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The Newsletter is published for the members of the New York – New Jersey Chapter of the Medical Library Association.

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From the Editors

We welcome you to the “Where did the summer go?” issue of the NY-NJ Chapter Newsletter.

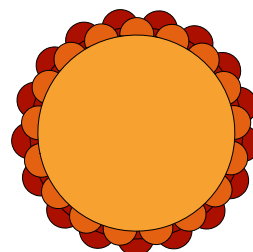
In this issue, **Shelly Warwick** explains the importance of being an advocate in her column “Advocacy”. **Juliette Ratner** shares what she learned at the Chapter Sharing Roundtables at MLA in Honolulu. **Sue Hunter** gives an update on MAR’s Strategic Program Plan for Member Participation. **Latrina Keith** congratulates members on their accomplishments in her “Kudos” column. **Patricia Gallagher** continues to highlight key websites in her column “Web Watch” while **Nancy Glassman** introduces us to Ning in her column “Technology Review”. Check out **Nighat Ispahany’s** review of [Shop Class as Soul Craft](#) in ‘Libraries in the Literature’.

On a sad note, the Editors are very sorry to report the loss of **Donald Clyde**, former Interlibrary Loan Librarian at The New York Academy of Medicine. We had the pleasure of working with him at NYAM. We will remember Don for his wit and wisdom.

We hope you enjoy this issue of the newsletter. If you have any suggestions or contributions, we’d love to hear from you.

See you at the 3 by the Sea meeting this October in Atlantic City! *(See page 4 for details)*

The Editors
September 10, 2009



From the Chair

Submitted by: **Pat Regenberg, MLS, AHIP**
Pat.regenberg@atlantichhealth.org
Overlook Hospital, Summit, NJ

It is hard to believe summer is over and my year as Chair is almost at a close. The old adage is absolutely true, each year that goes by passes faster than the year before. And what has happened to those summers of old when we were able to catch up with time consuming projects? Gone! I hope you all have found time this summer for rest and refreshment, to visit some interesting new places, to catch up with dear friends or to simply read some of those books that have been waiting for your attention.

I had the pleasure of attending the annual MLA meeting in Honolulu and while it was sparsely attended, less than 750 attendees, it was an excellent and thought provoking meeting. You can read the poster and presentation abstracts on MLANet and borrow the CD of the meeting from the NN/LM office. I was able to stay a few extra days to enjoy the culture and sites; it was fantastic. I don't think it is possible to go to Hawaii and not come back relaxed. Of course the eleven hour flight can put an end to that quickly and I keep trying to "hang loose" but it is definitely easier said than done. The exhibits were somewhat smaller but this provided additional opportunities to speak with the vendors who were there and learn what is new on the horizon. It is my hope that those of you who were unable to attend the national meeting will plan to attend the Tri-chapter meeting in Atlantic

City from October 5th through October 8th. We all owe a huge thank you to Micki McIntyre for persisting with the idea for this meeting and seeing it through to fruition. The meeting hotel is not expensive and the meeting planners have an excellent line up of CE courses and speakers. There will be opportunities for networking with colleagues, meeting with vendors, gleaning new ideas and enjoying the ocean breezes.

The Chapter Board gathered at the New York Institute of Technology in NYC for a retreat on a snowy day in January; we discussed the Chapter as it is now and visions for the future. The consensus was we definitely needed to reach out to you, our membership, asking your thoughts about the Chapter as you see it today and where you see us going. The Strategic Planning committee under the leadership of Elaine Wells sent out a survey earlier this summer and 102 of you answered. I thank all of you who took the time for your input and especially your many thoughtful comments. The Board will take all of your ideas into consideration and incorporate many of them as we move forward, and we will also report the results to you once the committee has had time to look at them in detail.

The Chapter Board voted unanimously to support the Middle Atlantic Region's Value

of Hospital Libraries Project. Our contribution will be acknowledged on the project website and on any materials, publications or presentations resulting from the survey. The goal of this project is to develop a research plan to measure the value of the health sciences library, library services, and the librarian for clinical decision making. It is based on the Rochester Study that was done in 1991, but the survey and process have been updated to reflect the digital world. Stay tuned for updates as this project goes forward.

I want to send a big thank you to Latrina Keith for planning the annual spring dinner which was held at El Quijote on June 16. It was a wonderful evening with excellent food and superb company, a good time was had by all. A WIKI has been set up to help the Board work more productively, thank you Marie Ascher for taking the lead on this project. I also want to express my deep appreciation to all of our members who contributed time to the Chapter as officers, by working on committees, writing the newsletter, working on the new website, and so on; you are the backbone and heart of the Chapter.

Let's plan to meet in October on the boardwalk in Atlantic City!



Photo by Rachel Schwartz



Photo by Rachel Schwartz

***Ah! what pleasant visions haunt me
As I gaze upon the sea!
All the old romantic legends,
All my dreams, come back to me.***

***From: "The Secret of the Sea" by
Henry Wadsworth Longfellow.***

MLA tri-Chapter Meeting

October 5-8, 2009



Planning is well under way for what promises to be a rewarding tri-chapter conference with our colleagues from the New York-New Jersey (NY/NJ) and Mid-Atlantic (MAC) Chapters of the Medical Library Association. Our three chapters have over five hundred members in eight states plus the District of Columbia! Join your colleagues, vendor partners, and distinguished speakers at 3 by the Sea <http://3bythesea.pbworks.com> on October 5 - 8 at Resorts Hotel in Atlantic City.

Full registration for members is \$275.
Single day registration is \$95.
Registration ends on September 18.

Monday and Thursday feature four Continuing Education courses:

- **Librarians: Let's Escape the Box** (Diane Wolf)
- **Measuring Your Impact** (Sue Hunter & Cindy Olney)
- **Hands-On Web 2.0** (Gregg Notess)
- **PubMed for Experts** (Arpita Bose & Sheila Snow Croft)

The Tuesday keynote speaker will be **Dr. P. M. Forni**, a professor at Johns Hopkins University and co-founder of the Johns Hopkins Civility Project (JHCP). In 2008, Dr. Forni published *The Civility Solution: What to Do when People Are Rude*. Listen to a Hopkins "Great Ideas" podcast recorded on the occasion

http://www.jhu.edu/news/podcasts/index.html#pm_forni.



