

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

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Message from the Chair *Priscilla Stephenson*

WARNING: Failure to innovate while overthinking & underplanning library services may cause loss of library users & library staff.

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Next Reporting Deadline:
September 15, 2007
Next Publication Date:
October 15, 2007



How's that for a jarring thought? It's a direct quote from Michael Stephens, the keynote speaker last month at Mississippi State University's Library Summit 2.0. The conference was a truly exceptional meeting, and I left energized and excited, ready to try a notebook full of new ideas. Stephens cited results of OCLC's 2005 survey, Perceptions of Libraries and Information Resources, which reported that 96% of the 3,300-plus respondents had used a library at one time, 51% had used IM, and 30% had never heard of online databases. Balance that set of statistics with a consideration of the relative costs of a service such as instant messaging versus those of our annual subscriptions for online databases (ouch!). We're all striving to prove our value to our users in terms they find relevant, and we're looking at ways to make our services and products more user-centered. Web 2.0/Library 2.0 tools are going to be our new allies in those efforts.

Since returning to the library, I've been following up on my Library 2.0 reading list and tracking down references and resources recommended by the speakers. There's been a sort of guilty pleasure in doing this - I don't know when the hospital's firewall has blocked me with so many warnings about unauthorized web sites! [Meez](#), [Second Life](#), [Flickr](#), [Twitter](#), [MySpace](#), and [Facebook](#) are all blocked within these hallowed halls (no surprise), but I can get to [del.icio.us](#) and [Ning!](#) I am no doubt having waaaay too much fun to call this work. (See my new avatar, 'RefDiva'!) So now what? I don't know, but I'm going to get a (second) life and see where it leads!

I'm getting in the spirit for Designing Our Future, our own SC/MLA technology-oriented conference. The speakers for our Charleston meeting are such an impressive group! In addition to Betsy Humphreys, Deputy Director of NLM and Stephen Abram, SirsiDynix VP for Innovation, we will hear from Stephen Bajjaly, PhD, Associate Professor, University of South Carolina SLIS and developer of a new BS program in Information Science on that campus. I'm especially interested in hearing George Needham, OCLC's VP for Membership

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advice of the Communications Committee of
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ALABAMA



☞ **Baugh Biomedical Library, University of South Alabama, Mobile, AL**

Librarians from the Biomedical Library recently returned from the annual meeting of the Medical Library Association in Philadelphia. Even though we were surrounded by history in the city, the meeting focused on new and exciting ways we can provide better access to resources and services. USA BL librarians presented two posters, talked with vendors, networked with other medical librarians, and attended paper and poster sessions as well as keynote presentations.

Justin Robertson, Jie Li, Ellen Sayed and Judy Burnham presented a poster entitled "Library Website 2.0: Integrating Wiki Software to Enhance Content of Library's Website." Attendees noted that it was good to see a practical application of the new technology. **Clista Clanton and Ellen** presented a poster entitled, "Clinical Medical Librarian Services for Nurses" which described the clinical medical librarian program now in place at the Medical Center and Children's & Women's hospitals. This poster also created a lot of interest.

At the MLA meeting, Judy was elected Chair-Elect of Section Council. Judy also presented "Wikis, Podcasts and Blogs, Oh My! Using Web 2.0 Tools in Clinical Practice" as a part of the Technology Symposium at the 2007 annual of the Medical Library Association. [Judy has compiled her slides and webliography into a Webpage.](#)

The Biomedical Library will host the exhibit "Opening Doors: Contemporary African American Academic Surgeons" August 1, 2007-October 29, 2007. The exhibit, from the National Library of Medicine and the Reginald F. Lewis Museum of Maryland African American History, will be displayed on the first floor of the Baugh Biomedical Library. Featured in the exhibit will be pioneering surgeons, including Dr. Velma Scantlebury, USA's Chief of Transplantation and Assistant Dean for Community Education.

Librarians at USA Biomedical Library are teaching the Introduction to Medical Informatics course (BBL 480) as a 4th-year elective for medical students. The Biomedical Library began offering this course about 5 years ago, and it has recently been revamped to reflect the changes in the informatics field. The course covers topics such as computing hardware and operating systems, web design, handheld computing, online medical records, continuing medical education sources, advanced searching skills for both the Internet and online medical references, and emerging Internet technologies such as wiki's, RSS feeds, and blogs. More information on the course can be found [here](#).

The Biomedical Library now offers a new information resource for our library users--the Medical Matters wiki. The Medical Matters wiki is comprised of a series of thematically grouped medical specialties and subjects pages. Including topics as wide-ranging as hematology, adult health nursing, medical genetics, cardio-respiratory care and biochemistry, the wiki is intended as a clearinghouse for quality, online information.

Because Medical Matters utilizes wiki software, it is also an interactive, collaborative site where library users are encouraged to participate by adding relevant content. Like Wikipedia, the Medical Matters site depends on informed users to enhance and enrich it, opening information storage, management and retrieval for community use.

