

# SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee  
Florida Mississippi South Carolina Virgin Islands

**Volume 20, Number 2,  
Spring 2004**

Message from the Chair.....	1
Current SC/MLA Officers.....	2
Leadership Challenge Education Grant.....	3
Around the South:	
Alabama.....	4
Florida.....	4
Mississippi.....	6
Tennessee.....	7
Call for Papers.....	7
Benchmarking.....	8
Chapter Council News.....	9
Job Postings.....	10
Hospital Librarian of the Year.....	12
Criteria.....	12
Nomination Info.....	13
SC/MLA Annual Meeting Preview.....	14
Promoting Health Sci Lib.....	15
Poster Mentoring Breakfast: SC/MLA 2003.....	15
Research Spotlight.....	16
Legislative Scorecard.....	17
Edifying Quotes.....	17
Document Delivery at a Crossroads.....	18
The Back Page.....	20
The Final Word.....	20

**Next Reporting Deadline:**

June 15, 2004

**Next Publication Date:**

July 15, 2004



## **Message from the Chair**

**Mary Fran Prottzman**

Congratulations to our chapter and our members as we continue to win accolades, elections, and awards:



- Thanks to the innovative efforts of **Sandra Franklin**, assisted by Karen Dahlen, we have another first: the first chapter to win the Leadership & Management Section/MLA Chapter-Level Leadership Education Challenge Grant. The selection committee was particularly impressed with the assessment data which Sandra provided, which, of course, came from all of you who participated in our 2003 Needs Assessment Survey and our Coral Gables meeting evaluations. The grant will fund a leadership seminar during our Biloxi meeting presented by **Pat Wagner**, who will teach us to how to reinvent ourselves and to communicate more effectively.
- University of Florida Health Science Center Libraries -Gainesville wins the National Medical Librarians Month (NMLM) Creative Promotions Award
- Faith Meakin** is elected to the MLA Board
- Lynn Fortney** is elected to the MLA Nominating Committee
- Tom Basler, Faith Meakin, and Henry Lemkau** are named MLA Fellows
- Fred Roper** will present the Janet Doe Lectureship
- Nancy Lorenzi** wins the prestigious Marcia C. Noyes Award
- Jan Orick** is elected Treasurer of MLA/Hospital Library Section

During the last six months, our committee chairs have worked hard to fill their committee rosters, update their manuals, and fulfill their charges. Check our website frequently to keep up with their activities:

- Pat Rodgers** and **Marilyn Teolis**, chairs of the Honors and Awards Committee and Hospital Libraries Committee, respectively, have bumped up the deadlines for the awards so that the awardees may be notified in time to plan their meeting attendance. Now, it is your turn to contribute by nominating colleagues for these awards. We have so many deserving recipients within the chapter. Please take the time to nominate a colleague. There is no greater honor than to be nominated by your peers who know you best!
- Our Membership Committee, chaired by **Brenda Green**, continues to attract and welcome new members, contacting each new member personally. Let them know of potential new members. Have you renewed your membership?
- Our Public Relations Committee, chaired by **Laura Kane**, has developed a new web page of recruitment links which contains valuable career planning information <http://www.scmla.org/pubrec.htm>.

(continued pg. 3)

## **ELECTED OFFICIALS**

### **Chair**

Mary Fran Prottzman  
US Army Aeromedical Center  
Fort Rucker, AL  
Mary.Prottzman@se.amedd.army.mil

### **Chair-Elect/Program Chair**

Sandra Franklin  
Health Sciences Center Library  
Emory University School of Medicine  
Atlanta, GA  
librsf@emory.edu

### **Secretary/Treasurer**

Pam Neumann  
University of Florida Health Science  
Center, Jacksonville  
Jacksonville, FL  
PNeumann@library.health.ufl.edu

### **Past Chair/Nominating Chair**

Jocelyn Rankin  
CDC Information Center  
Centers for Disease Control & Prevention  
Atlanta, GA  
jrankin@cdc.gov

### **MLA Nomin Comm Candidate**

Linda Markwell  
Grady Hospital Branch  
Health Sciences Center Library  
Emory University  
Atlanta, GA  
liblbgm@emory.edu

### **Chapter Council Rep**

Jan LaBeause  
Medicine Library/LRC  
Mercer University School of Medicine  
Macon, GA  
labeause.j@gain.mercer.edu

### **Chapter Council Alternate**

Danny O'Neal  
Health Sciences Center Library  
University of South Florida  
Tampa, FL  
doneal@hsc.usf.edu

## **APPOINTED OFFICIALS**

### **Archivist**

Mary Lynch  
Health Sciences Center Library  
Emory University School of Medicine  
Atlanta, GA  
libmcl@emory.edu

### **Bookkeeper**

Marilee Creelan  
Greenblatt Library  
Medical College of Georgia  
Augusta, GA  
mcreelan@mail.mcg.edu

### **Historian**

T. Mark Hodges  
Nashville, TN  
tmhodges33@aol.com

### **MLA Credentialing Liaison**

Jan Orick  
St. Jude Children's Research Hospital  
Memphis, TN  
jan.orkick@stjude.org

### **Membership Database Manager**

Linda Flavin  
Charleston, SC  
lflavin@aol.com

### **Parliamentarian/Historian**

Jane Bridges  
Memorial Health Univ Medical Center  
Savannah, GA  
BridgJa1@memorialhealth.com

### **Southern Expressions Co-Editors**

Clista Clanton  
Justin Robertson  
(for more information see below)

### **SoChap-IModerator**

Nell Williams  
Health Sciences Library  
University of Alabama  
Tuscaloosa, AL  
nwilliam@cchs.ua.edu

### **Web Site Coordinator**

Taneya Koonce  
Eskind Biomedical Library  
Vanderbilt University  
Nashville, TN  
taneya.koonce@vanderbilt.edu

## **COMMITTEE CHAIRS**

### **Bylaws**

Karen Roth  
Medical Library  
Morton Plan Mease Health Care  
Clearwater, FL

### **Communications**

Judy Burnham  
Baugh Biomedical Library  
University of South Alabama  
Mobile, AL  
jburnham@jaguar1.usouthal.edu

### **Cookbook (Ad Hoc)**

Tom Williams  
Baugh Biomedical Library  
University of South Alabama  
Mobile, AL  
twilliams@bbl.usouthal.edu

### **Governmental Relations**

Roz McConaughy  
School of Medicine Library  
University of South Carolina  
Columbia, SC  
roz@dcmsrver.med.sc.edu

### **History of the Southern Chapter**

Nancy Clemmons  
Lister Hill Library of the Health Sciences  
University of Alabama at Birmingham  
Birmingham, AL  
nmclemmon@uab.edu

### **Honors & Awards**

Pat Rodgers  
Library Consultants  
Mobile, AL  
prodgers@ottosvc.com

### **Hospital Libraries**

Marilyn Teolis  
Medical Library, Baptist Hospital  
Nashville, TN  
marilyn.teolis@baptisthospital.com

### **Membership**

Brenda Green  
Health Sciences & Biocommunications Ctr.  
University of Tennessee  
Health Sciences Center  
bfgreen@utmem.edu

### **Nominating**

Jocelyn Rankin  
CDC Information Center  
Centers for Disease Control & Prevention  
Atlanta, GA  
jrankin@cdc.gov

### **Professional Development**

Karen Dahlen  
CDC Information Center  
Centers for Disease Control & Prevention  
Atlanta, GA  
kdahlen@cdc.gov

### **Program Committee**

Sandra Franklin  
Health Sciences Center Library  
Atlanta, GA  
librsf@emory.edu