The Wednesday keynote speaker will be **Lee Rainie**, Director of the Pew Internet & American Life Project, a non-profit, non-partisan "fact tank" that studies the social impact of the internet. Listen to an April, 2009 uncut interview with him from NPR's On the Media

<http://www.onthemedial.org/episodes/2009/04/03/segments/127913#segment127913>.

The Wednesday evening banquet speaker will be the noted local author and historian of the Jersey Shore, **Margaret Thomas Buchholz**

<http://www.down-the-shore.com/mtb.html>.



The schedule is packed with quality programming around Tuesday's theme, "skills for the future," and Wednesday's theme, "patient care & technology."

Meet with vendors in the Exhibit Hall, open Tuesday 9 to 5 and Wednesday 9 to noon.

Find out the latest in what your colleagues are doing at three juried poster sessions.



Back by popular demand, MAC's Speed Mentoring program, modeled on speed dating, will be available to all conference attendees. If you are interested in participating, please e-mail Meredith Solomon, msolomon@hshsl.umaryland.edu with your contact information and whether you would like to be a mentor OR mentee.



The conference rooms are in the original Resorts Hotel, which was built in 1912 and retains its classic atmosphere. The reserved guest rooms (only \$99/night) are in the stylish new Rendezvous Tower.



On Facebook? Visit us at <http://www.facebook.com/event.php?eid=209109695156>.

Hope to see you down the shore!

Atlantic City photographs courtesy of Rachel Schwartz, D. Samuel Gottesman Library, Albert Einstein College of Medicine.

This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. N01-LM-6-3502 under the University of Maryland, Baltimore.

Chapter Sharing Roundtables at MLA 2009

Submitted by: **Juliette Ratner, MLS, AHIP**
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Louise A. Mershon Library
Mountainside Hospital School of Nursing

The theme of the Chapter Sharing Roundtables at the MLA conference was *Integrating You or the Library into the Curriculum*. There were at least 15 tables of animated and vocal participants.

Following a delicious-looking lunch, of which I did not partake due to a glitch in my registration, I sat in on a discussion among librarians from university and health sciences libraries from the following institutions:

- Ross University School of Medicine (St. Kitts) Medical Library
- Penn State, Hershey, Health Information Library
- University of North Carolina, Chapel Hill, Health Sciences Library
- Central Health, Lynchburg, VA, Library
- Centara Healthcare, Norfolk, VA Library

The salient points of the group sharing discussions were:

- Conduct orientations in 30 minute segments, 4-5 times during the semester rather than longer information sessions
- Create online tutorials, tying in assignments
- Teach to resources nurses can easily access in evidence based nursing

- Create a relationship with faculty to discover what is being taught in order to assist students with writing assignments
- Use mobile technology incorporating iTunes and Delicious, approved by IT
- Bring laptops to nursing floors

The group agreed that the hospital and academic environment had similar issues, whether solo or multi-staffed.

A wish list proposed by the committee was to create a database containing a helpful curriculum. And in true librarian fashion, a 13 page bibliography was distributed, ending the productive session.



Chapter Retreat

Submitted by:

Nighat Ispahany,MLS

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Augustus C. Long Health Sciences Library
Columbia University

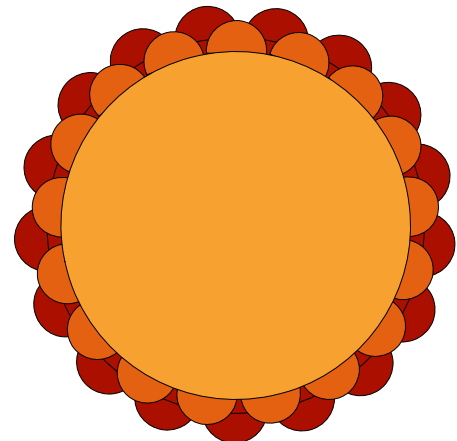
The Chapter board members met on January 15, 2009 for a retreat at the Manhattan branch of the New York Institute of Technology. Many thanks to Mahnaz Tehrani for organizing the location for this event.

Pat Regenberg, Chapter Chair, invited Barbara Miller as a facilitator at this retreat. Although Chapter Board meetings are conducted virtually, via conference call, it was agreed that board members should try to meet face to face at least once a year. At the meeting, Elaine Wells agreed to conduct a survey of the membership based on member discussions at the retreat.

Chapter board members met in rotating small groups to think about the following questions:

- If the Chapter didn't exist today, would you start it? Why or why not?
- What are the emerging needs of the profession and professionals? Are any of those needs unmet by other resources?
- What compelling reasons have you identified for the Chapter's continued existence?
- What alternatives have you identified?

For a more thorough overview of these and other discussions, please see the document submitted by Barbara Miller, the facilitator at this event, on page 20.



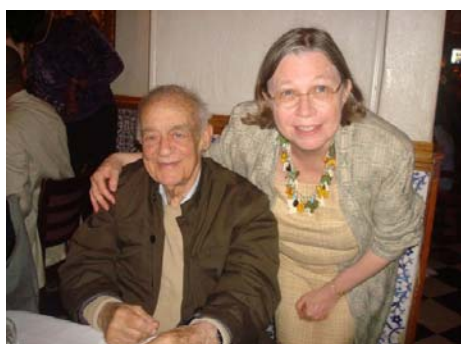
Spring Dinner

Submitted by: **Nighat Ispahany, MLS**

ni2@columbia.edu

Augustus C. Long Health Sciences Library
Columbia University

The NY-NJ Chapter Members met at El Quijote Restaurant in Manhattan for the annual Spring Dinner on June 16. Special thanks to Latrina Keith for organizing this event and to Marie Ascher, for the wonderful photographs. Below is a flavor of the evening, pictures will speak louder than words.