The Medical Matters wiki also allows users to set up an RSS feed from the site, so they can be informed when any changes, edits and additions occur. Southern Chapter members are encouraged to add to the wiki. Take a closer look at the [Medical Matters wiki!](#)

☞ **Lister Hill Library of the Health Sciences, University of Alabama at Birmingham, Birmingham, AL**

Lisa Ennis, Systems Librarian, has a new book out this month, *Government Documents Librarianship: A Guide for the Neo-Depository Era*. This book provides essential background on the GPO and the FDL, covering the shift to a digital environment and publication of the new Electronic FDL Manual. The informative coverage is matched by an enthusiastic “can-do” approach that will appeal to any librarian considering or already engaged in government documents work. Ennis discusses skills and traits; networking and training options; managing and administering people, paperwork, and collections; and both public service and technical service issues.

FLORIDA



☞ **University of Florida Health Sciences Center Libraries, FL**

The University of Florida Health Sciences Center Libraries' Director Search continues. UF invites applications and nominations for a Director of its HSC Libraries. The position will remain open until filled. A complete job description and application is [here](#).

Amy Osborne recently was one of the four winners of the Jeffrey A. Gabor Employee Recognition Award, for which she received a \$1,000 check and a commemorative plaque. This annual program recognizes staff and faculty who contribute outstanding and meritorious service, efficiency and/or economy, or to the quality of life for students and employees. Recognition by one's peers is considered by many to be the highest point of achievement.

Rae Jesano has been appointed to the University Libraries Committee, whose members are elected by the University Faculty Senate. The committee will deal with governance issues at all campus libraries, and her three-year term will begin in the Fall.

Kathy Moeller has been approved for Distinguished Level membership in the Academy of Health Information Professionals, which denotes the highest standard of professional competency and achievement in the field of healthcare information.

Adriana Yoshii of the Borland Library in Jacksonville was one of six authors of the poster entitled "Analysis of the Reporting of Search Strategies in Cochrane Systematic Reviews," which was just awarded 1st place for the MLA Research Award.

Borland Library welcomes **Marina Salcedo** as their new Information Services Librarian. Marina has been working at Borland for a few months as an OPS reference librarian, and previously worked in the Smathers' library, commuting from Jacksonville to Gainesville for three years!

Marina has published the article "The Info Commons Concept: Assessing User Needs" in *Public Services Quarterly* 2006 2(4): 23-46. Her coauthors are Tara Tobin Cataldo (first author and former HSC Librarian), LeiLani Freund, and Marilyn Ochoa. The information in Marina's article will be most useful to any librarians considering renovations, especially at the University of Florida.

Michele R. Tennant is currently conducting research projects for her Lindberg Fellowship, detailed in the previous newsletter. In June she spent two days at the University of Colorado, Denver and two days at the University of Colorado Health Sciences Campus, testing biological and biomedical researchers and students to see how well (and by what methods) they use bioinformatics resources from the National Center for Biotechnology Information. Michele has also conducted online assessments (tests to see if those users can answer simple biological questions using NCBI resources), one-on-one observations (to see which paths and search strategies they use to find answers to biological questions using NCBI resources), and focus groups (to learn their perceptions of NCBI resources and library-based bioinformatics services and instruction). Next month she will do the same at University of Southern California-Norris Medical campus, Stanford University, and UC Davis.

Michele taught the 4-hour CE class "The Molecular and Genetic Bases of Cancer" at this year's MLA Annual Meeting. She was also invited to present a poster in May on "Strategies for Library Support for Research" at the Association of Research Libraries Membership Meeting in St. Louis, MO, but could not attend in person since she was at MLA - instead she sent a videorecording produced by the HSC Libraries.

Nancy Schaefer and **Beth Layton** of the Gainesville campus of UF and **Adriana Yoshii** and **Kathy Moeller** of the Jacksonville campus attended the Florida Health Sciences Library Association annual meeting in Deerfield Beach June 13-15. Nancy also presented a poster, "Lost in the Jungle: Health Illiteracy."

Shimberg Health Sciences Library, University of South Florida, Tampa, FL

Karen Keene, Systems/Reference Librarian, was joined by **John Orriola**, Education/Reference Librarian, in representing the Shimberg Health Sciences Library at this year's AHEC Sophomore/Junior Access Day 2007 held April 20th. The event was sponsored by the USF AHEC (Area Health Education Centers) Network, an extensive, statewide system for health professional education and support. Access Day introduces underrepresented sophomore and junior high school students



Karen Keene explaining Medical Librarianship to area high school students.

to various health professional careers. Over 100 high school students from nine counties attended this year's event. Karen and John shared information on various career opportunities in medical librarianship. A steady stream of students visited their table during the three hour, outdoor event held at the USF Health courtyard. This was the third year the Library partnered with AHEC in support of their community outreach to high school students.

Karen also published the following article:

[Food for Thought: Caffeine. USF COM Wellness BULLETIN. 2007;1\(1\):25.](#)

Danny O'Neal, Assistant Director of Information and Outreach Services at the Shimberg Health Sciences Library, was awarded the Distinguished Member credential by the Academy of Health Information Professionals (AHIP).

Rose L. Bland, Assistant Director Systems, was awarded the leadership scholarship from AAHSL (Association of Academic Health Sciences Libraries) to attend the Association of Research Libraries (ARL) Library Management Skills Institute at the University of Albany, State University of New York June 6-8, 2007.