### **Public Relations**

Laura Kane  
School of Medicine Library  
University of South Carolina  
Columbia, SC  
laura@med.sc.edu

### **Research**

Priscilla Stephenson  
Health Sciences Library  
University of Tennessee Health Science  
Center  
Memphis, TN  
pstephenson@utmem.edu

### **Strategic Planning**

Janet Fisher  
Quillen College of Medicine Library  
East Tennessee State University  
Johnson City, TN  
fisherj@etsu.edu

## **Southern Expressions**

**Newsletter of the Southern Chapter /  
Medical Library Association**  
Published quarterly by the Southern  
Chapter of the Medical Library  
Association. Please send contributions  
to the editors:

### **Justin Robertson**

Baugh Biomedical Library  
University of South Alabama  
Mobile, AL 36688-0002  
Voice: 251-460-7045  
Fax: 251-460-7638  
jroberts@bbl.usouthal.edu

### **Clista Clanton**

Baugh Biomedical Library  
University of South Alabama  
Mobile, AL 36688-0002  
Voice: 251-414-8210  
Fax: 251-460-7638  
cclanton@bbl.usouthal.edu

### **Content policy for Southern Expressions**

Statements and opinions expressed in  
Southern Expressions do not necessarily  
represent the official position of its co-  
editors or the Southern Chapter of the  
Medical Library Association. Contributions  
may be edited for brevity, clarity, or  
conformity to style. Final decision on the  
content of *Southern Expressions* shall be  
left to the discretion of the co-editors with  
the advice of the Communications  
Committee of the Southern Chapter/  
Medical Library Association.

### Message from the Chair (continued from pg. 1)

- Our Government Relations Committee, chaired by **Roz McConnaughy**, continues to inform us of important legislative issues.
- Our Nominating Committee, chaired by **Jocelyn Rankin**, is preparing an outstanding slate for 2005.
- And of course our Program, Professional Development, and Local Arrangements committees, chaired by **Sandra Franklin**, **Karen Dahlen**, and **Ada Seltzer** are planning our Biloxi meeting. Did you see **Pat Thibodeau's** comments on our Coral Gables meeting? Check it out at: [http://www.mlanet.org/about/leaders/president\\_03-04/pt\\_power.html](http://www.mlanet.org/about/leaders/president_03-04/pt_power.html) All true...and Biloxi will be even better, especially for those of us who love the Gulf Coast.... it does not get any better!
- Our appointed officials contributions are also vital to our success as:

**Nell Williams** continues to manage SOCHAP-L which has a 15% increase in messages posted over the past year.

**Taneya Koonce** managed the transfer of our website to MLANET for increased stability and services.

**Linda Flavin** continues her invaluable assistance to the Membership and Nominating Committees as database manager.

**Marilee Creelan**, our bookkeeper, ably manages our funds & pays the bills.

Congratulations and thanks are certainly in order as we celebrate our success and encourage one another. Do not grow weary of doing good.

*(Submitted by Mary Fran Prottzman)*

### Southern Chapter Selected to Receive Leadership & Management Section Chapter-Level Leadership Education Challenge Grant

The Southern Chapter was selected to receive the first LMS Chapter-Level Leadership Education Challenge Grant. In addition to the quality of the proposed program, the jury noted the use of the needs assessment to craft a customized program and the evaluation plan's sharing of its results with the participants and other chapter members.

"Participants will look at how they can reinvent themselves and leave with language they can use with staff and executive decision makers in their institutions" – That's how **Pat Wagner** describes the objective of the customized Leadership and Management Symposium she will develop for the Southern Chapter of MLA with funding from the Leadership and Management Section (LMS). Wagner, a well-known library consultant, writer, and instructor, will present the workshop on October 25, 2004, the last day of the chapter's annual meeting.

The award will be presented to the chapter at the LMS business meeting during the MLA annual meeting in Washington, DC (Sunday, May 23, 4:00pm). Chapter Program Chair Sandra Franklin said "We were excited to learn that Southern Chapter was the first to receive the Chapter-Level Leadership Education Challenge Grant. It will allow the Professional Development Committee to offer a unique learning opportunity on a subject requested by the membership at a cost that should be affordable."

LMS established the Chapter-Level Leadership Education Challenge Grant and offered it for the first time in 2003. The purpose of the grant is to promote life-long learning in leadership and management by supporting relevant professional continuing education at the MLA chapter level. The section awards two-thirds the cost of a chapter-sponsored continuing education program on a topic in leadership or management, up to a maximum of \$2,500 each year, to a chapter or group of chapters working together.

Section chair **Kay Wagner** said "LMS congratulates Southern Chapter on its outstanding and successful submission, one of several excellent proposals we received. While it was difficult to select just one chapter to be awarded the grant, we are excited by the level of interest and the variety of programs, and encourage all chapters to apply for this funding next year."

*(Submitted by Jane L. Blumenthal)*

***Around the South:***  
**News from Our Regional Libraries**



## ALABAMA

### **US Army Aeromedical Center, Fort Rucker**

✂ **Mary Fran Prottzman**, US Army Aeromedical Center, Fort Rucker, AL, was selected for the NLM Medical Informatics fellowship at Woods Hole, MA, May 30-June 6.

### **University of South Alabama Baugh Biomedical Library**

✂ **Tom Williams**, Director, has been elected Chair-Elect for the the International Cooperation Section of MLA. He has also been appointed to the Cunningham Jury.

**Judy Burnham** has been appointed chair of the MLA Scholarship Jury.

**Ellen Sayed** has been appointed to the MLA Publications Committee.



## FLORIDA

### **Baptist Health South Florida and the Miami Health Sciences Library Consortium**

✂ **Diane Rourke** and **Devica Samsundar** are pleased to report that Baptist Health South Florida received an NLM grant to purchase a scanner for the library at South Miami Hospital. We look forward to participating in the newly formed E-SEA group for improved turnaround time for electronic document delivery. For more information, email us at [library@baptisthealth.net](mailto:library@baptisthealth.net)

South Miami Hospital hosted the MLA Teleconference, "Roles and Essential Skills for the Expert Searcher" on March 10, 2004. Members of the Miami Health Sciences Library Consortium attended and the organization sponsored the event.

MHSLC Officers this year:

Chairperson - **Devica Samsundar**, Chairperson-elect - **Jean Garrison**, Secretary - **Iris Cusine**, Treasurer - **Carrie Figueredo**.

### **University of South Florida Shimberg Health Sciences Library**

✂ *Grants*: an Electronic Document Delivery grant was awarded to the Shimberg Health Sciences Library. The grant provides funding for new imaging equipment and software that will enhance the library's document delivery service. The grant was sponsored by the National Network of Libraries of Medicine Southeastern/Atlantic Region. **Jo Ella Young**, interlibrary loan librarian and **Rose Bland**, assistant director for systems, are co-investigators for the project.

*Workshops*: **Rose Bland** attended two new management workshops offered by Solinet (Southeastern Library Network): *Leadership* and *Resource Allocation*. The Tampa Bay Library Consortium hosted both workshops.

**Karen Keene** attended *Recognizing and Sustaining Valuable Library Products* on February 13th. The workshop was sponsored by the Tampa Bay Medical Library Network and hosted by MD Anderson Cancer Center in Orlando, FL.

**Allison Howard**, **Danny O'Neal**, and **Karen Keene** attended the MLA teleconference *Roles and Essential Skills for the Expert Searcher* on March 10<sup>th</sup>, hosted by Tampa General Hospital.