Eric Meyerhoff, Karen Brewer



*Joanne Jahr, Barbara Reich,
Rhonda Allard*



Latrina Keith



FLAN



Michael Wood, Joey Nicholson



*Patricia Gallagher, Winifred King,
Marie. Ascher*

Kudos

Submitted by: **Latrina Keith, MLS**
lkeith@nyam.org
Technical Services Librarian
New York Academy of Medicine Library

Congratulations to fellow Chapter members:

Dorice Vieira, MLS, MPH
New York University Medical Center
Ehrman Medical Library

Dorice Vieira received her M.P.H. in Public Health, with an emphasis in Global Health, this past May 2009. It was a long, hard journey, especially doing one academic year fulltime while continuing to work fulltime. She had an exciting opportunity to travel to Ghana as part of her capstone project, "An Assessment of Household Toxins and Community Awareness in Accra, Ghana". The paper has been accepted for the November's American Public Health Association Meeting. She is humbled to be able to place M.P.H. as part of her credentials.

Patricia E. Gallagher, MLS, MA, AHIP
New York Academy of Medicine Library

Patricia Gallagher (co-written with Stephen J. Greenberg, History of Medicine Section, National Library of Medicine) recently published the following article:

The great contribution: Index Medicus, Index-Catalogue, and IndexCat.
Journal of the Medical Library Association, 97(2), April 2009

Michael A. Wood, MLS
Weill Cornell Medical Library

Congratulations to Michael Wood, who is now Chair-Elect of the MLA Technical Services Section.

Advocacy

Submitted by: **Shelly Warwick, Ph.D.**
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 Touro-Harlem Medical Library

Advocacy as Attitude: Going Beyond the Call

These are challenging and exciting times for health care and information policy -- A new administration -- a new vision -- and new legislation. We have all seen (and often heeded) the request to call our national or state representatives to ask for support for legislation to fund libraries or enhance access to resources. In making the call we help our institution, our users and our profession. Yet, there is more that we can do.

Advocacy is essentially about communicating values and goals. It is a way of encouraging and inspiring activities that go beyond health science libraries to benefit the entire community. A good advocate is a good educator -- one who explains an issue or a desired policy so it is easily grasped by those with the power to make decisions.

But even the best educator cannot achieve results without access. When a piece of legislation is pending it is often too late to be seen as the local expert. That is why it is important to contact your national state and local representatives in their local offices. Offer to provide them with information about libraries and health issues. If they have supported libraries, thank them. Invite them to your library as part of library week celebrations or for

other functions. If they have not supported libraries, make an appointment to talk to them about the issues important to you. It is often much easier to get an appointment at a local office than one in Washington or Albany.

But advocacy involves more than calling or educating legislators. Almost everyone who works in our institutions is dependent on our libraries. If we reach out and get the support of people in other departments and other fields and have them contact their representatives we have multiplied our impact. If you build those alliances and then need to talk to a representative who will not talk to you because you do not live in their district, you will be able to find someone in your organization who does live there and have them make the appointment.

Seize every opportunity (without being pushy, without being a bore) to express your advocacy agenda, educate individuals and groups and enlist supporters. Advocacy can become part of everything you do -- because advocacy is attitude.

For suggestions regarding advocacy activities and briefings on issues see the MLA Advocacy Toolbox at <http://www.mlanet.org/members/advocacy/index.html>

Web Watch

Submitted by: **Patricia E. Gallagher, MLS, AHIP**
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New York Academy of Medicine Library

Pat's Picks:

The rating system:



The MEDEM patient library was recommended in a prior column. That information is going away, and the patient brochures that were housed there can mostly be found on the websites of the society which provided it. For an example, see recommendation #1 below.

1. American College of Obstetricians and Gynecologists Patient Education
http://www.acog.org/publications/patient_education/

A browseable collection of patient education documents on a wide variety of ob/gyn related topics. Many are available in both English and Spanish. Formerly housed on the MEDEM patient library, refer your users to this website from now on.



2. Nobel Prize in Medicine Educational Games

http://nobelprize.org/educational_games/medicine/

In a prior column, we discussed the Nobel Prize website. Now take a look at some of the games they have mounted to educate children on the important discoveries in medicine and physiology. Learn about insulin and diabetes, DNA and Pavlovian response. Games are available for other prize categories as well.

My rating:



3. KT Clearinghouse
<http://ktclearinghouse.ca/>

Knowledge translation is a new way in which to examine evidence-based evidence. This website provides all the information you will need to begin investigating how KT information can be used by your institution.

My rating:



4. KT+

<http://plus.mcmaster.ca/kt/Default.aspx>

Now that your institution is working on KT topics, you are being asked to do searches. Start here, for assistance in finding articles related to KT topics. From McMaster, this is a premiere resource that will continue to be fine-tuned.

My rating:



5. National Center for Complementary and Alternative Medicine

<http://nccam.nih.gov/>

When you need reliable information about complementary/alternative medicine topics, either for consumers or professionals, this is the place to visit. NCCAM provides important information for researchers at all educational levels.

My rating:



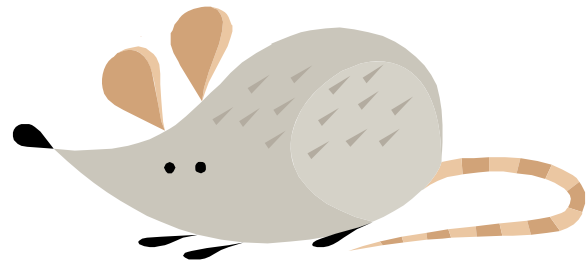
6. And now for something completely different: TCM.com

<http://www.tcm.com/index.jsp>

It is no secret that I'm an old movie junkie. This website is chock-a-block full of information, not least of all their database of movies – from the American Film Institute's film database. TCM has mashed in other information within the database, including links to trailers, information on availability in digital form, finding out when it is next airing on TCM, and the ability to "vote" for a film to make it (finally) to DVD.

(And you might consider voting for "The Girl in White", so I can finally get a good copy. Shameless plug from your editor).