☞ **Charlotte Edwards Maguire Medical Library, Florida State University, Tallahassee, FL**

Carolyn Klatt, Head of Technical Services, Maguire Medical Library, presented a poster at the Florida Health Sciences Library Association Annual Meeting at the Hilton Deerfield Beach/ Boca Raton, June 13 - 15, 2007. "E-Resource Life Cycle: The Real Cost of Managing Electronic Resources" tells the story of the many processes that must be put in place to provide access to an electronic resource over and above what is done to provide access to a print resource. The human costs and benefits are presented. Take a look at the flash viewlet of Klatt's [presentation](#).



Carolyn Klatt with poster. *Left to right:* Pat Cole, Klatt, Rose Tison, and Naomi Elia.

Nadine Dexter, Head of Public Services, was installed as the President for the Florida Health Sciences Library Association at the June 2007 meeting in Deerfield beach.

Suzanne Nagy, Head of Web Services, will serve on the Honors and Awards committee for the Florida Health Sciences Library Association. Suzanne is incoming section representative to MLA Section Council for the Technical Services Section. She is also the incoming Web editor for the Technical Services Section Web site and newsletter.

Baptist Health South, Jacksonville, FL

Diane Rourke, Director Library Services, Baptist Health South Florida, attended MLA in Philadelphia and facilitated a chapter sharing roundtable for hospital librarians. It was a great opportunity to find out how hospital librarians in other chapters are doing with their challenges and new services. Diane also attended a meeting of the MLA Professional Recruitment and Retention Committee as a member and incoming chair in 2009. Please [email Diane](#) if you are participating in career fairs or any other activities, encouraging librarianship career choices in your area.

Devica Samsundar, Electronic Resources Librarian at Baptist Health South Florida, attended SLA in Denver in June. She has recently published an article in the new *Journal of Electronic Resources in Medical Libraries* 4 (1/2): 87-99, "Integrating e-resources into an online catalog: the hospital library experience" (2007). This article surveys the trials, tribulations and triumphs of the experience and is must reading for anyone embarking on the process, especially in the hospital setting.

The Miami Health Sciences Library Consortium met on June 22, 2007 for lunch at Mercy Hospital, hosted by librarian **Jean Garrison**. OVID rep, Diane Campagnes, gave a presentation on their services. This year's MHSLC chair is **Roumiana Katzharkov**, library director of Miami Children's Hospital.

Morton Plant Mease Health Care, Clearwater, FL

Thomas Hill, Self Regional, Greenwood SC, and **Karen Roth**, Morton Plant Mease, presented at the 4th International Conference on Evidence-Based Library and Information Practice, held in May, 2007, in Raleigh NC. Their presentation was entitled "Electronic document delivery (EDD) and its connection to patient care in the hospital."

Other News Around the State

Pam Neumann has recently been approved at the Emeritus level of the MLA Academy of Health Information Professionals.

Florida Health Sciences Library Association Annual Meeting

The Florida Health Sciences Library Association (FHSLA) recently held their annual meeting in Deerfield Beach, Florida, June 13-15. Five continuing education classes were offered that reflected the theme “The Future is Now.” The CEs were: Measuring Your Impact - Using Evaluation for Library Advocacy, taught by J. Dale Prince; Geeks Bearing Gifts - New Technology Trends, also taught by J. Dale Prince; Writing for Publication, by Rachel Singer Gordon; Emotional Intelligence - What It Is and Why It Matters, by Candace D. Watson; and Stepping Out of the Library, co-taught by Elizabeth Killingsworth and Corinne Bishop. Great feedback was received on all the CEs.

Betsy Humphreys, Deputy Director of NLM, spoke about the new long-range plan and the future of health sciences libraries and answered questions from those in attendance. **Cynthia Kisby**, Head of Regional Campus Libraries at the University of Central Florida, gave a presentation on how to approach change and how changing your thinking can change the outcome. **Janice Kelly** provided an update of happenings at the NN/LM Southeastern Atlantic Region. There was time to meet with vendors, network with colleagues, and enjoy some wonderful food with a Caribbean flair!

A special thank you to **Kaye Robertson**, Director of the Health Professions Division Library at Nova Southeastern University, and her staff for their work in planning our local arrangements! Additional thanks and appreciation go out to everyone who served on committees and helped out during the meeting!

The 2008 meeting will be held in the Tampa Bay Area. Check out the FHSLA [website](#) for information about the 2007 meeting and the meeting for 2008.

The officers for 2007-2008 are:

Nadine Dexter, Florida State University, President

Barbara Greenberg, University of South Florida, Vice-President/Program Chair

Dorothy Kelly, Sun Coast Hospital, Secretary

Patricia Clark, All Children’s Hospital, Treasurer

Allison Howard, University of South Florida, Past President/Chair of Strategic Planning



Cheryl Dee, Nadine Dexter, and Janice Kelly at the FHSLA 2007 annual meeting.



Dale Prince is the banquet speaker for the FHSLA 2007 annual meeting.

GEORGIA



☞ Robert Greenblatt Library, Medical College of Georgia, Augusta, GA

On June 1st, 2007, Hiu-Shan (Christina) Yau joined the staff of the Robert B. Greenblatt M.D. Library, Medical College of Georgia. Christina, formerly with Radford University in Virginia, will use her strong background in information technology and library systems to good advantage in the position of Systems Librarian.