(Submitted by Karen Keene)

(continued pg. 5)

## **University of Florida Health Sciences Library**

### **Library Events:**

Hosted database training sessions from National Network of Libraries of Medicine (NN/LM) in March 2004.  
March 8 ~ PubMed (full day)

March 24-26 ~ **Michele Tennant** taught a 3-day course entitled "Introduction to Molecular Biology Information Resources."

Hosted MLA Teleconference on March 10<sup>th</sup> on Expert Searching. **Tara Cataldo** was one of the videotaped presenters for the teleconference.

### *Honors, Degrees and Awards:*

**Faith Meakin**, in addition to being elected to the Board of Directors for the Medical Library Association (MLA), has also been elected an MLA Fellow, for 'sustained and outstanding contributions to health sciences librarianship'. Ms. Meakin has also been chosen for the 2004 edition of *Who's Who in America*.

**The HSC Libraries** received First Place in MLA's 2004 Creative Promotions contest for the 'RxEAD: Prescription for Knowledge' campaign, begun during National Medical Librarians Month in October. The campaign's goal was to raise the visibility of the libraries, creating and reinforcing connections with patrons, by displaying large posters and bookmarks of HSC deans and program heads posing with their favorite books.

**Pam Neuman** was elected Secretary/Treasurer of SC/MLA for 2003-2004.

**Nancy Schaefer** was elected Chair-elect of the Public Health/Health Administration Section for 2004-2005.

**Linda Butson** was elected Secretary/Treasurer of the Public Services Section of MLA for 2004-2005.

**Rae Jesano** was elected Program Chair of the Library & Educational Resources Section of the American Association of Colleges of Pharmacy for 2004-2005.

**Tara Cataldo** was elected as Treasurer of the Vet Med Section of MLA for 2004-2007.

### *State/National/International Activities:*

**Nancy Schaefer** published "Databasics," a 15-slide PowerPoint converted to HTML, at [http://www.library.health.ufl.edu/nancy/databasics12-18-03/dbasics12-18-03\\_1.html](http://www.library.health.ufl.edu/nancy/databasics12-18-03/dbasics12-18-03_1.html). The presentation provides an introduction to seven common features in databases (help pages, truncation, controlled vocabulary, limits, combining searches, search history and links to full-text).

### *Meetings, Conferences and Travel:*

**Peggy Hsu** attended the Radiological Society of North America Annual Meeting / Informatics in Radiology Conference at McCormick Place, Chicago, Il., November 29-December 5. She was invited by the NN/LM Greater Midwest Region to assist in teaching PubMed and consulting with international meeting attendees about National Library of Medicine products and services.

**Tara Cataldo, Rae Jesano** and **Nita Ferree** exhibited PubMed and other resources of the National Library of Medicine at the North American Veterinary Conference in Orlando, Fl., January 18-21. The exhibit was funded by Southeast/Atlantic Regional Office of the NN/LM.

### *Papers, Publications, Presentations and Teaching:*

**Pamela Sherwill-Navarro** and AL Wallace published the article 'Research on the value of medical library services: does it make an impact in the health care literature?' in the *Journal of the Medical Library Association*, 2004 Jan; 92(1):34-45.

(continued pg. 6)

***"Information is the currency of democracy."***  
**— Thomas Jefferson**



### **University of Miami Medical School Pomerance Library & Resource Center**

☞ **Carmen Bou Rivera**, Head of the UM Pomerance Library and co-convener of the MLA Mental Health Special Interest Group, announces that, during the 2004 MLA annual meeting in May, the Mental Health SIG is co-sponsoring two sessions: 1) Monday, May 24, 3:30-5:00 p.m., the session on "The Power of Collaboration" will present four innovative library programs that have been successful in utilizing resources more effectively by collaborating with other libraries, agencies, community groups, and departments. This session is co-sponsored by the Consumer & Patient Health Information Section, Nursing & Allied Health Resources Section and Mental Health SIG. 2) Tuesday, May 25, 2:30-4:00 p.m., the session on "Enhancing Aging: Resisting the Power Outages of Late Life," will have invited speaker, Dr. Carl Eisdorfer, Professor & Chairman, Department of Psychiatry & Behavioral Sciences and Director, Center on Aging, University of Miami School of Medicine. Dr. Eisdorfer will inform us about the changes in age demography and some of its important implications and he will give us some personal insights on improving the quality of life in later years. This session is co-sponsored by the Health Association Libraries Section, the Hospital Libraries Section and the Mental Health SIG. For all of you interested in Psychiatry, Psychology, Mental Health, and Substance Abuse, you are invited to attend the informal meeting of the MLA Mental Health Special Interest Group on Monday, May 24, 5:00-6:30 p.m. For additional information about these programs, please visit the Mental Health SIG website at: <http://www.miami.edu/mhsig/>



## **MISSISSIPPI**

### **Rowland Medical Library, University of Mississippi Medical Center**

☞ **Susan Clark** returned to the staff of the Rowland Medical Library, University of Mississippi Medical Center as Head of Reference on January 5<sup>th</sup>. Susan received her MLS from Emory University, Division of Librarianship in 1977. She served as a Reference Librarian at the Price Gilbert Memorial Library at Georgia Institute of Technology from 1977 through 1979. After she accompanied her husband for a semester of study at Universitaet Goettingen, Germany, Susan was Clinical Librarian at the Emory Eye Center from 1980 until 1985. Susan moved to Mississippi in 1987 and from 1988 – 1989 and from 1990 – 1991 was Librarian II at the Rowland Medical Library. She left medical librarianship and was Head Librarian at St. Andrew's Episcopal School in Jackson for twelve years. Susan has returned to Rowland and hopes to remain there for "quite a long time."

**Lauren M. Young** joined the University of Mississippi Medical Center's Rowland Medical Library as their Outreach Services Librarian on February 16. Lauren earned her M.L.I.S. from the University of Southern Mississippi in December 2003. Her undergraduate degree in English was earned at the University of Mississippi in 2000 and led to graduate studies in English toward an M.A. to be completed in 2004. She is an active member of the Honor Society of Phi Kappa Phi. Previous library positions include those of Library Assistant and Interim Head of Serials & Acquisitions at the University of Mississippi's J.D. Williams Library.

**Tammy Beard** (St. Dominic's Medical Center), **Wanda King** (Methodist Rehabilitation Center), **Sarah Adcock**, **Susan Clark**, **David Juergens**, **Helvi McCall Price**, **Virginia Segrest**, **Gongchao Yang**, and **Lauren Young** (Rowland Medical Library), attended the "Roles and Essential Skills for the Expert Searcher Teleconference", sponsored by MLA on March 10 at Rowland Medical Library. **Bettye Duncan** and **Steve Zary** of Forrest General Hospital attended the teleconference at the University of South Alabama Medical Library in Mobile, AL.

**Bettye Duncan**, Library Services Manager of Forrest General Hospital, attended the semi-annual meeting of the Mississippi Health Sciences Information Network held at the Rowland Medical Library of the University of Mississippi Medical Center on March 11, 2004. *(Submitted by Sarah Adcock)*

(continued pg. 7)



## TENNESSEE

☞ **Jan T. Orick**, Director Biomedical Library at St. Jude Children's Research Hospital was elected to the office of Treasurer for the Hospital Libraries Section of MLA.

**Margaret "Peggy" Jones** is the new Public Services Librarian at St. Jude Children's Research Hospital. She comes to the Biomedical Library from Children's Memorial Institute for Education and Research in Chicago, IL.

