddaughter who was due to be born in late October.

Darell’s Doozies

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

In what year was the American Medical Association founded?
A. 1847  
B. 1850  
C. 1857  
D. 1874

In what year was the Medical Library Association founded?
A. 1898  
B. 1900  
C. 1903  
D. 1920

Answers to questions from our previous issue:
The “Guidelines for Medical School Libraries” were prepared by:
A. The Medical Library Association  
B. The Association of American Medical Colleges  
C. A Joint Committee of the American Medical Association and the Medical Library Association  
D. A Joint committee of the Association of American Medical Colleges and the Medical Library Association

Institutions of higher education, including medical schools, typically encourage their faculty members:
A. To engage in research  
B. To leave research for non-university institutions and to concentrate on education
Let’s Get Real!

By Darrel Willoughby, President, MCMLA

The theme of this year’s annual meeting seems obvious but the terms have a kaleidoscope of meanings. Does the term “information” mean a piece of clinically significant data from a carefully crafted research study, a patient’s medicine reconciliation or maybe the title of the journal that is most likely to publish a patron’s article? The term “unbound” may conjure up thoughts of exuberant release, unchained potential, exploding possibilities, and infinite realities. It can also mean amorphous, ill-defined, unruly, loose, or even promiscuous.

Our profession once brought order out of epistemological chaos. We developed specialized vocabularies that channeled the ever burgeoning torrent of information. Our catalogs and classifications created utility out of futility. Users came to us for the perfect sip of information. They avoided the cascade of data spewing at them like water from a fire hose.

Today patrons have a variety of ways to “sip” from the rushing streams of data. The library and the librarian are just one of a myriad of possibilities. So let us build on the themes given to us by past Chapter Presidents Betsy Mueth and Brenda Pfannenstiel. Let us make our membership in this Chapter a valuable asset and use our combined strengths to figure out ways to nimbly navigate the increasingly competitive information provider market.

As we look toward new opportunities this year I would like to focus on these points:

Number one: Library Advocacy. We need to build relationships and partnerships with external organizations; to define common goals and to demonstrate how our professional skill set can create solutions to those goals. We need to identify the barriers to health information in the community and seek out solutions using our unique set of skills. How are we going to those things? Research is the foundation, the key to library advocacy. We need to find out what’s going on around us.

Number two: Education and Mentorship. Leadership is taught, actively and passively. Let’s be proactive and project positive leadership skills by participating in the Chapter’s mentor program. The promotion of the profession is the key reason we exist. We need to model behavior that makes medical librarianship seem like a great use of time. We need to welcome new library students. The time and attention we pay to them surely has a proportional response in their future support of our Chapter.

We need to reach out to health science librarians who are not members of the Chapter. Their abilities and vision could be the very thing that rejuvenates and reinvigorates us.

Number three: History. Honoring our Chapter’s history provides a basis for convincing those that work hard today that their work will remembered and held in high esteem tomorrow. What good is working hard to join a nameless Pantheon? When we take our Chapter awards seriously, review Chapter accomplishments of the past and contemplate the vision of past Chapter leaders holding them up as examples to be emulated we build a vision of the future.
MCMLA 2013 Chapter Meeting “Information Unbound” a Success!

Thanks for Coming!

By Jeanne Le Ber, AHIP, MCMLA 2013 Planning Committee Co-Chair; edited by Kristen DeSanto

Many thanks to our colleagues and exhibitors who attended the 2013 MCMLA chapter meeting in Salt Lake City, Utah and contributed to the success of the four day event. Working within the theme Information Unbound, the program committee planned interesting and educational sessions that ensured everyone returned home with new knowledge and skills. The final report is still being written and will be submitted to the Meeting Advisor and Executive Committee in the near future.

For now – here is a summary of meeting highlights.

Consulting with the MCMLA Education Committee, our conference continuing education committee (Amy Hornisett and Sharon Dennis) provided the following classes on Saturday and Sunday, September 14-15. Classes were well attended and the instruction was superb.

- Teaching About Evidence Based Practice, Lisa Traditi (12 attendees)
- Why Health Services Research Matters Now, Erica Lake and Jessi Van Der Volgen (7 attendees)
- Applying Information Expertise to the Challenge of Diagnostic Error Reduction, Lorri zipperer and Barb Jones (9 attendees)
- Symposium of Technology Sages, Abby Adamczyk, James Britsch, Emily Eresuma, Ben Harnke, Nancy Lombardo, Rachel Vukas (11 attendees)

The opening reception was held Sunday evening on the top level of The Leonardo: Utah’s Science and Technology Museum. The views looking south and east towards the mountains were spectacular. The weather cooperated and the patio doors were opened to let the fresh mountain air in! Many thanks to Cuisine Unlimited for their tasty buffet; Epic Brewing Company for their wonderful strong beers; the University of Utah’s Red Hots Jazz Ensemble for the snappy music; and the staff of The Leonardo for being so gracious and accommodating. About 70 people (members and exhibitors) attended the event. At least 48 members attended the 101 Inventions that Changed the World special exhibit; fee paid for by the conference.