☞ Smithsonian Exhibit to Open in Warm Springs

During much of the 20th century, the disease of polio terrified America.

An historical exhibit about the crippling disease will open in Warm Springs, Georgia on August 15 at the [Roosevelt Institute](#). The Smithsonian National Museum of American History created the exhibit to mark the 50th anniversary of the Salk polio vaccine. It opened in Washington, D.C. on April 12, 2005 and closed last fall. Grants from Rotary International, the Rotary Clubs of Georgia and the Georgia Humanities Council enabled Roosevelt Institute to bring the exhibit to Warm Springs and give people across the Southeast a chance to see it.

As much as possible, the Institute has kept the exhibit as it was in Washington. Visitors will see an iron lung, a rocking bed, and various polio splints and crutches. Visitors will also learn about the unprecedented national effort to cure the disease and the personal experience and reflections of survivors. The exhibit also shows how polio survivors were instrumental in the disability rights movement. With few exceptions, polio has been absent from the United States for nearly 30 years, but the World Health Organization and Rotary International continue working toward worldwide eradication of polio, a goal that might be achieved in the next few years. Visitors to the exhibit will also see memorabilia from this worldwide crusade.

The exhibit occupies the lobby of Roosevelt Hall, a building on the historic quadrangle of the Roosevelt Institute. The exhibit will be open Monday through Friday from 10 a.m. to 12 p.m. and from 1 p.m. to 3 p.m. The organizers of the event hope that the exhibit will complement the historic sites in the area including [Roosevelt's Little White House](#), the Warm Springs Treatment Pools, [Dowdell's Knob](#) in [Franklin D. Roosevelt State Park](#) and the Institute itself, a living memorial to FDR that continues his work of empowering people with disabilities. You can view the internet version of the exhibit [here](#). For more information about the exhibit, call the Institute's tour office at 706-655-5010.

SOUTH CAROLINA



☞ University of South Carolina School of Medicine Library, Columbia, SC

The Library faculty and staff had a strategic planning retreat in April which featured a subarctic survival simulation and review of current and future projects. The retreat resulted in the Library's 2007-08 [strategic plan](#).

This spring the Library participated in a new service project--The Toy Box. The Toy Box is a popular program at [The Children's Center for Cancer and Blood Disorders](#) at Palmetto Health Children's Hospital. Children receive coupons for each procedure they go through and they trade those coupons in for prizes from the Toy Box. The library staff donated two large boxes full of items for these kids.

The Columbia Area Medical Librarians Association (CAMLA) June 2007 spring meeting featured MLA 2007 meeting reports by several of our librarians - **Roz McConnaughy**, **Steve Wilson**, **Briget Livingston**, and **Soumitra Kayal**. The meeting was hosted by **Lisa Antley-Hearn**, Coordinator of Library Services, Lexington Medical Center.

TENNESSEE



☞ Quillen College of Medicine Library, East Tennessee State University, Johnson City, TN

The Quillen College of Medicine Library is pleased to announce the promotion of **Richard L. Wallace**, MA, MDiv, MAOM, MSLS, EdD, AHIP to Assistant Director for Public Services. His degrees include a Masters in Library and Information Science from the University of Tennessee, Knoxville in 1994 and a recently finished Doctorate in Education from East Tennessee State University in May 2007. The title of Dr. Wallace's dissertation is "ETSU Medical Residents Clinical Information Behaviors, Skills, Training and Resource Use." Rick has been with ETSU since 1995, on grant with the AHEC until 1997, and since 1997, he has been a Public Services/Outreach Librarian at the Quillen College of Medicine Library. Rick is a past-president of the Tennessee Health Sciences Library Association for 2003-2004. He also received a *Library Journal* "Mover and Shaker" award in 2003. Congratulations Rick!

☞ Community Health Information Partners (CHIPs)

Regional Library System: Ongoing Consumer Campaign Community Health Information Partners (CHIPs) in Mid-State, TN, won MLA 2007 Shop and Swap for its multi-year campaign encompassing health fairs, regional library events, classes, and a variety of marketing vehicles including CHIPs

brown bags and CHIPs clips, a DVD “infomercial,” posters, and brochures. CHIPs library partners include Jan Haley, Feli Propes, Martha Pedigo, Amy Gideon, Marilyn Teolis, and Bobby Todd.

CHIPs hosted a booth at the 2007 Tour de Nash event using Outreach funds awarded from SE/A of NN/LM. CHIPs representatives Martha Pedigo, Feli Propes, and Jan Haley provided a menu of commonly requested health information, conducted mini computer demonstrations on how to search for health information, and distributed items to promote the CHIPs and MedlinePlus websites.

CHIPs has recently received \$10,000 to fund another Outreach project, FUN WITH FITNESS: TEACHING THE A-B-C’S OF A HEALTHY LIFESTYLE. This project partners CHIPs with after-school programs to educate staff, students, and parents on healthy lifestyles and reducing the national problem of childhood obesity in Tennessee.