**Lin Wu** Awarded EBSCO/MLA Grant:

In Memphis the library is congratulating Lin Wu on receipt of a 2004 EBSCO / MLA Grant to attend the MLA Annual Meeting in Washington, DC. Lin has received this award (\$1000) for travel to attend the annual MLA meeting in Washington, D.C., where she will be recognized at the MLA Awards Luncheon and Ceremony with "other awardees that have made a difference to health sciences librarianship." Lin is a graduate of McGill University's library science program and joined the UTHSC Library in August as an Instructor and Reference Librarian. Congratulations, Lin!

*(Submitted by Martha Earl)*

## 2004 Annual Meeting: Last Call for Papers

**Biloxi, Mississippi  
October 21-25, 2004**

You are invited to submit proposals for contributed papers and posters for the 2004 Southern Chapter/Medical Library Association Annual Meeting in Biloxi, Mississippi, October 21-25. Our theme is Up the Ante: Connect, Collaborate, and Communicate. Ante up means to raise the bar. Presentations should relate to health sciences information professionals increasing and improving their services, visibility, efficiency, resources, or programs especially by connecting, collaborating, or communicating with colleagues, users, or constituents.

Papers should be submitted in the format of structured abstracts (See <http://hubnet.buffalo.edu/mla/abstract.html>). Each abstract may be up to 300 words in length and must include a list of authors, their institutional affiliations, e-mail addresses, and telephone numbers as well as an indication of whether the submission is a Contributed Paper or Poster proposal.

**Contributed Papers:** Each paper will be 15 minutes in length. Email abstracts to **Kathy Torrente** at [libkjt@emory.edu](mailto:libkjt@emory.edu) using a Word attachment.

**Posters:** Presenters should plan to be available to staff posters during a one-hour poster session. Posters will remain up for viewing for the remainder of the conference. Electrical connections will be available. Email abstracts to **Kathy Torrente** at [libkjt@emory.edu](mailto:libkjt@emory.edu) using a Word attachment.

**Abstract Submission Deadline: Due Now!!**

*(Submitted by Sandra Franklin)*



## MLA Benchmarking Network A Valuable Resource: Be Bold! Participate!

Changes are happening in 2004 at the MLA Benchmarking Network (BN). We have a new committee, the MLA Benchmarking Network Editorial Board. This board will oversee future surveys for the BN. We will be collecting 2003 data in January 2004.

Start collecting your data now! Worksheets for collecting your data are now available on the MLANET Members-Only website: [http://mlanet.org/members/benchmark/worksheet\\_2003-04.html](http://mlanet.org/members/benchmark/worksheet_2003-04.html)

Most of the questions in the four service areas remain the same (Administrative, Public, Special, Technical) so that libraries can begin to build a comparative database by data year. Libraries that entered data for 2001 will be able to see their old data entries online, BUT will only be included in the new benchmark database IF NEW DATA is entered for 2003. Watch your email for announcements as to when the data collection opens in Spring, 2004.

Why has it taken so long to do another survey? Well, this is a volunteer effort, for the most part. It looks like it is taking a whole year in between data collection times to analyze the data, to revise the questions and input procedures, and to improve the survey.

The major change for 2004 is that ALL MLA members are being asked to participate, except those members that already contributed to the AAHSL survey. Parameters of size are still in place for hospital libraries and health care systems and new sets of size parameters have been developed for health association libraries and libraries serving research institutions. There is a place for "ALL other libraries" to describe themselves by size. If enough libraries of one type participate in 2004, parameters will be developed for them for the next data input period.

Another emphasis of the new MLA Benchmarking Network Editorial Board will be coordinating with the AAHSL survey. Libraries that report data to AAHSL should continue to use AAHSL as their data authority. However, academic medical center libraries may decide to encourage their affiliate libraries to enter data in the BN and then use the reporting features of the Benchmarking Network to analyze their affiliate structure and processes. This would be particularly useful if those affiliates have separate budgets and staff. Similarly constructed questions between the BN and the AAHSL survey will potentially allow for a compilation of numbers in some categories, e.g. total number of interlibrary loans or total number of serials titles received and shelved. Those who participated in 2002 will see other revisions in the data collection such as:

- Expanded categories for hospital ownership
- Expanded categories and questions on library reporting structure
- New questions on number of Web-accessible services for users and support for PDA users
- Changes to collection questions on serials titles to clarify print titles received, full text e-titles, and access to electronic full text via consortia, affiliation, intercampus, or state-wide networks
- Auto-calculated fields to reduce addition and percentage errors
- Revision of Administrative, Public, Technical Services, and Special Services questions to accommodate all library types, including consumer health information (as a stand alone service or part of another library).
- Expansion of health systems data. Libraries part of health systems are encouraged to coordinate and enter their data. New questions added, include "name of your health system" so all libraries in a system could potentially analyze their data in an interactive report. Instructions have been revised to clarify how system libraries should best report their data. System libraries may be totally centralized or may be decentralized in various ways.

You can still use the 2001 data now to analyze your library processes and compare to others. **All MLA members**, whether you participated or not, can view the Aggregate Data. View the "composite hospital library" data, based on 344 database participants. Data in each of five areas (administrative financial; administrative personnel and other, public services, technical services, special services) are presented in tables by twelve hospital parameter ranges (e.g., number of physicians in the hospital, number of staffed beds, total annual library expenditures).

(continued p. 9)



## Benchmarking (continued from p. 8)

The Southern Chapter BN participants in the 2001 data collection can use the Interactive Report Site. Choose from up to 16 variables to customize six reports; participants receive customized “your data” responses and comparison with median, mean, third quartile, and maximum responses. Charts and graphs illustrate specific data. Reports are presented in a format useful for reporting to management.

For access to these sites, go to: <http://mlanet.org/members/benchmark/index.html>. At this site there is also a PowerPoint presentation by Rosalind Dudden explaining how to use these sites, “Waves of Numbers: How to Use and Interpret Benchmarking Tools.” There is also a PDF document to help you find benchmarking partners, called “Survey Participant’s Guide to Finding Benchmarking Partners.”

As your current Benchmarking Chapter Educator (BCE), I want to encourage every MLA member in our chapter to participate. You can call or email me about questions any time. Participation can help you and can help others. Watch for announcements in your email. Start collecting your data now!

*(By Rosalind F. Dudden; submitted and revised for SC/MLA by Linda Garr Markwell)*



## News from Chapter Council

### WE ARE THE CHAMPIONS!

It comes as no surprise that Southern Chapter members have recently been chosen for leadership roles in MLA elections, and recognized with a number of MLA awards and grants. Be sure to attend the Awards Ceremony & Luncheon at MLA (Monday, May 24<sup>th</sup>, 12:30-2pm) honoring our colleagues in the latter category. Special congratulations to one and all!

MLA Board of Directors –

· **Faith A. Meakin**, AHIP, FMLA, Health Science Center Libraries, University of Florida-Gainesville

MLA Nominating Committee –

· **Lynn Fortney**, EBSCO Subscription Services, Birmingham, AL

National Medical Librarians Month (NMLM) Creative Promotions Award -

· University of Florida Health Science Center Libraries –Gainesville – 1<sup>st</sup> Place

MLA Leadership and Management Section’s FIRST Chapter-Level Leadership Education Challenge Grant

· Southern Chapter

Janet Doe Lectureship for 2005 -

· **Fred W. Roper**, AHIP, FMLA, retired, College of Library and Information Science, University of South Carolina-Columbia

Marcia C. Noyes Award -

· **Nancy M. Lorenzi**, AHIP, FMLA, Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

MLA Fellows -

· **Thomas G. Basler**, FMLA, Medical Library, Medical University of South Carolina-Charleston

· **Henry L. Lemkau Jr.**, FMLA, Louis Calder Memorial Library, University of Miami School of Medicine, Miami, FL

· **Faith A. Meakin**, AHIP, FMLA, Health Science Center Libraries, University of Florida-Gainesville

EBSCO/MLA Annual Meeting Grant -

· **Lin Wu**, Health Sciences Center Library, University of Tennessee-Memphis

*(Submitted by Jan H. LaBeause & Danny L. O’Neal)*

## **Job Postings**

### **Assistant Director for Reference Services**

The Lister Hill Library of the Health Sciences at the University of Alabama at Birmingham is seeking candidates for the position of Assistant Director for Reference Services. The individual in this position is responsible for managing and coordinating all reference services and personnel. Other responsibilities include maintaining quality of reference services; initiating and managing special projects; marketing reference services; and training of faculty and staff. Works closely with the Assistant Director for Access and Document Delivery Services and Associate Director for Public Services to plan and coordinate services and educational programs for users. Participates in strategic planning for the library as a member of the senior administrative team.

