From the Editors

We are pleased to present the summer 2006 issue of the MLA NY-NJ Chapter Newsletter.

Though summer is coming to an end, Chapter activities are just getting started! The Chapter’s joint meeting with the North Atlantic Health Sciences Libraries (NAHSL) in Hartford is coming up on October 15-17 (see page 6).

Additionally, the Chapter is sponsoring another joint venture—this time with METRO—on November 17. Read more about this exciting “Emerging Mobile Technologies” program on page 11. This is a great opportunity to ensure that you’re up to speed with the latest and greatest!

Speaking of getting up to speed, be sure and check out this issue’s Technology Review on page 7 to learn about the different types of virtual reference.

Change continues to be a factor for all members. Developments taking place across our metropolitan area, including what is happening with the Brooklyn, Queens, Staten Island, Manhattan and the Bronx Health Sciences Librarians (BQSI/MB) and the local Regional Medical Library, are also detailed in this issue.

Other interesting items include articles on grassroots advocacy, customer service, and more on the movers and shakers amongst us within our very own Chapter.

Enjoy what warm weather is left and see you in Hartford!

LG and LM 09/2006
From the Chair

By: Patricia E. Gallagher, MLS, AHIP  
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Senior Librarian  
New York Academy of Medicine Library

Come the summer, our thoughts go in two different directions. On the one hand, many of us are dealing with new students and residents, and all the work they bring with them. On the other, I suspect we all wish we were on a beach somewhere, either reading a wonderfully mindless murder mystery or knitting something light and fluffy. And while our Annual Meeting this year is NOT on a beach, the summer makes me realize how close we are to the meeting. I'm hoping to see many of you there.

There are several business issues I would like to bring to your attention. We've had a few resignations, and we thank those people for the time they have already spent on their committees and wish them well in their new ventures. Please join me in welcoming Incoming Chair, Elaine Wells, who graciously agreed to fill this important position. Claire Joseph has assumed the duties of Chair of the Continuing Education Committee. She has already recruited several new members, and the committee is hard at work planning new classes for 2006-2007. If there are specific classes you would like to see taught in the area, please contact Claire or any of her committee members (their names can be found on the NY-NJ Chapter web page) with your suggestions. Finally, we are seeking a new Advertising Chair and committee member to work with the 2007 Programming Committee. If you are interested in either of these positions, I would love to hear from you.

There was some confusion concerning dues this year. I hope you all have paid your 2006 dues (have a question as to your status? drop me an email!). As soon as all the checks are in shortly, the Membership Committee will begin work on the new Membership Directory, which we hope to have to you by the early fall.

Our Spring Dinner was a rousing success, thanks to the hard work of Roberta Bronson-Fitzpatrick, who arranged a seafood extravaganza in beautiful downtown Newark. We born-and-bred New Yorkers don't often think of Newark when it comes to an evening out, but I hope we will be able to visit Newark in the near future for another enjoyable evening!

In closing, let me mention how good it was to see my many colleagues at the Board Meetings, MLA meeting, and Spring Dinner. I hope to talk to many more of you in Hartford. And, if you have any questions or concerns, feel free to contact me.
A summary of notable topics discussed at the Chapter’s latest Board meeting, held in June:

- The MLA national meeting in Philadelphia in 2007 will focus on health literacy. The theme will be “Reclaiming Our Foundations & Forging New Frontiers.”

- A new career recruitment DVD is available. Copies will be sent to RMLs, library schools, as well as chapter membership chairs. Our chair has a copy for chapter use.

- MLA plans to acquire an association membership system that will allow members to track CE/AHIP points.

- The next board meeting will take place on Tuesday, September 19, 2006.
It’s been an exciting time at NYU as we take on the responsibilities of being the Regional Medical Library (RML) for the Middle Atlantic Region (MAR) of Delaware, New Jersey, New York, and Pennsylvania. The biggest challenge right now is hiring staff! We are looking to fill 4 full-time professional positions, one half-time professional position, and two administrative positions. The job descriptions are on the MAR web site: http://nnlm.gov/mar, in the blog, under “RML is hiring!”