My rating:



Technology Review

Submitted by: **Nancy Glassman, MLS, AHIP**
glassman@aecom.yu.edu
 D. Samuel Gottesman Library
 Albert Einstein College of Medicine

Networking with Ning

Many librarians use social networking as a tool to reach out to patrons and to each other. Popular social networking sites include Facebook, LinkedIn, MySpace, and Twitter. If none of these sites fit the bill for you, or you would like to have a network of your own, check out Ning <<http://www.ning.com>>. Ning is free and easy to use. No HTML or programming skills are required.

To create a network, go to <<http://www.ning.com>>. Name the network, assign it a web address, and click the Create button. At this point Ning prompts you to create your own account. The first decision to make is whether your new network will be public or private. A private network is visible to members only. It can be configured so that only people you invite are allowed to join. Once they join, members will be able to create and update their own personal pages within your network.

This is where the fun begins. Customize the appearance of your network by selecting a template, and tweaking the color scheme to your liking. Select and arrange the features that will appear on your site's main page. Features can be added or removed at any time. They include:

- Events -- list events of interest to members
- Forum – online discussions
- Blog – lists posting from members' blogs
- Chat – network-wide or one-on-one
- Photos – upload photos
- Video -- upload or link to videos from YouTube, Hulu, and Vimeo
- RSS feeds

Now, invite your friends, colleagues, or patrons to join your new network. Sit back, relax, and watch the site evolve.

As is the case with many free utilities on the web, Ning makes its money from advertising. The right side of every page contains a list of advertisements. Even though they are always present, they do not distract from the main content of the site.

I created a sample network for the Technology Review <<http://nynj-mla-news.ning.com/>> in order to experiment with Ning. Please feel free to join the network, and do some experimenting of your own. All are welcome! *See screen shot on page 14.*

Other library-related Ning networks of note include:
 Joy of Reference <<http://joyofreference.com>>
 Library 2.0 <<http://librar20.ning.com>>

NY/NJ MLA News Technology Review

Tech Column from the Newsletter of the NY/NJ Chapter of the MLA

Main Invite My Page Members Photos Videos Forum Events Blogs Chat

Past Issues Groups Notes Manage

Ideas and thoughts related to technology in medical libraries.

Members Edit

Events Edit

October 5 Monday **3 by the Sea** October 5, 2009 to October 8, 2009 - Resorts Hotel & Casino, Atlantic City, NJ

+ Add an Event View All

Forum Edit

Is your library using Ning? 1 Reply

This is my first experience with Ning. I'm curious to learn what others have done with it. Started by Nancy Glassman. Last reply by Karen Sorensen Aug 31.

+ Start Discussion View All

Blog Posts Edit

Hi Nancy, Well, I've joined Ning. No, to my knowledge, no one at my library is using Ning.

Hi Nancy, Well, I've joined Ning. No, to my knowledge, no one at my library is using Ning. Continue Posted by Nighat Ispahany on August 31, 2009 at 3:21pm

Help Wanted

Nancy Glassman

Sign Out
Inbox
Alerts
Friends - Invite
Settings

Quick Add...

Ads by Google

Music Production School
At IAR meet music insiders & staff, tour the school and learn now!
www.audioschool.com

High School Reunions
Reunite with friends from school. Classmates.com - Official Site. Classmates.com

1 Tip of a flat belly:
Cut down 3 lbs of your belly every week

Sample Ning site: <http://nynj-mla-news.ning.com/>

Einstein Book Club

D. Samuel Gottesman Library

MAIN INVITE MY PAGE MEMBERS PHOTOS VIDEOS FORUM EVENTS BLOGS MANAGE

The Book Club is open to the entire Einstein Community. We hope to meet quarterly. The Library will provide coffee and cookies.

Members Edit

Events Edit

October 14 Wednesday **Kickoff Meeting -- Year of Wonders: A Novel of the Plague** October 14, 2009 from 12pm to 1pm - Forchheimer Room 119N -- Library Conference Room

+ Add an Event View All

Forum Edit

Introduce Yourself! 4 Replies

I'm Karen Sorensen, a Reference Librarian here at Einstein. I do a lot of reading, mostly fiction, and I do a lot of it on the train to work. I have just started Year of Wonders. Started by Karen Sorensen. Last reply by gayatri mukherjee Sep 15.

Swine Flu vs. The Plague

A recent article in the New York Times, Finding a Scapegoat when Epidemics Strike, draws parallels between reaction to the plague epidemic in the 1300s and this year's swine flu pandemic. Is it ju... Started by Nancy Glassman Sep 14.

+ Start Discussion View All

Blog Posts Edit

+ Add a Blog Post

Photos Edit

Nancy Glassman

Sign Out
Inbox
Alerts
Friends - Invite
Settings

Quick Add...

Ads by Google

BlackBerry@ Curve™ 8520
Discover What Life Is Like On A BlackBerry Curve Smartphone.
www.BlackBerry.com/Curve8

Save on Heating Oil Now
Get Lower Heating Oil Prices! Join the Nation's Largest Buying Group.
www.HeatUsa.com/Heating4

1 Tip of a flat belly:
Cut down 3 lbs of your belly every week by using this 1 weird old tip.

Sample Ning Site <http://einsteinbookclub.ning.com>

Submitted by: *Nighat Ispahany, MLS*
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Augustus C. Long Health Sciences Library
Columbia University

Libraries in Literature

Crawford, Matthew B.

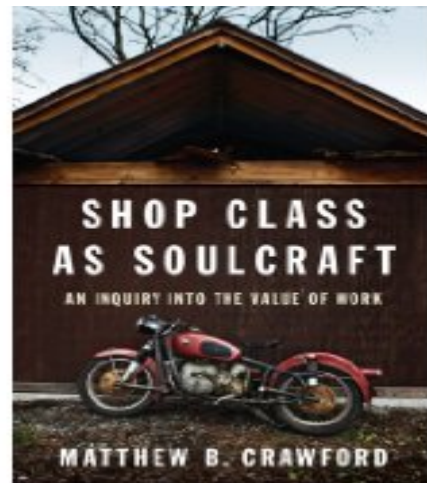
Title: *Shop class as soulcraft: an inquiry into the value of work* / Matthew B. Crawford.
 New York : Penguin Press, 2009.