Preston Medical Library, University of Tennessee, Knoxville, TN

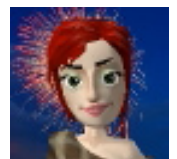
Martha Earl, Reference Coordinator, UT Preston Medical Library, presented “Finding Free Quality Drug Information on the Internet” at the Tennessee Library Association Annual Conference on April 20 in Chattanooga.

Cynthia Vaughn, Clinical Information Librarian, attended MLA in Philadelphia, PA, where she completed her term as Chair of the Medical Library Education Section and was a poster judge.

Sarena Cleeton, Library Assistant at Preston Medical Library, has been selected to enter the National Library of Medicine Associate Fellowship Program. The NLM program is designed to prepare librarians for future leadership roles in health science libraries and health services research. Cleeton graduated from UTK this May, receiving her Master of Science in Information Science.

Message from the Chair (continued from pg.1)

Services who will discuss the implications of the OCLC report mentioned earlier. A panel of MUSC health professionals will address the value of libraries in supporting health care education and patient care needs, and librarians from the Chapter will explain how they have incorporated blogs, RSS feeds, podcasts, and virtual reference services into their libraries. That’s all in addition to an array of excellent continuing education opportunities, posters, papers, and the lure of Charleston itself!



RefDiva

Chapter Announcements

Designing Our Future

Want to learn the how the NLM Long Range Plan can be applied to your library and enhance your services and resources? Want to hear a success story about going outside the library to reach the primary users where they work? Want to hear more about an environmental scan and how you can use it in your library? Want to know what students think about our libraries and the about the information seeking habits of our users? Want to hear what your colleagues are doing in these areas? Then mark your calendars for the 2007 Annual Meeting of the Southern Chapter/ Medical Library Association in Charleston -- Nov 12-16, 2007. Also on the agenda are great CE courses that will enhance your skillsand thinking, including a Technology Symposium. For further information, visit the meeting [website](#). Each item on the agenda was developed to help us in **Designing Our Future!**

Martha C. Watkins Memorial Scholarship Contributors

Submitted by Jan LaBeause and Sandra Canham

This listing reflects those who have contributed to the Martha C. Watkins Memorial Scholarship between March 4, 2007, and June 4, 2007.

Suzetta C. Burrows • Jason Baker • Lisa M. Boyd

To learn more about applying for the scholarship or making a donation, please go [here](#).

Getting Started in Research

Submitted by Cynthia Vaughn

It's an all too familiar scenario. You have an idea about how to make a service better or creating a new service for your patrons. One of your colleagues says, "You should turn this into a study and write it up." You freeze, because that means figuring out how to do it: Research.

Like many other things in life, research isn't so complicated when broken down into small steps. Fortunately, there are lots of resources available to us on the web to get started in research. As you start to think about projects to report on at the SC/MLA conference or MLA conference, look at these resources to help your ordinary project be a high-quality research project.

Resources: “How to Do Research”

HYPOTHESIS is the journal of the Medical Library Association Research Section. It is filled with articles that will immerse you in the world of research.

See these articles in particular:

1. Backus J. Research process panel: Expert advice for taking the pain out of research, part II. Winning presentations: How can you present your results? *HYPOTHESIS*. 13(3):8-9.
2. Byrd G. Research process panel: Expert advice for taking the pain out of research, part 1. *HYPOTHESIS*. 13(2):5-8.
3. Eldredge J. The most relevant and answerable research questions facing the practice of health sciences librarianship. *HYPOTHESIS*. 15(1):9-14, 17.
4. Woelfl NN. Research process panel: Expert advice for taking the pain out of research, part II. Appropriate analysis: How can you make sense of your data? *HYPOTHESIS*. 14(1):10-12.

The MLA Research Section also has an outstanding bibliography on its [website](#) on all aspects of research.

SC/MLA has a formal mentoring program, and part of that is research mentoring. One of the best ways to learn about doing research and writing articles is to talk with someone that has already gone through the process.

ALA also has research links and bibliographies courtesy of their Reference and User Services Association, Reference Services Section, Research and Statistics Committee. Scroll down to Websites for Reference Research on this [page](#). Also of note is the Project Assessment and Evaluation page, as this is an area that many of us will likely write about at some point (especially if you ever have grant funding!)

If you have further questions, please feel free to contact someone on the [Research Committee](#).

Research Spotlight: Current Research in the Chapter

Elizabeth Connor, MLS, AHIP from Daniel Library, The Citadel, Charleston, SC reports that she received a \$2000 grant (with funds that will be available in July 2007) from The Citadel Foundation to conduct a pilot study using clicker technology in library instruction. This project will focus on the central question of whether the use of clicker technology improves understanding of key concepts needed to formulate search strategies and to research topics.

Clicker technology involves the use of remote controlled keypads that are assigned or distributed to each student in a class. The instructor develops a set of pre-set multiple choice questions that are displayed sequentially on a screen. Questions may include charts, pictures, tables, etc.

Students are prompted to choose an answer and the results are tabulated and displayed. The value of this immediate feedback cannot be underestimated. The literature shows that students react positively to such interactions and reports evidence of true learning gains, sometimes more than what is learned in didactic lectures. Instructors can use these data for formative and summative purposes, inside and outside the classroom. Library instructors plan to use this data to calibrate class session content based on students' prior knowledge, to foster active learning, and to collect accurate feedback data.