In the meantime, as the Associate Director for the RML and a staff of one, I am getting much assistance from the NYU Health Sciences Library faculty and staff. Pinch-hitting until we hire permanent staff as the Network Services Coordinator (handling DOCLINE and other issues) is Tania Bardyn, the Assistant Director of Affiliated Libraries. Tania is somewhat new to New York (two years, but already has lived through the transit strike and blizzard, so you know she’s developing good NY skills; commuting from New Jersey makes her a metropolitan pro), but in her previous position at the University of Texas Health Science Center at San Antonio, she oversaw Document Delivery and was a frequent exhibitor for the RML in Texas. For DOCLINE and LinkOut questions, Tania can best be reached at: rmlnetwork@library.med.nyu.edu.
RML Update

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Gregg Headrick, Web Services Librarian at NYU, has moved over to the RML staff on a temporary basis in the capacity of Technology Coordinator. Gregg is a versatile health sciences librarian, having staffed the Information Desk, taught classes to NYU faculty students and staff (Photoshop, Dreamweaver), and developed a number of our Patient and Family Resource Center web sites. Gregg can be reached at: rml@library.med.nyu.edu.

Our next step involves you! In a few weeks we will put out a call for volunteers to participate on four different committees: Outreach, Library Improvement, Technology, and Resource Sharing. We count on your participation on these committees to shape our regional programs and services in the next two years and beyond. If you aren’t already subscribed to the MAR listserv, please consider doing so. Sign up at: http://lists.med.nyu.edu/mailman/listinfo/marl

Questions? Please contact me at (212) 263-8535, or dunn@library.med.nyu.edu

2006 Chapter Research Grant

Do you have a research project that you would like to have funded? The NY/NJ Chapter of MLA would like to provide you with an opportunity to promote excellence in the field of health science librarianship and the information sciences through a research project grant funded for as much as $750.

We invite you to apply for the Chapter Research Grant today.

The application and additional details can be found on the Chapter Webpage: http://www.nynjmla.org/ny-njresearchgrant.html

Applications, including project design, budgetary breakdown, and all appropriate appendices should be submitted to Latrina Keith (lkeith@nyam.org) by September 15, 2006.

For more information, please contact Latrina Keith (lkeith@nyam.org) or Robin Wright (robin_wright@stbarnabas-ny.org)
Save the Date

2006 Joint Annual Meeting of the New York-New Jersey Chapter of the Medical Library Association and NAHSL

DATES: **Sunday, October 15th – Tuesday, October 17th, 2006**
PLACE: **The Hilton Hartford Hotel, Hartford, CT.**
http://www.nahsl.org/2006/hotel.htm

The Conference theme is "**The Evidence Is In,**" designed to cover topics that are cutting edge, as well as issues that are of burning interest. There will be opportunities to network with Librarians from all over the New England Region. It is also an opportunity to visit a city that has undergone an exciting revitalization. Visit the conference web page at: http://www.nahsl.org/2006/

**Program to include:**

- Five scintillating CE's to be held on Sunday and one on Tuesday after the official conference ends
- A variety of appealing keynote and plenary speakers on Monday and Tuesday.
- Breakout sessions to give attendees information on the latest issues.
- NN/LM; NLM; MLA; DocLine/EFTS updates.
- Lunch-time Business Meeting
- Welcome reception and networking on Sunday night to be held at the refurbished historic **Mark Twain House** (http://www.marktwainhouse.org/)
- Dinner and fun on Monday night at the Hilton Hartford.
- Nearby shopping, entertainment, and nature - we will be right next to the **Hartford Civic Center Mall** (another Hartford rejuvenation project), and steps away from the **Wadsworth Athenaeum** (http://www.wadsworthatheneum.org/) **Museum of Art** (America's oldest public art museum), and close by **Bushnell Park** (http://www.bushnellpark.org/) (America's oldest public park), as well as **Elizabeth Park Rose Garden** (oldest rose garden in the US) - there's plenty of history here!