This position supervises 4-5 professional faculty members and 2-5 paraprofessionals and reports to the Associate Director for Public Services. This is a full-time, non-tenure track faculty position with rank to be determined depending on qualifications of the successful candidate. Salary range: \$40,000-\$50,000. Excellent fringe benefits, including TIAA/CREF.

**Required:** An information science/library science degree from an ALA-accredited library school or equivalent; a minimum cumulative of 5 years of progressively responsible professional academic library or related experience. Excellent oral and written communication skills; ability to work well in a team environment; strong skills in advanced reference services; focus on customer service; ability to teach and train; ability to see new opportunities and react with ideas.

**Preferred:** Supervisory experience in an academic health sciences library; membership in the Academy of Health Information Professionals.

The University of Alabama at Birmingham is one of the leading academic medical centers in the nation, with schools of Medicine, Dentistry, Public Health, Nursing, Health Related Professions, and Optometry, as well as six non-health sciences schools. UAB's School of Medicine is currently ranked 16<sup>th</sup> in NIH funding.

Consideration of applications will begin immediately and continue until the position is filled. Send letter of application, names of 3 references, and resume to Mike Flannery, Associate Director for Historical Collections, UAB Lister Hill Library, 1530 3<sup>rd</sup> Ave. S., Birmingham, Alabama, 35294-0013. Email applications will also be accepted at: [flannery@uab.edu](mailto:flannery@uab.edu). The University of Alabama at Birmingham is committed to equal opportunity and affirmative action.



### **Head, Education and Information Services**

The Greenblatt Library of the Medical College of Georgia seeks candidates for the position of Head, Education and Information Services. The person in this position is responsible for managing public services and personnel. Other responsibilities include maintaining and marketing excellent library customer services and ongoing development and training of staff. Works closely with Heads of Collection and Technology Services and Assistant Director for Library Operations to assess, plan and implement educational and informational services for users. Participates in strategic planning for the Library as a member of the Library Management Council.

This position supervises three faculty and seven paraprofessional staff and reports to the Assistant Director for Library Operations. Ten librarians are involved in teaching and user and educational support programs; therefore the ability to work in a dynamic team environment is essential.

**Required:** An information science/library science degree from an ALA-accredited library school; management and supervisory experience; excellent oral and written communication skills; advanced science reference skills; focus on customer service; thorough knowledge of information management and instructional technologies; ability to perform as a faculty member in areas of education, scholarship and service.

(continued pg. 11)

## Job Postings (continued from p. 10)

Preferred: Experience in an academic health center; Membership in the Academy of Health Information Professionals.

The Medical College of Georgia is the state's health sciences university with the tripartite mission of teaching, advancing knowledge and providing patient care. The leading academic medical center has 2,000 students in its Schools of Allied Health Sciences, Dentistry, Graduate Studies, Medicine and Nursing. With an award winning Children's Medical Center for patient and family centered care and more than 80 specialty clinics and centers, the enterprise's biomedical and clinical research focuses on cancer, infection and inflammation, neurological and cardiovascular diseases.

Augusta is Georgia's second largest city and lies along the banks of the beautiful Savannah River. It is the second oldest city in Georgia and is rich in history and architectural diversity. Host of the renowned Masters Golf Tournament each spring, the springtime display of azaleas and dogwoods has earned the city the title of the "Garden City." Nearby attractions include Lake Thurmond Reservoir and modest drives to Atlanta, the ocean and mountains.

Faculty status (non-tenure track) and rank. Salary is \$50,000, with competitive benefits package. Priority consideration will be granted to applications received by April 30. Send letter of application, resume and names of three references to Marianne Brown, Head, Library Business Services, Greenblatt Library, Medical College of Georgia, Augusta, GA 30912-4400, or email [marbrown@mail.mcg.edu](mailto:marbrown@mail.mcg.edu). EOE/AA.



---

### Head, Collection Management

The Woodruff Health Sciences Center Library, Emory University, is recruiting a Head of Collection Management. This is a senior level position for an energetic, innovative, and team oriented individual who will provide overall leadership, management and direction for collection development and evaluation in the main health sciences library and two clinical branches. This department head is a member of the library's leadership team.

Responsibilities include monitoring expenditures for information resources (currently \$1.2 million) and recommending fund allocations; managing and negotiating the library's electronic resources licenses; managing the book approval plan with input from librarian liaisons; performing information control and management (cataloging) in the campus online catalog and in OCLC for all materials formats; creating guidelines for collection development that reflect the mission and goals of library; managing the selection process and acquisition of materials in all formats; overseeing serials check-in and bindery operations; and participating in the creation of future digital library initiatives, including metadata services. Supervise 4.5 FTE staff Reports to the Director, Woodruff Health Sciences Center Library

Qualifications: ALA accredited MLS degree or equivalent experience/education with five years professional experience in an academic library. Electronic resources management experience with demonstrated competence in the use of an integrated library system. Substantial budgetary experience and demonstrated successful supervisory experience, especially training and development skills. Experience with MARC formats and OCLC for original and copy cataloging. Excellent computer skills, especially with spreadsheet software.

Preferred skills and experience include knowledge of issues and trends in health sciences collection management; experience with the Sirsi Unicorn system; knowledge of HTML, SGML, XML, and emerging metadata standards; experience in a medical/health sciences library. Membership in the Academy of Health Information Professionals. Salary is based on qualifications and experience. Minimum salary for this position is \$50,000.

Applications will be reviewed upon receipt and accepted until the position is filled. Submit a cover letter, CV/resume, and the names of three references, including immediate supervisor to:

Sandra G. Franklin, Director ([librsf@emory.edu](mailto:librsf@emory.edu))

Woodruff Health Sciences Center Library, Emory University

1462 Clifton Road, NE Atlanta, GA 30322-4550

Emory University is an Equal Opportunity employer.

## HOSPITAL LIBRARIAN OF THE YEAR

Do you know a hospital librarian who has contributed to the profession by demonstrating excellence and achievement in the field? As the chair of the Hospital Library Committee, I would like you to nominate this individual for Hospital Librarian of the Year. At the annual SC/MLA meeting, the award recipient will receive a plaque and \$250.00.

The requirements are simple: He or she must be a member of MLA and SC/MLA. The candidate is someone who is currently a hospital librarian who has worked in a hospital library for at least five (5) years immediately preceding this year. The Committee has instituted a rating form (see below) for this award because we wanted to improve the quality of the documentation for the award, and make it easier for folks to submit nominations.