This is a timely book that champions work done 'with your hands'. Matthew Crawford owns a small business in Richmond, Virginia, repairing motorcycles. He describes the importance of good diagnostic skills when evaluating the cause of a malfunction. "Good diagnosis requires attentiveness to the machine, almost a conversation with it." Working with your hands produces results that are immediately palpable. "Seeing a motorcycle about to leave my shop under its own power, several days after arriving in the back of a pickup truck, I don't feel tired even though I've been standing on a concrete floor all day."

Crawford points out that as a society we are witnessing an apathy and a decline in the use of tools which, in turn, promotes a more passive and dependent existence. Cars are being manufactured without the 'dip stick'; lift the hood of some models and all you see is a smooth metal surface—a metal veil that hides the engine, making it "unintelligible to direct inspection." Until recent decades, Sears catalogs included diagrams and schematics of appliances and mechanical goods.

Crawford cautions against the outsourcing of jobs and laments the dismantling of high school 'shop class programs'. He points out that in the last 20 years there has been a

major push by educators to send students to college to become 'knowledge workers' and little attention has been given to encourage careers that delve in material reality. As a result, trade schools are scarce and they suffer from low prestige.



The current recession and economic downturn have created a renewed interest in the manual trades such as plumbing, construction, electrical work and car repairs. These jobs cannot be outsourced as other jobs arising from information technology or jobs whose services can be delivered over the wire. One cannot repair a car or build a house over the internet.

The author highlights a number of jobs he has held, including jobs in the 'cubicle'. After earning a master's degree in the 1990s, he went to work for a database publisher as an abstractor of academic journal articles. These abstracts were incorporated into the database and later packaged and "sold on CD-ROMs to subscribing libraries". He was assigned to write abstracts for journal articles in the physical and biological sciences, humanities, social sciences and law. Although some of the articles already contained an abstract written by the author, he was told that he had to write one of his own in order to provide a "value added" component to the product. "It was hard to believe I was going to add anything other than error and confusion to such material." While being trained to write these abstracts he was assured "that in writing an abstract of an article there is a method that merely needs to be applied, and that this can be done without understanding the text." As for quality control, occasionally his supervisor would read a few of his abstracts and tell him "not to begin an abstract with a dependent clause," never checking to make sure that the abstract reflected the article text accurately. His quota was to complete 15 abstracts daily and by the 11th month at the company, his quota was up to 28 abstracts per day.

This book touches on many aspects of different kinds of work, including work ethics, integrity, value, self worth, independence, problem solving, cognition, economics, social values and much more. It's a great read!

View an interview with Matthew Crawford on The News Hour conducted by Jeffrey Brown on September 4, 2009:

<http://watch.thirteen.org/video/1243089780/program/979359630>.

Membership Report

As of 20 August 2009, the New York/New Jersey Chapter has 207 members. We have 17 members who joined in 2009. The Membership Directory for 2009-2010 is currently being assembled and should be in your hands by the time of the Annual Meeting.

Membership Committee

**Patricia E. Gallagher (Co-Chair)
Diana Delgado (Co-Chair)
Latrina Keith (Member)
Valerie Rankow (Member)**

The MAR Strategic Program Plan for Member Participation – Where are we now?

Submitted by: **Sue Hunter**
sue.hunter@nyu.edu
 NN/LM Middle Atlantic Region

Progress Report on the Strategic Program Plan for Member Participation (Year 2)

We are now in Year 3 of the five year NN/LM contract (2006-2011). The MAR network member needs assessment was completed in Year 1 followed by the development of the Strategic Program Plan in that same year. Let's take a look at the strategic plan objectives for Year 2 to see which have been achieved so far and those that are in progress, along with the action taken for each.

Stay tuned to the MAR web site <<http://nlnm.gov/mar/>> for achievement updates.

MAR Strategic Plan for Member Participation, 2007-2011	Objectives:	Status:
Library Improvement 2007-2008 – Year 2	#1. Begin focused program for librarian mentoring and coaching in management, advocacy, and marketing the library through one or more pilot programs.	IN PROGRESS ACHIEVED 8/19/09 Action Taken: Planning Awards incorporating this objective were announced in August 2008 but there were no applications. This objective will be incorporated into the Library Improvement objective (#2) in Year 3 which outlines a MAR Leadership Institute. The Leadership Institute Planning and Implementation Award was announced in August 2009.
	#2. Conduct planning for a Value of Libraries Study to be conducted in the region in Year 3.	ACHIEVED Action Taken: The Value of Libraries Planning Committee has worked for the past year planning for a research study. Currently the committee is in the final stages of putting the research study together including the development of a questionnaire instrument. The Value of Libraries Planning Study website documents the committee activity, http://nlnm.gov/mar/about/value.html .

	<p>#3. Create an information and education program on e-resources for hospital libraries and consortia. Address both licensing issues and resource evaluation. Suggest best practices for licensing and identify cost effective e-resources with emphasis on evidence-based medicine. Add a section to the MAR Website on e-licensing tips and experiences.</p>	<p>IN PROGRESS ACHIEVED 3/19/09 Action Taken: A new online class, Licensing Electronic Resources, was offered in March 2009. A web page on e-licensing tips and resources is now available, http://nmlm.gov/mar/rsdd/elicense.html .</p>
	<p>Objectives:</p> <p>#4. Create a virtual forum as a new way for librarians to keep up with technology innovations, licensing trends, and open access initiatives and their impact on health sciences libraries.</p>	<p>Status: ACHIEVED Action Taken: A new Technology Resources tab on the MAR website, http://nmlm.gov/mar/technology/ , features freely available innovative tools. The new MAR Electronic Journals and Open Access web page, http://nmlm.gov/mar/rsdd/openaccess.html , provides links to open access resources in the health sciences field. Technology Committee members provide blog entries in the MARquee, http://nmlm.gov/mar/blog/category/technology/ about how they use current technology in their libraries.</p>
	<p>#5. Create a MAR informational tool about regional consortia to encourage individual hospital librarians to take advantage of local expertise and opportunities and to give existing consortia members or those considering consortia practical information and guidance on common issues.</p>	<p>ACHIEVED Action Taken: The MAR Resource Sharing Committee developed a useful web page with up-to-date information on regional consortia, http://nmlm.gov/mar/rsdd/consortia.html .</p>
	<p>#6. Strengthen hospital library capability to provide remote access to their electronic resources through training and technology awards. Investigate the need for central hosting of e-resources and Websites for hospital libraries for remote access by their patrons.</p>	<p>IN PROGRESS ACHIEVED Action Taken: Based on results of the investigation, MAR developed a variety of awards to assist network members, http://nmlm.gov/mar/funding/ .</p>