We would like as many NY-NJ people to stay for the entire conference, so room rates in the renovated Hilton are very reasonable ($135 per night). As the time nears, we will be following the performing arts schedule for **The Bushnell** (http://www.bushnell.org/) for anyone that might want to come in on Saturday, and who may be looking for an evening’s entertainment.

*Patricia May, MLA NY-NJ Chapter 2006 Annual Meeting Program Chair*
*Janene Batten, NAHSL 2006 Chair*
Technology Review: Virtual Reference

Submitted by: Nancy Glassman, MLS, AHIP
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D. Samuel Gottesman Library
Albert Einstein College of Medicine

A growing number of library patrons enjoy the convenience of accessing online journals, books, and databases from the comfort of their offices and homes. So it is more important than ever for librarians to find new ways reach out and provide reference assistance to off-site library users. Virtual reference services—specifically email and chat—can help attract and engage these new users.

Email Reference

Since health care professionals, researchers, and students do not always work during regular business hours, email-based reference service can be a particularly useful tool. It allows night owls and early birds to pose questions whenever they arise. Librarians can then answer these questions during regular working hours. Email is best for questions are not of an urgent nature, since a question asked late on a Friday afternoon might not get answered until the following Monday morning. It is a good idea to create an email account that more than one person can access, which ensures that messages coming in when one staff member is away can be answered by someone else.

Fee-Based Chat Software

A “real time” solution for remote users is “chat” reference. Several companies provide this service. OCLC’s QuestionPoint <http://www.questionpoint.org> and Docutek VRLplus <http://www.docutek.com/products/vrlplus/index.html> are fee-based services designed specifically for libraries. Others, such as LivePerson <http://www.liveperson.com>, are geared towards general “help desk” situations, but are also used by many libraries.

QuestionPoint, for example, allows librarians to manage both email, as well as chat reference with co-browsing capabilities. When a patron submits a chat request form, the librarian monitoring the chat queue hears an alert chime and a small window pops up on the screen. This marks the beginning of the virtual reference “interview.” (see more on next page)

QuestionPoint’s features include:

- Prewritten scripts to speed up answers to frequently asked questions
- Librarians can send URLs, which patrons receive as a hyperlink
- Librarians can transmit files (e.g. pdf files of articles)
- Co-browsing lets the librarian and patron view the same web sites
- Intended to be a cooperative effort, so several libraries in a consortium can take turns staffing the chat queue
- Detailed statistical reports are available

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OCLC

QuestionPoint:

- Figure A-- Patron asks question
- Figure B-- Librarian is alerted
- Figure C-- Librarian’s view of chat session

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• Full transcript of the session, including URLs of web sites visited, are emailed to patrons at the end of the session
• Knowledge base allows librarians to find answers to previously answered questions that might be out of their field of expertise

There are a few drawbacks, including:
• Many features only work properly with Internet Explorer
• Conflicts with firewall software and other security software (both on the part of the librarian or the patron)
• Co-browsing IP-authenticated resources do not function properly
• Annual subscription costs

▷ Chat on the cheap

If co-browsing is not a high priority, another option is to use IM (instant messaging) for chat reference. There are many free instant-messaging services available. It is easy to set up a free account for your library on the most popular services, such as:

AOL Instant Messenger <http://www.aim.com/>
Google <http://www.google.com/talk/>
Jabber <http://www.jabber.org/about/overview.shtml>
MSN <http://get.live.com/messenger/overview>
Yahoo <http://messenger.yahoo.com/?mdevt=1&AID=10407991&PID=1382407>

Many of your patrons are probably already using one or more of these IM applications to communicate with friends, family, and colleagues. It might be worthwhile to do an informal survey to get an idea what they use, and then focus on that software. Several software options make it easy to support several IM services through a single, streamlined interface including:

• Gaim <http://gaim.sourceforge.net/>
• Meebo <http://www.meebo.com/> (web-based, no software to install)
• Trillian <http://www.ceruleanstudios.com/> (basic version is free)

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Quick IM Tips

- New to IM? Practice chatting with your co-workers and colleagues first to get comfortable IM-ing.
- Learn the lingo. Check out resources like Webopedia <http://www.webopedia.com/quick_ref/textmessageabbreviations.asp> for translations of commonly used abbreviations.
- Don’t feel rushed. Let patrons know that it might take a few minutes to find the information they are seeking.

Virtual Reference, in its many forms, is a great way to extend traditional reference services, and reach out to patrons in ways that were not possible before. To find out what other libraries in the greater New York area are doing, check out METRO’s Virtual Reference SIG: <http://www.metro.org/index.php?option=com_content&task=view&id=73&Itemid=207>

Further Information:

Tenopir C. Chat's Positive Side. Library Journal 2004; 129 (20):42-.
Tenopir C. Rethinking Virtual Reference. Library Journal 2004; 129 (18):34-.
Emerging Mobile Technologies

Co-sponsored by NY/NJ MLA & METRO
4 MLA CE Credits

Date: Friday, November 17, 2006
Time: 9:30 AM – 1:30 PM
Location: METRO, 57 East 11th Street, 4th Floor, New York, NY
Cost: $80 - NY/NJ MLA or METRO Members;
      $100 – Non-Members
Registration: Visit the METRO web site to register at: www.metro.org

Topic: This workshop is designed to increase your knowledge of emerging mobile technologies by discussing devices such as smart phones, PDAs, Blackberries, and iPods. Methods for keeping up-to-date on mobile technologies will be shared.

Instructors: Gabe Rios and Melissa De Santis, University of Texas Health Science Center at San Antonio, San Antonio, TX

Schedule: 9:15 AM – 9:30 AM Registration
          9:30 AM - 1:30 PM Course

METRO PDA SIG Meeting follows this program!

Registration Deadline: Friday, November 3, 2006. Checks should be made payable to METRO. Please register at the METRO web site and indicate that you are a member of the NY/NJ MLA Chapter to receive the member rate.

Cancellation Policy: Refunds are given only if we are notified one week in advance of the course. Directions to METRO are available at: http://www.metro.org

For more information, please contact: Tania Bardyn, NYU Health Sciences Libraries, Bellevue Medical Library at (212) 562-6535 or via email at bardyn@library.med.nyu.edu, or Linda Braun, METRO at (917) 847-7804 or via email at lbraun@metro.org.
Hospital Library Notes

Your library door welcomes your adoring fans and information seekers into the world of knowledge. You do your best and hope that their journey—their healthcare information quest—will be beneficial to them, to their colleagues, and of course to the patients. I have always believed that a library is a customer-based industry, and although the customer isn’t always right, you should try to keep a customer happy. These are the customers who can walk over your welcome mat anytime.

Let’s not forget that your portal of healthcare information is indeed part of a business world. With that idea in mind, you have to deal with vendors and companies, who, like you, have a product to sell. Although I am a “purveyor” of healthcare information and library services, I am not a happy customer when it comes to annoying faxes, e-mails and telephone calls from vendors and companies wishing to sell either a non-library product or offering to fix my roof at a great discount. During one week I received 16 “bogus” faxes: two for notary public classes, seven travel-related advertisements, three roof fixer-uppers/home repair pleas, three “buy-me” offers for office/computer supplies and telephone service, and one fax from a veterinary service in the Bronx. My fax toner is crying “feed me” and those “pesky” e-mails have me multi-tasking the delete and empty trash buttons very quickly. Telephone calls offering questionable telephone service or office supplies are cut short with a “thank you, we are not interested” response.