If you would like to nominate someone for this year, would you complete the nomination form on the Southern Chapter web site? The required contents for the nomination and the new rating form are listed on the Southern Chapter Web site at: [www.scmla.org/hospawa.htm](http://www.scmla.org/hospawa.htm) Please forward nominations before May 15, 2004 via e-mail, mail, or fax to: Marilyn Teolis, Box #82, Baptist Hospital, 2000 Church St. Nashville, TN 37236 Email: [marilyn.teolis@baptisthospital.com](mailto:marilyn.teolis@baptisthospital.com) Telephone: (615) 284-5373 or Fax: (615) 284-5861. Email would make it easier for me to send the documentation to committee members. The committee believes we will be able to judge each candidate on an equal basis using the new nomination form.

The committee would like to announce the award winner in the Summer issue of *Southern Expressions* so the individual has time to make travel arrangements to attend the meeting. Therefore, I must receive the nomination by May 15, 2004 in order for the person to be eligible for this year's award.

(Submitted by Marilyn Teolis)

### Criteria Hospital Librarian of the Year

The Hospital Librarian of the year award is presented to an individual who has made outstanding contributions to the field of hospital librarianship in the following areas:

- A. **Accomplishments in the field of hospital librarianship**  
Overall distinction or leadership within a hospital library such as a leadership role on the job, in the Southern Chapter or other library organizations, grants, AHIP membership, or other awards.
- B. **Impact of work on the hospital library profession**  
Special projects related to hospital librarianship such as setting up a free interlibrary loan network or consortia, items which benefited a number of libraries, advocate-for hospital libraries, work developing with library standards, or any other comparable project.
- C. **Service to other hospital librarians or libraries**  
Develop or implement innovative applications of technology or software for hospital libraries in various settings. This could be a digital library, PDAs etc. Other examples could be involvement in local, regional, or national professional library (medical and non-medical) organizations whose overall "effect" improves working conditions, services, and so forth at the hospital library level.
- D. **Visibility in the area of hospital librarianship**  
Recognition of an individual's works and/or efforts by their fellow library peers or local hospital colleagues, administration, and library patrons. Presents research, publishes, teaches, consults, or is a recognized expert in a specific area who willingly shares that expertise. Works or professional contributions that have a lasting effect on the profession should also be listed here.

## Nomination Information



# Nominate a Hospital Librarian as the Southern Chapter/Medical Library Association *HOSPITAL LIBRARIAN OF THE YEAR 2003*



-Do you know a hospital librarian who is a member of MLA and SC/MLA?

-Someone who is currently a hospital librarian and who has worked in a hospital library for at least five (5) years immediately preceding the award year?

-Recognize a hospital librarian who has contributed to the profession by demonstrating excellence and achievement in any of the following areas:

<b>*Service</b>	<b>*Research</b>
<b>*Advocacy</b>	<b>*Presentation/Teaching</b>
<b>*Leadership</b>	<b>*Administration</b>
<b>*Technology</b>	<b>*Special Projects</b>
<b>*Publications</b>	<b>*Any combination of listed areas</b>

At the annual SC/MLA meeting, the recipient will receive a plaque and \$250.00

Please forward nominations before May 15, via email, which would make it easier to send to the committee members; mail, or fax to:

**marilyn.teolis@baptisthospital.com**

OR

**Marilyn Teolis, Box #82**

**Baptist Hospital, 2000 Church St. Nashville, TN 37236**

**Telephone: (615) 284-5373 or Fax: (615) 284-5861**

The required contents for the nomination and the new rating form are listed on the Southern Chapter Web site at: **[www.scmla.org/hospawa.htm](http://www.scmla.org/hospawa.htm)**

Sponsored by the SC/MLA Hospital Libraries Committee





## Exploring the History and Culture of the Mississippi Gulf Coast: A Preview to the SC/MLA 2004 Annual Meeting

In present day the bright neon lights from casinos and hotels recreate the glittery glamour of Vegas along the beaches of the Mississippi Coast. Upon closer look behind the lure of non-stop casino action, entertainment and restaurants, the Mississippi Gulf Coast offers visitors portals to a colorful history. In 1699, Pierre Le Moyne Sieur d'Iberville and a band of French explorers were met by friendly Biloxi Indians when they planted the French flag near present-day Ocean Springs. Since then, eight different flags have flown over the white sand beaches of Mississippi's Gulf Coast.

The rich heritage of the antebellum South is reflected in the stately mansions looking out to sea from the landside of Highway 90, winding along the Mississippi coast. Foremost among those open for tours year-round is *Beauvoir*, the final home of Jefferson Davis, a Mississippi native and president of the Confederate States. On the estate is the Jefferson Davis Presidential Library. At 119 Rue Magnolia is the Magnolia Hotel, built in 1847 and the only remaining pre-Civil War hotel on the Mississippi coast.

The history of Mississippi's Gulf Coast is tied to the sea. Since 1848 the Old Biloxi Lighthouse has guided seafarers and fishermen to safe harbor. The lighthouse, a 62-foot structure, is among the earliest cast iron lighthouses built in the U.S. and today serves to startle travelers, standing like a lone sentinel between a busy roadway.



**The Biloxi Lighthouse, built in 1848, is among the earliest cast iron lighthouses built in the U.S.**



**Ft. Massachusetts, 12 miles out in the Gulf, is a relaxing ½ or full day trip.**

Known at one time as the “Seafood Capital of the World”, Biloxi's fishing heritage is exhibited at the *Maritime & Seafood Industry Museum* at Point Cadet. Tours of historic schooners and demonstrations of net casting and crab and shrimp peeling are available at the museum. Offshore, on West Ship Island, pre-civil war Fort Massachusetts guards the Coast while park rangers guide tourists and history buffs through its battlements. The Biloxi Point Cadet Marina is the departure point for daily cruises to Ship Island.

The flora and fauna of the Coast and offshore Ship Island have been made famous in the works of the eccentric painter, Walter I. Anderson. These may be seen at the Walter Anderson Museum, nearby in Ocean Springs.

Art lovers will enjoy the many, eclectic galleries scattered along the coast from Bay St. Louis to Ocean Springs. A “must-stop” is Biloxi's *Ohr-O'Keefe Museum of Art*, where the pottery of George Ohr – known as the “Mad Potter of Biloxi” – is exhibited. Meanwhile, a world-class museum is being designed to house his unique and whimsical pots.

For the energetic, the *Historical Walking Tour* takes visitors into the Museum of Art and through other fascinating buildings, including the Mardi Gras Museum where many colorful costumes from past Mardi Gras celebrations are displayed. Or nature lovers can enjoy walks in the Gulf Marine State Park on Highway 90 in East Biloxi. Along the Mississippi Coast the gulf breezes and beaches are never far away!

*(Submitted by Helvi McCall Price)*



**No visit to the Coast is complete without experiencing the “Realizations” of the renowned artist/naturalist Walter Anderson.**

## Promoting Health Sciences Librarianship: You Can Help!

Members of the Public Relations Committee are looking into the idea of promoting health sciences librarianship by setting up tables or booths at high school or college career fairs. However, you don't need to be a member of the committee to do this sort of thing. MLA has some free, ready-made recruitment tools (brochures, PowerPoint presentations, and Tipsheets) that can be used to set up a booth or a table. Consider becoming an active advocate of medical librarianship by contacting your school districts or local colleges and volunteering to participate in a career fair!

For recruitment links (including MLA's recruitment tools page), go to the Public Relations Committee web page (<http://www.scmla.org/pubrel.htm>) and click on "Recruitment Links."

Finally, if you have any information on honors, accomplishments, offices, or other good news about our members, please notify a Public Relations Committee member (listed on the web page). Official letters and notices will be sent to CEOs and newspapers announcing your achievement.