Early Monday morning about a dozen people joined Julie Quilter for a walk from the hotel lobby to the Fort Douglas Cemetery and back. Along the way, Julie provided some history about Fort Douglas and the restoration of some of the historic homes and structures. The brisk pace kept the group moving and despite a little rain, the walk was a refreshing way to start the day.

Steven J. Bell, Monday’s keynote speaker, inspired us to think about librarian roles and services in an environment of uncertainty, ambiguity, social media, massive online learning courses, shrinking budgets and changing user expectations. Steven suggested some next steps for how to embrace this changing environment:

- Start a conversation about disruption
- Consider convening a journal club, hosting a reading group or watching TED Talk videos
- Review core values and beliefs
- Innovate with a team idea project
- Discover how the library can lead

Exhibits were hosted in the Fort Douglas Ballroom, the same room as the program activities. Twenty-one exhibitor booths were arranged around the perimeter of the ballroom and “staffed” throughout the day. This arrangement ensured more interaction between the exhibitors and attendees. Most exhibitors indicated they were pleased with the way this worked out. Exhibitors were available all day Monday with conflict free time scheduled from 10:45-11:45 a.m. Suzanne Sawyer emceed a lunch “meet and greet” with each exhibitor providing a one minute description of their product or service. See the MCMLA 2013 website for a list of exhibitors [http://mcmla.org/exhibitors] and sponsors [http://mcmla.org/mtgsperson].

As part of our green conference efforts, we experimented with an electronic poster session. Posters were available from 8:00 a.m. until 3:00 p.m. in the Alpine Room. Abby Adamczyk set up four computers, projectors and screens to display the posters in a continuous loop with 5-6 posters per projector. About half of the poster presenters recorded a brief 1-2 minute audio file to accompany their poster. This experiment was met with mixed reviews, with a few positive outcomes: reduced cost for the presenter; no need to travel with a poster tube; and on-demand access to all posters. [http://library.med.utah.edu/blog/mcmla2013/]
“Information Unbound” (cont’d)

After lunch, Richard D. Krugman, M.D., Vice Chancellor for Health Affairs and Dean of the School of Medicine, University of Colorado Anschutz Medical Campus, spoke about health care reform. Dr. Krugman’s talk was followed by a panel discussion that reacted to his remarks about the current state of health care and future reform. Panel moderator was Jean Shipman, Director, Eccles Health Sciences Library, University of Utah. Panelists included:

- Abby Adameczyk, Librarian, Eccles Health Sciences Library, University of Utah
- Betsy Burton, consumer advocate and owner of the King’s English Bookshop in Salt Lake City.
- Michael K. Magil, M.D., Professor and Chair of the Department of Family and Preventive Medicine, University of Utah
- Betsy Mueth, Resource Center and Archives Coordinator for the Clinical Learning Institute, Missouri Baptist Medical Center
- Robert C. Pendleton, M.D., Associate Professor of Medicine, University of Utah

Eleven papers were presented in three concurrent sessions in the late afternoon. The presentations were divided into the general themes of technology/literacy, research/translational medicine and hospital/business.

A fairly large group rode the University Shuttle down to the Frederick Albert Sutton Building for a tour of this unique experiential building devoted to geology and geophysics. Marjorie Chan, Professor and former department chair, led the tour. The displays, decorative elements, lighting and signage are unique examples of successful academic branding of the building.

Tuesday morning, Marjorie Chan presented a talk on creative building design for innovative teaching and outreach. This talk was followed by a reaction panel, moderated by Emily Eresuma. Panelists included:

- Erin Dorney, MLS, CAS-DL, MA – Outreach Librarian, Millersville University, PA (Virtual panelist)
- Betsy Mueth, MLS - Resource Center & Archives Coordinator, Clinical Learning Institute, Missouri Baptist Medical Center
- Catherine Soehner, MLS - Associate Dean for Research and Learning Services, Marriott Library, University of Utah

Following a short break, Jane Blumenthal, past president of MLA, provided the Medical Library Association Update, focusing on five critical areas: professional ethics, hospital library initiatives, marketing, the affordable care act and legislative news. Claire Hamasu and her team provided the Regional Medical Library Update with a clever spy theme . . . Mission I’m Possible.  Be sure to play their game and win points [http://nnlm.gov/mcr/services/game/]

After lunch, Brenda Pfannenstiel conducted the MCMLA Business Meeting and finished her term as MCMLA chair by turning the gavel over to Darrel Willoughby. (Minutes elsewhere!).

Our efforts to host a green conference were rewarded with gold level certification (see Christy Jarvis’ article). By reducing the amount of paper and signs, getting folks to use public transportation and encouraging carbon-offsets, conference planners have demonstrated that we can host a successful meeting and consciously reduce our footprint on the environment!