Continued on page 19

<p>Outreach 2007-2008 – Year 2</p>	<p>Objectives: #1. Communicate to all network members the outreach priorities established by the RAC through the MAR blog, Website, and RML consultants.</p>	<p>Status: ACHIEVED Action Taken: The MAR Strategic Plan is mounted on the MAR website, http://nnlm.gov/mar/about/pdf/marstrategicplan.pdf ; additionally, the outreach priorities are included in the description of applicable outreach award announcements.</p>
	<p>#2. Frame awards in terms of the outreach priorities and change the review process to include value for priority programs.</p>	<p>ACHIEVED Action Taken: The awards program was revised based on the strategic plan priorities, http://nnlm.gov/mar/funding/</p>
	<p>#3. Promote Loansome Doc to hospitals and unaffiliated professionals – especially the target groups.</p>	<p>IN PROGRESS ACHIEVED Action Taken: MAR announced and then awarded the Electronic Access/Document Delivery Access to Health Information Awards (http://nnlm.gov/mar/funding/docdelivery.html), in Fall 2008, to promote Loansome Doc service throughout the region. A newly developed MAR tri-fold brochure explaining Loansome Doc registration and use is available on the MAR website, http://nnlm.gov/mar/training/ldtrifold.pdf.</p>

Appendix: Chapter Retreat Notes

Submitted by Barbara Miller,
Facilitator at the NY-NJ Chapter Meeting

NY/NJ CHAPTER - MEDICAL LIBRARY ASSOCIATION
CHAPTER RETREAT NOTES
January 15, 2009

Participants

Marie Ascher, Laura Barrett, Diana Delgado, Roberta Bronson Fitzpatrick, Nancy Glassman, Pamela Hargwood, Nighat Ispahany, Pam Kerns, Robb Mackes, Patricia May, Micki McIntyre, Pat Regenber, Barbara Reich, Marie Saimbert, Mahnaz Tehrani, Elaine Wells, Lori Winterfeldt.

What hopes do you have for the retreat?

- To understand people's roles – what do people do?
- “Buzz” – to get energized about this group
- Revitalize the Chapter
- Identify what we value/what is valuable about the Chapter. What makes the Chapter essential?
- Figure out how to get more people involved
- Create/reinforce connections with people

Discussion Questions

Participants met in rotating small groups to think about the following questions:

- If the Chapter didn't exist today, would you start it? Why or why not?
- What are the emerging needs of the profession/professionals? Are any of those needs unmet by other resources?
- What compelling reasons have you identified re: the Chapter's continued existence? What alternatives have you identified?

What has energized you?

Based on the small group discussions, participants described the following ideas that motivated them about the Chapter:

- The possibility of refocusing what we do to meet members' needs.
- Face to face contact. We like each other. The fact that we don't see each other often may be part of why we're not as welcoming as we should be to people who are new to the group. We're too busy reconnecting with each other.
- The possibility of refocusing on people.
- Mentorship that helps welcome new members and build relationships.

- The need to continue distance learning so that folks who are unable or unwilling to travel can have access to the information they need.
 - Maybe we could explore using a wiki to support active learning.

What is compelling about the Chapter?

- We all have many of the same needs, including:
 - Continuing Education
 - Social network of professional colleagues (particularly for those who are of the “pre-Facebook” generations.
 - Professional networking and ways to strengthen job security
- Participation enables members to build leadership skills, and to position themselves for national leadership since the Chapter is part of a national association.
- If administrators/decision makers come to value the credential then members will value it as well. At that point the Chapter’s ability to help members earn more points for their CE courses will be more compelling.
- Some are moved to “give back”. ROI is a member benefit.
- Access to insight for newer librarians who have the chance to meet experienced professionals.

Opportunities for future Chapter initiatives

- Help librarians transform their roles, and identify ways to reposition themselves in a changing environment through business and leadership skills.
- Hold an “unconference” where topics are organized by the group on the day. (Open Space method.)
- Cooperative purchasing
- Figure out what administrators/decision makers want and articulate how our profession helps them accomplish these goals.
- Need to have this conversation with membership.
- Our members want information on demand, just like our customers.
- Engage those who are new to the field.
- Networking/peer support groups.

Alternatives to the Chapter

- For younger librarians Facebook is an opportunity for free, easy networking and information sharing at their leisure.
- HSLANJ offers many of the same benefits, and is very vibrant. However, Chapter CE courses offer more points, and MLA is part of a national organization, with related opportunities for members to participate on the national level.

Potential Goals

A. Enhance the “value added” for members.

1. Strengthen continuing education by:
 - a. Expand (?) distance learning opportunities.
 - b. Add business and professional development/positioning for career advancement.
 - c. Continue to offer information and training on skills and knowledge related to the discipline.
2. Explore cooperative purchasing and other “give backs.”
3. Explore formation of smaller, peer network support groups.
4. Rethink our awards program.

B. Encourage professionals to participate in the Chapter.

1. Communicate the benefits of membership.
2. Create a welcoming environment for new members.
3. Find ways to work with technology (e.g. Facebook, wikis, etc.) to facilitate dialogue.
4. Create compelling in person conversations, perhaps along the model of “SIG’s” or Meet Up.
5. Consider a mentorship program to pair new members with a more experienced member.
6. Promote the value of social connections.