Advertising and marketing are important for any businesses to survive and prosper, and I don’t intend to insult anyone, but I would rather fill my shopping cart with books, journals, online services, library supplies and whatever makes my customers happy.

Then again, if someone out there in never-never land would offer me a two-week all expense paid trip to Aruba while they renovate my kitchen for free and give my pet pooch Pekoe free alternative allergy treatments, I would be a most happy fella.

Submitted by: George A. Wahlert, MSLS, AHIP

gwahlert@chpnet.org

Morgan Health Sciences Library
Long Island College Hospital
Advocacy - Information/Update

Submitted by: Michelle Volesko Brewer
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Mahnaz Tehrani, MLS
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Advocacy Committee Co-Chairs

News from the Government Relations Committee

The NY-NJ Chapter of MLA Government Relations Committee provides educational information about:

- Government relations (e.g., advocacy how to's, healthcare policy and library issues)
- Posts "advocacy" messages and "take action" alerts on the Chapter listserv to promote proactive and timely action.

Tips on being a grassroots advocate ~ get started!

Sometimes, making your first letter or first phone call to your state legislator or (federal) congressman seems imposing or difficult. It really isn't. Your legislator or congressman wants to hear from you as their constituent. Once you get your feet wet, it gets easier.

To help get started, read more about it. A good site to do that is the ALA web site:
http://www.ala.org/ala/issues/issuesadvocacy.htm

- For your first phone call or letter, use an issue you feel passionately about, perhaps something non-library.
- When you call, you typically speak to a staff person in the legislator or congressman's office.
- Initially have just the basic facts available, such as the name of the bill, law or issue, and what's at stake for you.
- If you have sent a letter, e-mail or fax, state what you have written about and how the issue impacts you. You often receive a written acknowledgement from the legislator or congressman; they will sometimes tell you what the office has done about the issue, and you may even receive updates in the mail as well.

For contact information, see below:

NY legislators:
http://www.senate.state.ny.us/senatehomepage.nsf/senators?OpenForm
http://assembly.state.ny.us/mem/

NJ legislators:
http://www.njleg.state.nj.us/members/legsearch.asp
http://www.senate.gov/general/contact_information/senators_cfm.cfm?State=NJ
MLA’s Leadership and Management Sections (LMS):
Recent History Reveals Growth and Dynamism

Submitted by:  
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Associate Director of Libraries  
UT Southwestern Medical Center Library  
Chair, LMS Membership Committee

The Leadership and Management Section (LMS) is one of the largest and most active of the MLA’s 23 sections. Founded in 1948, the section was originally known as the Medical School Libraries Group. It was established to provide medical school librarians with more opportunities to discuss issues of common interest and concern.

The Group was not particularly active at first—its only regularly scheduled activity was a luncheon or dinner held during the annual MLA meeting. Some significant problems beset the Group at its inception, most notably a lack of visibility and focus. The interests of the Medical School Libraries Group did not seem that much different from the interests of many of the MLA’s other sections and SIGs, or from the Association of Academic Health Sciences Library Directors (AAHSLD).

Largely to address this overlap with other sections, the Group was renamed the Leadership and Management Section (LMS) in 2000. It created a forum, where none existed before, solely dedicated to discussing the challenges of leadership and management. The fact that membership grew to 369 members by 2005 suggests that this new direction has a broad appeal.

The growth of the LMS since 2000 is evident in this increase in its membership, as well as in the varied resources it makes available to members. Foremost among these is its newsletter, The Leading Edge, that provides its readers with book reviews, short articles, case studies, and section news; the section’s listserv allows its subscribers to share information and network in a more casual forum. The LMS also actively sponsors and contributes to grants designed to promote leadership and management, and offers educational programs and social activities at the MLA annual meeting.

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MLA’s LMS Section

The LMS is similarly rich in its projects and initiatives. Noteworthy is its ambitious effort to advance the careers of middle managers. The Task Force on Professional Development for Current and Aspiring Middle Managers (PDCAMM) recently surveyed over 900 medical librarians, including 400 middle managers, in order to identify how to best prepare this group for positions in upper management.