Again, many thanks to attendees, sponsors and exhibitors. We couldn’t have done it without you.

---

Publication Statement

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

Committee Members:
Amanda Sprochi, editor
Darell Schmick
Kristen DeSanto
Katie Dayani
Go GREEN to Get GOLD

By Christy Jarvis, MCMLA 2013 Planning Committee; edited by Katie Dayani

The MCMLA 2013 Conference Green Committee had an ambitious goal: To earn a “Gold” rating from the University of Utah’s Office of Sustainability’s “Green Event Certification” program by making the meeting in Salt Lake City as environmentally friendly as possible. Prior to the MCMLA conference, only 5 events hosted at the University had earned this prestigious recognition. Were we daunted? Discouraged? Defeated? No way!! We were energized and motivated to find creative ways to achieve “Gold” by minimizing the impact of our event on the environment.

A “Green Event Certificate” is based upon accumulating points for planning and implementing environmentally-friendly practices in the following areas: Food, Waste, Transportation, Marketing, Energy, and Innovation. Each of these areas has a checklist of recommended “green practices” associated with it, and each item on the checklist is assigned a point value that is attained by implementing that practice during the conference. Based on the total number of points accumulated in all 5 areas, we would be awarded a “Green Event Certificate” at one of 3 levels: Bronze, Silver, or Gold.

Well, MCMLA conference attendees… with your help we accumulated enough points to be the 6th event to earn a Gold!!

Notable green practices that were implemented at the conference include:

- A carbon offset program whereby conference attendees were encouraged to make a donation to Tree Utah to offset the carbon emission associated with travel to Salt Lake City.
- Securing a sponsor to provide reusable water bottles to attendees.
- Eliminating the need for printed posters by having an all-digital poster session.
- Ensuring that all conference event locations were accessible by public transportation and by providing funds to attendees to purchase TRAX passes to get to the Opening Reception downtown.
- A virtual conference option for out-of-town attendees.
- Registration, announcements, and conferences were handled electronically.
- Event guides and conference programs were distributed electronically.
- Vendors/exhibitors were informed of green conference goals and invited to participate by minimizing printed handouts.

The MCMLA 2013 Green Committee would like to thank all attendees for contributing to a successful, and environmentally friendly, conference!!

MCMLA 2013 Research Committee Poster and Paper Awards

By Tim Kenny, AHIP, MCMLA Research Committee; edited by Katie Dayani

The call for poster and papers at the annual meeting resulted in a high number of participants. Twenty one posters were displayed, and eleven total papers were presented. The Research Committee would like to thank all of this year’s presenters and participants. The committee would also offer congratulations to this year’s research award recipients.

Best Research Poster
“Partnering with State Libraries: Supporting Public Library Health Information Programs and Training” Poster authors were Barb Jones (University of Missouri), Jim Honour (University of Wyoming), Betsy Kelly (Washington University in St. Louis), John Bramble (University of Utah), Dana Abbey (University of Colorado Anschutz Medical Campus), Marty Magee (University of Nebraska Medical Center) and Rachel Vukas (University of Kansas Medical Center).
Paper, Poster Winners (cont’d)

Winning Research Paper

“Chat Unbound: What are our patrons asking us about in chat conversations?” Presented by John Jones (University of Colorado Anschutz Medical Campus) The paper reviewed and analyzed chat data for a two-year period. The data was utilized for various purposes: redesigning the web page, improving chat access, and evaluating needed content and reference services.

The Viewer’s Choice Award

“Taking it to the streets: the ITest iPad community based organization project” Poster authors were Dana Abbey (University of Colorado Anschutz Medical Campus), John Bramble (University of Utah), Barb Jones (University of Colorado Anschutz Medical Campus), Jessi, and Lisa presented solid plans on how librarians can demonstrate the impact on the literature by nurses, but also the value of the librarians in discovering and promoting their work.

Lisa Traditi from University of Colorado Health Sciences Library presented a paper titled “Mapping the Publications of University of Colorado Hospital Nurses: A Bibliometric Study,” based on a paper recently published in JONA: The Journal of Nursing Administration. The goal was to map the impact of University of Colorado Hospital (UCH) nurses’ publications to the literature using bibliometric methods. The team started with a literature search of electronic databases and curriculum vitae to identify journal articles authored by UCH nurses. The group used Scopus to analyze the data for publication counts and citation analysis, as it covered more nursing journals and contained more analytic tools than other products. From 1990 to 2012, 191 articles were authored by 99 UCH nurses in 76 journals, with an h-index of 25. This project not only demonstrated the impact on the literature by nurses, but also the value of the librarians in discovering and promoting it.

These papers covered three timely issues: loss of physical library space, meaningful use, and author impact. Jerry, Jessi, and Lisa presented solid plans on how librarians can explore these themes within the context of their own libraries and organizations and use them to their advantage.