C. Increase respect for and understanding of the profession among decision makers.

1. Refine the “ROI” for libraries for the New York/New Jersey area.
2. Help individuals advocate for themselves about the value of certification and of participation in the Chapter.

D. Enhance the leadership structure and environment.

1. Provide new leaders with an orientation to the board and to their position.
2. Allow for social/professional networking.
 - a. Commit to __ in-person meeting(s) per year, including an annual retreat to connect, plan and prioritize.
 - b. Meet in geographic clusters with teleconferencing equipment that allows the groups to see each other.
3. Ensure that there are structures and systems for carrying out our goals, building on a consent agenda to free up time at board meetings for less reporting and more discussing.
4. Use technology to communicate more effectively.
 - a. Replace “reply all” emails with a wiki or another way of collecting all the pertinent information in one place.
5. Succession planning to ensure continuity in leadership roles.

Resource implications of these priorities

- Transportation for some people to some meetings – a van? Car pooling?
- Need people to do the work – we could identify discrete tasks that people could do.
- Teleconferencing requires audio and video equipment.
- Increase the budget/facility line.

Operating Reserve

At this time the organization has an accumulated operating surplus of @ \$60,000, representing @ four years of operating expenses. Dues are kept very low, and conferences often break even or generate a surplus. There was a discussion of the reasons to have a reserve. These include:

1. Cash flow – to be able to pay for conference-related expenses in advance of registration fees.
2. The ability to operate in case of a disaster.

The group agreed that a one year reserve (\$16,000) would be more than sufficient to meet these two needs. There are few overhead expenses for the organization since all of the work is done by volunteers.

Action Items

To follow up on the matters discussed during the planning portion of the retreat, the group agreed on the following tasks:

1. Develop a plan and a policy related to the operating reserve that responds to the following:
 - a. How might we use “surplus” reserve to enhance member services?
 - b. How can we use this surplus to serve the profession as a whole?
 - c. How can we ensure our long term sustainability? (For example, should we invest in some mechanism that would be revenue generating in the long run?)
 - d. How can we strengthen the infrastructure available to support management and leadership of the Chapter?
2. Survey members and others in the profession, asking them:
 - a. What they value about the Chapter? (Members)
 - b. Why did they/did they not join?
 - c. How could the Chapter add greater value for them?
 - d. What do they think about some of the ideas raised at this retreat, including:
 - i. SIG’s
 - ii. The value of in-person meetings
3. Complete the strategic plan, including:
 - a. Responses to member survey data.
 - b. An analysis of how to restructure the work of the organization to support emerging goals and priorities. This might include:

- i. A communications committee that coordinates the work of the various committees that oversee member communications, including website, newsletter, wiki, list serv, teleconferencing, and Facebook/other online communication mechanisms.
- ii. How to support leadership of the organization – communication and in person.

Meeting evaluation – What worked well?

- Almost everyone came
- Liked the casual dress
- Having a facilitator helped us think outside the box
- Small group/big group sessions were effective
- Brainstorming/creative dialogue
- I feel at ease now because I've met people face to face. It has reduced my anxiety.
- The location, geographically and the meeting room, were both convenient.
- The food was good.

What might we change for next time?

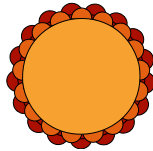
- Consider having the retreat in the fall.
- Invite four non-participating members to get their point of view.

Grants & Awards

Each year MLA presents a variety of awards to support the valuable contributions of medical librarians to the profession of health sciences librarianship. From research and instruction to outstanding service and leadership, MLA's professional recognition program supports and encourages the best and brightest in the field. Please consider the following opportunities, noting that ALL NOMINATIONS ARE DUE BY NOVEMBER 1, 2009.

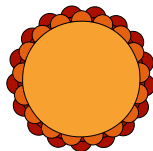
Virginia L. and William K. Beatty MLA Volunteer Award

Do you have a colleague that is willing to give the extra measure every day or to whom others look to as a mentor? Consider a nominee for sustained service to the Medical Library Association and the health sciences by nominating them for the Virginia L. and William K. Beatty MLA Volunteer Award. For details and a nomination form see <http://mlanet.org/awards/honors/index.html>. Direct questions to Carol Ann Attwood, Jury Chair, at attwood.carol@mayo.edu.



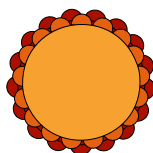
Estelle Brodman Award

Nominate a Colleague for the Estelle Brodman Award for the Academic Medical Librarian of the Year! The MLA Brodman Award annually recognizes a mid-career academic medical librarian who demonstrates significant achievement, the potential for leadership, and continuing excellence. Recipients receive a certificate and a cash award of \$500. For details and a nomination form see <http://mlanet.org/awards/honors/index.html>. Direct questions to Brodman Jury member Terri Ottosen at tottosen@hshsl.umaryland.edu.



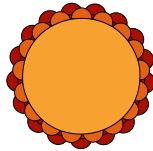
Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship

We ALL know or work with someone that is a dynamic and exceptional hospital librarian--a visionary who deserves to be recognized for his or her outstanding service in hospital librarianship. Now is the time to nominate them. Self-nominations are welcome! For details and a nomination form, see <http://mlanet.org/awards/honors/index.html>. Direct questions to Deb Miller, Jury Chair, at drmiller@summithealth.org.



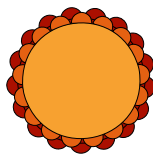
Louise Darling Medal for Distinguished Achievement in Collection Development

Nominate a worthy colleague for the 2010 Louise Darling Medal for Distinguished Achievement in Collection Development. Presented annually to honor Louise Darling's significant accomplishment in collection development, this award recognizes distinguished achievement in collection development in the health sciences. For details and a nomination form, see <http://www.mlanet.org/awards/honors/index.html>. Direct questions to Anna Beth Morgan, Jury Chair, at amorgan@uu.edu.