*(Submitted by Laura Kane)*



### Helpful URLs:

MLA '04 Participate -

[http://www.mlanet.org/am/am2004/participate/poster\\_faq.html](http://www.mlanet.org/am/am2004/participate/poster_faq.html)

MLA '04 How to Submit a Contributed Paper or Poster Abstract -

<http://www.mlanet.org/am/am2004/participate/abstract.html>

MLA Poster FAQ -

[http://www.mlanet.org/am/am2004/participate/poster\\_faq.html](http://www.mlanet.org/am/am2004/participate/poster_faq.html)

MLA Research Section -

<http://research.mlanet.org/>

MLA Research Section Guidelines for Structured Abstracts -

<http://research.mlanet.org/>

Bayley L. Eldredge JD. The Structured Abstract: An Essential Tool for Researchers -

[http://research.mlanet.org/structured\\_abstract\\_home.html](http://research.mlanet.org/structured_abstract_home.html)

SC/MLA Research Award Judging Criteria -

<http://www.mc.vanderbilt.edu/biolib/scmla/resjudge.htm>

SC/MLA Suggested Formats for Structured Abstracts -

<http://www.mc.vanderbilt.edu/biolib/scmla/abformat.htm>

SC/MLA Volunteer Research Mentors -

<http://www.mc.vanderbilt.edu/biolib/scmla/mentors.htm>

Creating a Poster for a Professional Meeting using PageMaker or PowerPoint -

<http://courses.washington.edu/hs590a/modules/19/module19.html>

Creating a Poster Using MS PowerPoint -

<http://courses.washington.edu/~hs590a/modules/19/ppposter.html>

Designing Effective Poster Presentations -

<http://ublib.buffalo.edu/libraries/units/sel/bio/posters.html>

Developing a Poster Presentation -

[http://www.kumc.edu/SAH/OTEd/jradel/Poster\\_Presentations/PstrStart.html](http://www.kumc.edu/SAH/OTEd/jradel/Poster_Presentations/PstrStart.html)

Tips for Effective Poster Presentation -

<http://www.osti.gov/em52/workshop/tips-exhibits.html>



### Best Advice:

1. Follow directions
2. Follow directions
3. **FOLLOW DIRECTIONS!**

*(Submitted by Judy Burnham)*

## RESEARCH SPOTLIGHT

### Funding Available for Your Research Project

Does this sound familiar? You have a great research idea and results from your quick survey of area librarians supported your hypothesis. Now you'd like to expand to a regional or national survey, but you'd have to get a loan to pay for the postage costs! Or perhaps you need funding for a pilot project to support a planned grant application? The Southern Chapter's Research Project Grant can be your answer. This grant provides support for members' research projects in order to promote and stimulate excellence in the field of health science librarianship and the information sciences. Grants may be used to support all or part of the costs of a study, to a maximum of \$1000.

We've revised the application process this year to allow more time for applicants to work with our research mentors prior to submission of their full proposals. Applications will require a brief Letter of Intent to be submitted by May 15. The Research Committee will review those early applications to determine if they are appropriate projects for this award. At that time the Committee will assign research mentors to assist applicants with their full proposals, which are due August 1.

See the Research Committee's web pages for complete procedures for both the Letter of Intent and the Application: <http://www.scmla.org/resinfo.htm>. For additional questions, contact **Priscilla Stephenson**, [pstephenson@utmem.edu](mailto:pstephenson@utmem.edu).

*(Submitted by Rita Smith and Nita Ferree)*

### Chapter Research Survey

Who's researching what in our chapter? The next issue of *Southern Expressions* will include a listing of various research projects currently underway by chapter members. The Research Committee is compiling this list to encourage networking among colleagues doing similar projects and to encourage others to get involved with research.

Research doesn't have to include a full array of statistical calculations! Many of us do small in-house research projects that never get a hearing in the literature because of other pressures. This is the place to share your needs assessments and surveys, so that others can learn from your work. Did you evaluate your ILL receipt time via Ariel, or study a change in the pattern of your e-journal usage? Let us know. Your work may help another member with a similar problem, and all it will require is a short email message from you.

Of course we also want to hear from you if you did finalize an article or make a presentation! Are you working on a project to present at MLA this year or at our own Biloxi meeting? Have you published or presented elsewhere in the last 12 months since our last survey? We would like to include your project, so please send a brief note by Friday, May 14. We need only 2-3 sentences about the subject of your research, a description of your methodology, and your name, institution, and email address. Send your information directly to this email address: [pstephenson@utmem.edu](mailto:pstephenson@utmem.edu)

*(Submitted by Priscilla Stephenson)*

## The Legislative Scorecard

Do you ever wonder how supportive your elected officials are of library-related legislation? ALA's Washington Office publishes an annual legislative scorecard that provides you with a state-by-state breakdown of co-sponsors of legislation relevant to the library community. The 2003 Scorecard is now available at: <http://www.ala.org/ala/washoff/washpubs/legscard/legislativescorecard.htm>.

There is a listing of the bills with a brief description and a symbol representing ALA's position on the legislation. Select your state at the bottom of the web page to access the scorecard. The scorecard is divided into two sections: Senate Co-Sponsors and House Co-Sponsors. It includes the bill, ALA's position, and the name of your elected official that co-sponsored the bill.

(Submitted by Roz McConnaughy)



## Sometimes You Just Have Too Much Space...

As they say "All good things must come to an end." Unfortunately no matter what we do the issue of Southern Expressions keeps coming out at 19 1/2 pages. So, in an effort to entertain and educate (not to mention fill up a lot of white space) we have included below a number of wonderful quotes somewhat related to our chosen profession, that hopefully you will find edifying.

***"I have always imagined that Paradise will be a kind of library."***

**- Jorge Luis Borges**

***"Never lend books, for no one ever returns them; the only books I have in my library are books that other folks have lent me."***

**- Anatole France**

***"Librarian is a service occupation. Gas station attendant of the mind."***

**- Richard Powers**

***"You see, I don't believe that libraries should be drab places where people sit in silence, and that's been the main reason for our policy of employing wild animals as librarians."***

**- Monty Python skit**

***"A library is not a luxury but one of the necessities of life."***

**- Henry Ward Beecher**

***"I find television very educating. Every time somebody turns on the set, I go into the other room and read a book."***

**- Groucho Marx**



**Southern Chapter/MLA 54th Annual Meeting  
October 21-25, 2004  
Biloxi, Mississippi**

## ***Document Delivery at the Crossroads of Paper and Electronic Delivery: January-December 2003 data for SCUGRW***

### **Total borrowing (receiving items) by SCUGRW:**

2003 Total Physical & Electronic Borrows:	<u>Physical</u>	<u>Electronic</u>
1,266	741	525
% of Totals:	58.53%	41.47%
Turnaround Average # Days:	3.2 days	1.4 days
<b>729 mailed, 12 picked up, 27 Web, 292 Email, 206 Fax</b>		

Of 1,266 items received, 1,250 were journal articles and 16 were monographs. "Borrowing" includes LoansomeDoc requests filled from our holdings. In essence, we are "borrowing" from our collections, some of which are electronic journals, to fulfill the LoansomeDoc requests of our patrons. The average number of days turnaround for all 1,266 items was 2.4 days.

**Southern Chapter/MLA library groups' support of our borrowing:** Since its inception in 1991, the SouthEastern Network on Docline (SEND) group of libraries have supplied free reciprocal loans among its Southern Chapter members. Librarians have modeled other groups and sharing arrangements on SEND. SEND participants are categorized based on the subscription numbers and specialty of the library, increasing in size from category 1 to category 4 libraries.

In 2003, our SEND colleagues supported us with this breakdown.