To determine whether the use of clicker technology improves understanding and application of basic concepts, the research project will involve several instructors teaching two sections each of two courses (one introductory, one upper-division), and comparing the pre- and post-test scores for questions related to understanding of these concepts (Boolean logic, difference between a primary and secondary source, definition of peer-reviewed or refereed articles, different type of publications, etc.). In one section of a course, an instructor will use clicker technology; in the second section of the same course, the same instructor will use normal techniques. The resulting data will compare two intervention and two comparison groups for each instructor. This project represents ongoing efforts to understand and integrate information fluency into several courses, develop effective library instruction, collaborate with other Citadel faculty, and share ideas and approaches with others interested in the scholarship of teaching and learning.

Latosha Craig, Reference & Liaison Librarian from Medical University of South Carolina Library, Charleston, SC, provides information on her "Librarians in Action" project by first asking and then responding to the question "What do librarians and doctors have in common? Clinical Rounds."

Librarians at the Medical University of South Carolina are redefining their roles, and Latosha, working with **Laura Cousineau**, Assistant Director of Program Development & Resource Integration, began rounding with Internal Medicine Hospitalists in December 2006. Since that time, a librarian has accompanied a hospitalist and the clinical team during morning rounds each week. The librarian provides individual or group assistance with formulating clinical questions, searching, and appraising the literature. Once the collaborators define the appropriate outcome measures, they will evaluate the efficacy of the service for educational and patient care objectives.

Todd Prusin, Health Sciences Liaison at Georgia State University Library, is working on a paper proposal for SC/MLA to study the relationship between increased student/faculty consultations and departmental office hours at Georgia State University.

Nancy Schaefer, liaison to Community Health/Family Medicine and Public Health at the University of Florida, has written the literature review chapter for MLA's book on health literacy to be published by Neal-Schuman (publication date TBA). The chapter covers the epidemiology of health illiteracy/innumeracy, its personal and social impact, and proposed solutions, including readability formulae for materials and literacy tests for patients.

Nancy explains that the "constellation of skills" that constitute health literacy include reading,

oral expression (speaking) and listening skills, the ability to understand and use graphic representations (e.g. bar & pie charts) and the types of numbers used in making health decisions (appropriate dosage calculations and comparisons with relative and absolute risk and number needed to treat), and navigating the healthcare system from specialty clinics and pharmacies to insurance and payments.

Nancy observes that the two most-often cited sources seem to be the Institute of Medicine's book *Health Literacy: A Prescription to End Confusion* and the *Journal of General Internal Medicine*, with the most prolific writers on the subject David W. Baker, Ruth M. Parker, Rima Rudd, Barry D. Weiss, and Mark V. Williams for physical health literacy and Anthony F. Jorm (Australia) for mental health literacy.

An English as a Second Language teacher for 12 years prior to becoming a librarian, Nancy plans to pursue research on aiding Limited English Proficiency/Immigrant patients and families.

Cynthia Vaughn, Clinical Information Librarian at Preston Medical Library, UT Graduate School of Medicine, is conducting an evaluation of the Clinical Librarian Service at Preston Medical Library. She is using a general survey, interviews, and a literature search follow-up survey.

2005 Research Project Report

Congratulations to **Lin Wu**, University of Tennessee Health Science Center, Library and Bio-communications Center, and **Ping Li**, Queens College, Graduate School of Library and Information Studies, who were awarded the SC/MLA Research Project Grant in 2005. We did not have a 2006 grant winner, but here is the final report from 2005 winners Lin Wu and Ping Li.

--submitted by Suzanne K. Stemler

“What Employers Are Looking For in Reference Librarians: An Analysis of Job Announcements in MLA News from January 2000 to December 2005” by Lin Wu and Ping Li

This study used content analysis to identify the qualifications and duties prospective employers sought for reference librarian positions posted in MLA News 2000-2005. MLA News was the only data source for this study, because it is the primary outlet for publication of position vacancies in health sciences libraries in the United States and Canada. Advertisements for reference librarian positions appearing in MLA News between January 2000 and December 2005 were examined and analyzed, eliminating the same position in the successive issues. If wording or job descriptions varied slightly, the two were retained. The content of 247 position announcements were identified and coded initially in Excel spreadsheet, and then exported to SAS for data analysis.

The criteria to select job advertisements to be included in the study were based on the basic

functions by Bopp and Smith (1995). Reference librarians carry the basic functions of providing information, instructing in the use of libraries and information resources, and guiding the choice of library materials. In another word, those job descriptions that had the provision of reference services were included for analysis. Job titles included in the content analysis were Reference Librarian, Information Services Librarian, Information Specialist, Health Sciences Librarian, Medical Librarian, Librarian, Instruction Services Librarian, and Head of Reference Services. Job titles excluded in this study were Web Services Librarian, Systems Librarian, Electronic Services Librarian, Technical Services Librarian, Cataloger, and Library Director/Manager. Job advertisements were coded into these major categories: number of job postings, responsibilities and characteristics, years of experience, salary range, geographic locations, and types of libraries.