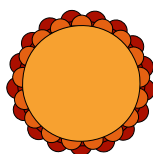
Janet Doe Lecture

Don't know much about history? Don't know much philosophy? But do you know someone who does? Nominate a colleague who can offer a unique perspective on the history and philosophy of medical librarianship through an informative yet entertaining presentation as the Janet Doe lecturer at MLA. The Janet Doe lecturer will be honored with a certificate, a \$250 honorarium, travel expenses for the meeting, and publication of the lecture in JMLA. For details and a nomination form see <http://mlanet.org/awards/honors/index.html>. Direct questions to Kathel Dunn, Jury Chair, at kathel.dunn@gmail.com.



Ida and George Eliot Prize

This award is presented annually for a work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. The recipient receives a cash reward of \$200 and a certificate at the annual meeting. For details and a nomination application form see <http://www.mlanet.org/awards/honors/index.html>. Direct questions to Elizabeth Irish, Jury Chair at irishe@mail.amc.edu.

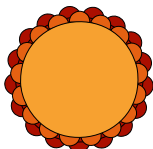


Carla J. Funk Governmental Relations Award

This award recognizes a medical librarian who furthered the goal of providing quality information for improved health with outstanding leadership in governmental relations at the federal, state, or local level. Nominate an MLA member colleague who contributed to information policy, increased awareness of legislative agendas, testified before governmental bodies, met with policymakers or enhanced the Association's governmental relations network. For details and a nomination form see <http://mlanet.org/awards/honors/index.html>. Direct questions to Pat Thibodeau, Jury Chair, at patricia.thibodeau@duke.edu.

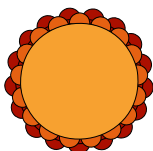
Murray Gottlieb Prize

Established in 1956 to recognize and stimulate the health sciences librarians' interest in the history of medicine, the Murray Gottlieb prize is awarded annually for the best unpublished essay on the history of medicine and allied sciences written by a health sciences librarian. The author of the winning essay receives complimentary registration to the annual meeting, a certificate at the association's annual meeting and a cash award of \$100 after the annual meeting. For details and an application see <http://mlanet.org/awards/honors/index.html>. Direct questions to Lee Vucovich, Jury Chair, at lvucovic@uab.edu.



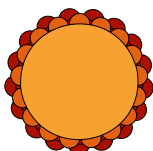
T. Mark Hodges International Service Award

MLA established the T. Mark Hodges International Service Award in 2007 to honor outstanding individual achievement in the promotion, enablement or delivery of improvements in the quality of health information internationally through development of health information professionals, improvement of libraries, or increased use of health information services. The recipient will receive a \$500 cash prize and certificate at the 2010 MLA Annual Meeting. For details and a nomination form see <http://www.mlanet.org/awards/honors/index.html>. Direct questions to Vislava Tylman, Jury Chair, at TYLMANV@ccf.org.



Majors/MLA Chapter Project of the Year Award

Does your Chapter have a project that should be recognized? If so, please apply for the Majors/MLA Chapter Project of the Year Award. The \$500 award is given to a Chapter project that demonstrates advocacy, service, or innovation that contributes to the advancement of health sciences librarianship. Visit www.mlanet.org/awards/honors for details and an application form. Direct questions to Janet Cowen, Jury Chair, at cowenj@mmc.org.

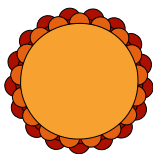


MLA Fellows and Honorary Members

Call for MLA Fellows nominations! Recognize a Colleague! For more than 50 years, the Medical Library Association has recognized those who have made sustained, outstanding contributions to medical librarianship and to the advancement of the purposes of MLA as MLA Fellows. Nominees must have been regular members of MLA for at least fifteen years prior to nomination and have at least ten years of professional experience in health information science. For details and a nomination form see <http://www.mlanet.org/awards/honors/index.html>. Direct questions to Kathy Moeller, Jury Chair, at kmoeller@ufl.edu.

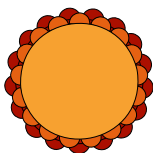
Lucretia W. McClure Excellence in Education Award

The Lucretia W. McClure Excellence in Education Award was established in 1998 to honor an outstanding practicing librarian or library educator in the field of health sciences librarianship and informatics demonstrating skills in one or more of the following areas: teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. Recipient receives a certificate at the annual meeting and a cash award of \$500 after the annual meeting. For details and a nomination form, see <http://mlanet.org/awards/honors/index.html>. Direct questions to Mandy Meloy, Jury Chair at bayeral@gmail.com.



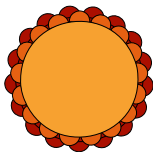
Rittenhouse Award

The Rittenhouse Award, established in 1967 and continued by Rittenhouse Book Distributors, honors the best unpublished paper or web-based project in health sciences librarianship or medical informatics submitted by a student in an ALA-accredited library school or an intern. Recipient receives conference registration to the 2010 MLA Annual Meeting in Washington D.C., \$500.00 cash and a certificate. Access details and an application form at <http://www.mlanet.org/awards/honors/index.html>. Direct questions to Christina Wissinger, Jury Chair, at clw@jhmi.edu.



Frank Bradway Rogers Information Advancement Award

The Thomson Reuters/Frank Bradway Rogers Information Advancement Award recognizes outstanding contributions in applying technology to the delivery of health sciences information. The recipient receives a \$500 cash award and a certificate at the 2010 Annual Meeting. For details and a nomination form, see <http://mlanet.org/awards/honors/index.html>. Direct questions to Maribeth Slebodnik, Jury Chair, 765.494.2917 or slebodnik@purdue.edu. Apply Today for the MLA Research, Development, and Demonstration Project Grant.



The MLA Research, Development, and Demonstration Project Grant

The MLA Research, Development, and Demonstration Project Grant is awarded annually to support projects that will promote excellence in the field of health sciences librarianship and information sciences. Grants range up to \$1,000 and more than one grant may be awarded in a year. An application and details about the grant can be accessed at <http://www.mlanet.org/awards/grants/>. Please contact Misa Mi, Jury Chair at misa.mi@utoledo.edu if you have additional questions. **Applications due December 1, 2009.**