<b>SEND</b>	<b>Total items</b>	<b>Physical delivery</b>	<b>Email</b>	<b>Fax</b>	<b>% Electronic</b>	<b>Turnaround Avg # Days</b>
	186					
SEND category 1	33	25	2	6	24%	3.4
SEND category 2A	17	4	13	0	76%	2.1
SEND category 2B	26	16	1	9	38%	5.1
SEND category 3	10	5	5	0	50%	3.1
SEND category 4	100	80	8	12	20%	2.9

Another free reciprocal group got its start in 2003, ESEA (Electronic SouthEastern/Atlantic). ESEA's goal is quality electronic document delivery. We have edited our library records to indicate ESEA participation. Some SEND libraries are also ESEA participants, although ESEA also includes MidAtlantic Chapter/MLA libraries.

<b>ESEA</b>	<b>Total items</b>	<b>Physical delivery</b>	<b>Email</b>	<b>Fax</b>	<b>% Electronic</b>
	156	46 (1 monograph)	84	26	71%
Average number of days turnaround, <b>2.1</b> days.					

### **Total lending (sending items to others) by SCUGRW**

2003 Total Filled:	Physical	Electronic	<b>Of the 808 items sent to other libraries, 6 were monographs.</b>
808	137	671	
% of Totals:	17%	83%	
	137 mailed	590 Email, 81 Fax	



(continued p. 19)



## Document Delivery (continued from p. 18)

### Our support of Southern Chapter/MLA libraries

	SEND	Total items	Physical delivery	Email	Fax	% Electronic
		349				
SEND category 1		57	11	38	8	81%
SEND category 2A		80	7	70	2	91%
SEND category 2B		41	23	11	7	44%
SEND category 3		73	5	58	10	93%
SEND category 4		98	15	79	4	85%
ESEA	Total items	Physical delivery	Email	Fax	% Electronic	
	349	27 (1 monograph)	308	14	92%	

### Observations and discussion; areas for research

On average, the third day after sending out a borrow request, we (or the patrons) receive the item. Turnaround can be improved to 48 hours with electronic delivery. Physical delivery averages the 4<sup>th</sup> day for arrival, while electronic receipt is the second day after sending out the borrow request. As ESEA develops and as the RML funds technology upgrades in the region, our 41.47% electronic receipt should increase to well over 50%. We are adjusting routing tables to include more electronic delivery libraries. Physical receipt may be longer than the 3.2 days average noted above because that depends upon when we mark a borrow request as received by the patron. When we learn from Docline that a LoansomeDoc request has been *mailed* to the patron, we mark the request as filled. We probably should add a minimum of two days for mail processing. Since the item is going directly to the patron, we do not know if and when the patron receives it. Logic tells us it can not be the same day the lender mails it.

A research study could analyze the complete process and the time required. Along with tracking when physical (mail) delivery reaches the patron, a study could track when electronic mail is opened/read. Faxed requests need to be studied for image quality and usefulness to the patron, as well as tracking when the fax actually reaches the patron.

The QuickDoc management software allows us to record and tabulate items we use from our electronic journals (e-journals). We have not done that in the past. We hope to track electronic journal sources in 2004. For 2003 data, e-journal use is counted among the total journal numbers.

Among the SEND libraries, the category 4 libraries are the specialized libraries (*e.g.*, cancer or genetics or pediatrics) or the libraries with larger collections. The category 4 libraries had the lowest percentage of electronic delivery to us, only 20%. This may be because the category 4 libraries are responding to the delivery method that appears at the top of the Docline request, which often is "Mail to...". Because they are the larger or specialized libraries, perhaps the category 4 library staff is not looking at the comment field? We will look at SEND category 4 delivery methods as 2004 progresses to see if electronic delivery increases.

We will watch our 2004 data as ESEA membership grows. As ESEA libraries move from paper delivery in the first months of 2003 to electronic delivery in 2004, we expect to see an increase in "% Electronic" in 2004.

While we prefer email delivery to the library patron, we sometimes have to set the delivery method at "mail" in order for the request to route to a library in our Docline routing tables. The comment field in each request should contain the preferred delivery method and URL. In 2004, we will ask that more items be returned directly to the customer and not to the library. We will "push" more of our customers to electronic delivery or receipt, necessitating an email address campaign among our library users.

(continued p. 20)

## Document Delivery (continued from p. 19)

### Things librarians can do

There has been discussion on library lists about fulfilling requests by the method preferred or specified. If you can send TIFF or PDF articles or attachments, please, be sure to update your Docline user profile. Docline can only route to electronic delivery libraries when the user profile indicates electronic delivery. Read and use the “Comment” field in any Docline request. If you need technology, apply to the Regional Medical Library for their current technology development funds. The newer Ariel® can deliver PDF documents to any email address and MyMorph® is free to convert TIFF to PDF. With a scanner, you can attach and deliver electronic documents. Does it seem “fair” to request electronic delivery only to be able to reply with physical mail delivery for potential borrowers?

As you move away from paper and fax delivery and when you have scanner technology, consider joining ESEA. With a variety of participants, ESEA for free electronic document delivery may become the group of choice, combining aspects of SEND and FreeShare.

*(Submitted by Thomas Hill)*

### THE BACKPAGE:

The e-health CARE (Communities Accessing Resources Electronically) Project provided five Critical Access Hospitals in Rural Georgia an opportunity to have a web site and training for their staff and community residents. Over the last year each of these five rural hospitals has had a web page designed and maintained, giving them a web presence to promote their services and health information to area residents. The project was directed by Three Rivers Area Health Education Center’s (AHEC) Outreach Librarian, Mary Fielder, and funded through the Outreach Services of NN/LM. The AHEC also partnered with the local Public Libraries and Health Departments in the communities that each hospital served.

**Nancy Peed**, Hospital Administrator from Peach Regional Medical Center, commented, “*We simply didn’t have the funds to spend on designing a web site. Without this project we would not have one and look what we would have missed out on – just from the report of hits, we know our community is using our site to locate information and services provided by our hospital.*” The Peach Regional site ([www.peachregional.org](http://www.peachregional.org)) has proven popular with local residents as it logs over 130 hits per month in a community of 18,000 people.

In addition, to the web sites, training was offered at each hospital, health department, and public library in the five communities. Training included how to search for consumer health or patient educational materials and how to navigate the hospital’s web page. Over 506 health professionals and consumers attended one of the training sessions offered and an additional 600 residents attended health fairs co-sponsored by the project and in collaboration with the hospitals.

An unexpected bonus from this project was the involvement with the local high school’s health occupation students. Training sessions were conducted at four high schools introducing the students to the free resources available through the National Library of Medicine’s databases. Penny Howard, Health Occupation Instructor, Mary Person High School was excited to have access to current Drug Information through MEDLINEplus. She said, “*MEDLINEplus is wonderful, I no longer have to use 5 year old PDR’s with my classes because the school cannot afford new ones.*” Students were also excited to learn about their hospital’s web sites and that job opportunities were listed.

This project is an example of how NN/LM is committed to outreach initiatives that ensure that health professionals and their patients are connected to the health resources needed to make informed health decisions.



*(Submitted by Mary Fielder)*

**The Final Word.** My wife has told me numerous times that I always have to get in the last word. I suppose I won’t start proving her wrong at this late date. First of all, on behalf of Clista and myself, I’d like to thank everyone for their writing contributions. Without you, well, SE would be pretty darn short. Also, thanks to all for their complimentary and supportive comments. We welcome all lavish praise - it makes us feel good as well as looking impressive on our CV’s. But seriously, your input is invaluable and we urge you to continue sending us your comments, ideas, contributions etc. This newsletter is for you and we want to make it the best we possibly can. Until next time...see you in the stacks!

*-Justin*