The data analysis revealed that with regard to traditional responsibilities of reference librarians, there has not been much change in the characteristics and qualifications prospective employers expected of in reference librarians. Reference assistance (n=158, 64%), instruction/teaching (n=149, 60%), outreach activities (n=116, 47%), technology (n=113, 46%), and leadership and management (n=91, 37%) are the top 5 qualifications prospective employers sought for in reference librarians. Among the top five skills, oral and written communication skills, interpersonal skills, teaching skills, information retrieval, analysis, or organization skills, online searching skills, and customer service skills, only online searching skills relate to library skills. The other four skills are beyond professional library skills.

Reference librarians' roles have evolved in the digital environment. They were expected to be teachers and educators. They were requested to teach diverse groups of patrons using different teaching methods. They were called upon to develop curriculum, design instructional materials both in print and online, create hands-on exercises, and be able to handle both formal classroom instruction and small group instruction. They were expected to be informationists who could analyze, organize, and customize information based on specific types of users' needs. They were expected to be technicians who could be able to apply new technologies to library services with innovation and creativity.

They were expected to be information consultants who could provide research consultation and suggestions on resources. They were expected to be library liaisons that could go out of the traditional reference desk and outreach to the colleges and communities served. They were expected to be advocates who could publicize library services and resources effectively.

The study results were presented at the SC/MLA Annual Meeting in October 2006 in Atlanta, GA. The presentation received the 1st place research paper award by the chapter.

We are working on the manuscript to be submitted to JMLA.

Reference

Bopp, R.E., and L.C. Smith. 1995. Reference and information services: An introduction. Englewood, Colo.: Libraries Unlimited, Inc.

MLA Benchmarking Network

Get Ready!! Data Entry Period Coming In a Few Months!
by Linda Garr Markwell, SC Benchmarking Liaison

The MLA Benchmarking Network will open again for data entry during either the fall or winter of 2007. In order to prepare for this data entry period, all hospital librarians are encouraged to begin collecting statistics and data now. The goal for MLA is to have the network open before the fall chapter meetings. MLA staff is reworking the data entry form so that YOU do not have to re-enter profile information each year, unless something about your institution has changed since the last time you entered data.

This year Canadian hospital librarians will be joining MLA members who live in the United States for the 2007 Benchmarking Network survey. Adding the information from their hospitals will provide a larger database of information and additional institutions with which to benchmark.

MLA's Hospital Libraries Section (HLS) has a fantastic [wiki](#) with information about the Benchmarking Network. You will find worksheets for the 2004 Data Collection posted there. These worksheets can be used as guidelines on the statistics and data you should be collecting now in order to be ready when the data entry period begins. You will also find information on the wiki about a book Rosalind Dudden has written on benchmarking, *Using Benchmarking, Needs Assessment, Quality Improvement, Outcome Measurement and Library Standards: A How-To-Do-It Manual*. The book will be available in July 2007 from Neal-Schuman.

Both the 2002 and 2004 MLA Benchmarking Network data are online and are [available](#) for access by the participants of those surveys free of charge. Non-participants may access the data for a fee.

Participation has fluctuated from survey to survey. For example, during the 2004 data entry period, Southern Chapter had only 22 participants. However, during 2002, Southern Chapter had 46 participants, which was one of the highest participant rates for the chapters. The goal for the Southern Chapter during the 2007 data entry period is at least 50 hospitals.

To be eligible to enter your hospital's information, the hospital must have an institutional MLA membership or the librarian must be an individual MLA member. This is a good reason to join MLA.

BENCHMARKING SUCCESS STORIES

There have been a number of success stories reported by hospital librarians who have used the benchmarking data. Two such stories from other chapters are:

Ysabel Bertolucci from Kaiser Permanente Health Sciences Library in Oakland, California entered her hospital's data in the 2002 MLA Benchmarking Network. Her library is part of a multi-site health maintenance organization (HMO). She asked all the librarians in the HMO to enter their data into the 2002 MLA Benchmarking survey and hoped to use the data to increase the hospital

library budgets within Kaiser. Ysabel decided to compare three items from the budgets: books, journals, and staff. These were compared with the median benchmarking data for health systems libraries. The comparison revealed a very large disparity between funding for those three budget items in the Kaiser Permanente Hospital Libraries and the median for health system libraries documented in the benchmarking data. Using the MLA benchmarking information as justification, a request for additional funding was submitted. In the request for a budget increase, three different funding-level scenarios described how additional money would be spent. The medium-level funding scenario, which increased funding by one million dollars (\$1,000,000), was subsequently approved for the Kaiser Permanente Hospital Libraries.

Deborah Klein from the Medical Library at Pomona Valley Hospital Medical Center in Pomona, California entered her data in the 2002 MLA Benchmarking Network survey. For 15 years, Deborah had been a solo-librarian, running the library with the assistance of as many as 8 volunteers at any one time. During her 2004 budget presentation, she used data from the 2002 MLA Benchmarking Network to support her request for a permanent, half time assistant. A short and simple presentation demonstrated that the library was tremendously understaffed when compared to similar hospitals in three parameters: size of the medical staff, number of residency positions, and number of FTE's. The result of using the MLA Benchmarking Network data in the budget presentation was the establishment of a permanent, half-time Library Assistant position, which began in January, 2004, in spite of an institutional freeze on new positions.