The LMS has evolved into a mature, active, and even dynamic section with a well defined focus that appeals to many MLA members. If you are interested in improving your management abilities and in advancing your career prospects, then you will find that membership in the LMS will help you to realize your professional aspirations.

More information about the LMS is available on its Web page at: http://www.lms.mlanet.org/

An application form is available at: http://www.lms.mlanet.org/join_us_form.html
Submitted by:
Latrina Keith, MLS
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Technical Services Librarian
New York Academy of Medicine Library

Kudos
For Chapter Members
Congratulations to fellow Chapter members...

Karen Brewer, AHIP, FMLA, Ehrman Medical Library, New York University Medical Center, New York, NY, recently named a MLA Fellow. Congratulations Karen!

helen-ann brown, AHIP, Weill Cornell Medical Library, New York, NY, Acting Head of Information Services, presented a paper at the 2006 Medical Library Association Annual Meeting in Phoenix, AZ: "From Pap to ThinPrep to HPV Vaccine: Detection and Eradication of Cervical Cancer."

Charles R. Fikar, MD, DABP, MSLS, AHIP, Woods Health Sciences Library, St. Vincent Catholic Medical Centers, for his recent published articles:


Patricia E. Gallagher, MLS, MA, AHIP, New York Academy of Medicine Library, and the editors of NOAH (New York Online Access to Health) for winning the Thomson Scientific/Frank Bradway Rogers Information Advancement Award at this year’s Medical Library Association Annual Meeting in Phoenix, AZ.

Jersey Shore University Medical Center, Neptune, NJ, for winning second place in the “Academic Libraries: Ongoing Consumer Campaign” category at the 2006 MLA Swap and Shop, for their efforts in helping area senior citizens find reliable health information on the Internet. The Swap and Shop was held at the Annual Meeting in May in Phoenix, AZ; it lets attendees share marketing and publicity ideas with their colleagues.

“Mini-Medical School for Librarians”: From Needs Assessment to Educational Outcomes for appearing in the April issue of the Journal of the Medical Library Association (JMLA). The article is based on the “Medical School Experience,” a continuing education symposium held by the NJ-NJ Chapter at the 2004 MLA Annual Meeting. The piece is available via PubMed Central: http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1435856

George Wahlert, MSLS, AHIP, Morgan Health Sciences Library, Long Island College Hospital, for receiving an Award of Distinction from The Communicator Awards for the mouse pad he designed for Long Island College Hospital: Celebrating Hospital History. The Communicator Awards honor excellence in communication and the media.
The Brooklyn, Queens, Staten Island, Manhattan, and the Bronx Health Sciences Librarians (BQSI/MB) held their semi-annual meeting in June 2006. Since its creation in 1975, BQSI had included only members from Brooklyn, Queens, and Staten Island. However, a year ago the group officially changed its name, reflecting the membership addition of health librarians from Manhattan and the Bronx.

At the meeting, the BQSI/MB Board discussed its intent to merge the Manhattan and the Bronx Health Libraries Group—currently inactive—with BQSI/MB, thereby increasing in strength and activity.

Also discussed was the search for new methods of resource-sharing. For many years the BQSI/MB libraries exchanged reciprocal interlibrary loans at no cost. Currently, the group is seeking ways to collectively negotiate electronic licenses, in an effort to provide members with additional subscription discounts.

The program included an educational segment on a new electronic tool for licensing and board exam preparation – Exam Master, presented by Matthew J. Bader, Vice President and COO, the Exam Master Company. Additionally, DOCLINE updates were presented by Joanne Jahr, former Network Programs Coordinator, National Network of Libraries of Medicine/Middle Atlantic Region.

For more information about BQSI/MB, please see the organization’s website at http://www.bqsimb.org/.