SOUTHERN CHAPTER SUCCESS STORIES

There have also been at least two success stories from the Southern Chapter. There may be many others, and if there are, please let me know.

Marilyn Barry at Dekalb Medical Center in Atlanta, Georgia entered her hospital data in the 2002 Benchmarking Network survey. She then was able to benchmark with hundreds of libraries very quickly and used the MLA Benchmarking data to analyze and gauge the library space needs for a new hospital facility that would be located several miles from the main medical center. Marilyn utilized the data on bed size and the number of physicians to determine the request for space. She framed the proposal for library space aided by the benchmarking data. The data provided an evidence-based approach for a more confident discussion with her administration about the request for an appropriate amount of library space.

Kay Terrell Smith at Roper Saint Francis Healthcare in Charleston, South Carolina, also entered her hospital's data in the 2002 Benchmarking Network survey. For each of the 10-plus years Kay had been at the hospital, the library budget had decreased. Yet the physician staff grew over those same years, thus, increasing the use of the library. Kay used the data to request additional funding for the book and journal budget. She gave the MLA Benchmarking data to her supervisor, the Director of Clinical Benchmarking, who in turn, took the data to her supervisor. The MLA Benchmarking data spoke for itself. The line items for books and journal subscriptions nearly doubled because of the data. Kay received an additional \$60,000 in her book and journal budget for 2002. The fact that Kay's supervisor is the Director of Clinical Benchmarking may work to her advantage, since she understands the value of benchmarking. It may be worthwhile

to get to know your hospital's Director of Clinical Benchmarking.

TOP TEN THINGS TO DO (Emulating David Letterman on "The Late Show")

How Best to Approach the Benchmarking Survey Tool...Top Ten Things To Do

- # 10. Read background materials on "what is benchmarking" (SEE Benchmarking Bibliography)
- # 9. Browse and read the benchmarking definitions provided (SEE Benchmarking Definitions)
- # 8. Read through the entire survey tool prior to beginning.
- # 7. Identify all data that you can obtain from standard directory information, i.e., the AHA Guide helpful for bed count, outpatient visits.
- # 6. Find the places within your hospital that can provide you with the data you need as identified from your reading through the survey (#8), such as, Admitting Office, Medical Records, Medical Staff Office, Quality Management, Planning, etc.
- # 5. If you do not collect data at all, have just begun, or do not have data in all the areas requested, extrapolate! Gather a sample for 3 months and then multiple by 4 quarters... estimates are acceptable.
- # 4. Start collecting data now- it's never too late.
- # 3. Collect your data and organize it before entering the data online. Print off the worksheet and the definitions and use them together.
- # 2. Remember that you are not required to answer every question if you do not have the data. You may skip questions, by answering with "no data" or "not applicable."
- # 1. DO NOT GIVE UP. If you do not understand a question or are confused, CONTACT your MLA Chapter Benchmarking Liaison. They have volunteered to HELP you.

SOUTHERN CHAPTER BENCHMARKING COMMITTEE MEMBERS

The Southern Chapter Benchmarking Committee members and I, the SC Benchmarking Chapter Liaison, are available to help you with the data and its entry. The committee members are:

AL - Tracy Powell	PR - Elsa Lopez
FL - Sue Felber	SC - Kay Smith
GA - Vacant	TN - Jan Haley
MS - Karri Swaggart	VI - Vacant

COLLECT YOUR DATA

So, please begin collecting your data so that you can enter it as soon as the data entry period begins. Remember, the relevancy of the data is proportional to the number of hospital librarians and hospital libraries entering data. You can't compare with an institution which doesn't enter data. So, let's make the network as useful as possible!! **PLEASE BEGIN COLLECTING YOUR DATA!!**

Librarian Issues: New Column by Michael Fitts

Greetings my fellow librarians and other information professionals. First of all allow me to introduce myself as the brand new column editor for *Southern Expressions*. My name is Michael S. Fitts and I am the Assistant Director for Access & Document Delivery Services here at the University of Alabama at Birmingham's Lister Hill Library.

You're probably wondering "wait a minute, who was the old column editor?" Believe me I know that was my first question as well when I was first approached about this opportunity. The answer to the question is that there was no column editor and I have the distinct honor of being the first. I have been charged with the duty of maintaining a column in *Southern Expressions*, for librarians and by librarians, that I'd like to simply call "Librarian Issues."

The purpose of the quarterly column is to share with the readers those work related issues that you face each and every day in your professional lives and more importantly how you cope with them. These can range from technology, generational issues, leadership & management, collection development challenges, public services, budgetary constraints, shrinking library space, etc.

So if this sounds like something that you'd be interested in, and if you would like to share any of your pearls of wisdom with the rest of your colleagues, we'd welcome your ideas. So please let this serve as an introduction as well as a call for your submissions. Please [email](#) me and stay tuned for the next issue!

The Final Word...

Jason and I have enjoyed putting this issue together and look forward to each and every one. Thank you for all your contributions--we couldn't do it without you! I hope you'll consider submitting ideas for the new "Librarian Issues" column. If you have suggestions for other columns/sections please let us know! What about a regular feature on gardening, cooking, or crafts? What do you do in your spare time--crafts, scrapbooking, yard sales? Want to share photos of your lovable pets? Let us hear from you!

Nicole & Jason