

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

Message from the Chair *Priscilla Stephenson*

*Volume 23, Number 4,
Fall 2007*

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Next Reporting Deadline:
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The Fall is probably my favorite season. It's not just that the cooler weather has finally arrived, although that is certainly cause for special joy this year! Beyond the weather, the start of the school year has always seemed to me a more fitting time for renewal of energy and plans - the way others see the holiday we celebrate the first of January, I suppose.

Of course for the Southern Chapter it's the end of the year. This is the time when we finish committee business and report on the year's successes. New committees are being formed as I write this, and Judy Burnham is making plans for her year as Chair of this incredible group with its proud history of accomplishment.

Soon we'll be coming together in Charleston to celebrate our efforts and to dream and plan for the coming year. We'll leave that meeting with new ideas, energized and ready to try new products and to explore innovative services. Tom Basler, Ruth Riley, Judy Burnham and their committees have developed an exciting plan for the meeting, "Designing Our Future." We'll hear George Needham reflect on the much-discussed OCLC white paper on libraries and the future, and Betsy Humphreys will report on NLM's plans for the future. Steven Abram and Stephen Bajjaly will give us ideas for utilizing new technologies in our libraries. And throughout the meeting there will be reaction panels featuring our own members and invited experts (including Krafty Librarian Michele Kraft) who will discuss practical applications of these ideas.

Get ready for a great meeting! We'll see you in Charleston!

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ALABAMA



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

The USA Biomedical Library hosted Jin Cheng, one of the 2007 MLA Cunningham Fellows, from July 16-July 27. During her stay, Jin observed the processes in the various Biomedical Library departments and attended meetings and seminars with the librarians. Jin is the Deputy Director of the Information Service Section of the Medical Library of Chinese PLA in Beijing, China. **Jie Li** served as Jin's host during her stay.

Judy Burnham has been appointed Director of the University of South Alabama Biomedical Library and the administrative structure has been reorganized. **Jie Li** has moved into the position of Assistant Director for Collection Management. In this position, Jie is responsible for the acquisition, organization and management of our print and electronic resources. **Justin Robertson** has been promoted to the position of Assistant Director for Public Services. In this position, Justin is responsible for reference, circulation, interlibrary loan and educational services. **Geneva Staggs** has been promoted to Assistant Director for Hospital Services. In this position, Genny is responsible for the services and resources at the Medical Center Library and the Children's and Women's Library. The USA Biomedical Library has begun the search process for two faculty positions, Outreach Librarian and Technology Librarian. Watch the USA Biomedical [web page](#) and the SC/MLA [web page](#) for more details.

With grant funding from the SE/A, NN/LM, Jie Lie is planning a Technology Fair and a series of EBM lectures for University of SouthAlabama faculty. Dr. Terry Shaneyfelt from UAB will give the first lecture entitled "Detecting Misleading Claims in Research Reports" and will also conduct a workshop for faculty on teaching EBM.

The USA Biomedical Library, the USA Online Learning Lab, the USA FacultySenate Technology Utilization Committee and the University Academic Computing Committee sponsored a university-wide Technology Fair on Oct 26. Vendors were invited to exhibit and faculty, graduate students, and staff were invited to showcase how they use technology for teaching and research.

Judy Burnham, along with Dennis Fell, Chair of the USA Physical Therapy Dept (and her brother!), presented an educational course, "Evidence-based Clinical Physical Therapy Practice in Neurology and Pediatrics: Using the Internet As a Tool" at the 2007 American Physical Therapy Association meeting in Denver.

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

Valerie Gordon presented a poster at the American Library Association Meeting in Washington D.C. that she and **Todd M. Wallwork** co-authored on "Cultivating Catalogers through Cross-Training."

The poster presented the results of a survey on cross-training librarians and staff from outside of Cataloging into the Cataloging Department. Todd, a student at the University of Alabama's School of Library & Information Studies, works at Lister Hill Library in Collection Access Services and has cross-trained in the LHL Cataloging Department for several years.

The Alabama Museum of the Health Sciences at LHL is hosting "Anatomical Theatre: Depictions of The Body, Disease and Death in Medical Museums of the Western World" until December 7. The exhibit is the work of Joanna Ebenstein, an historian, photographer, and 2007 Reynolds Fellow, who traveled to medical museums in Italy, England, Scotland, Hungary, and the United States.

Randy Tims, Judy Olmstead, and Cathy Beadlecomb received certificates for completing the most activities in Learning 2.0, a self-directed program on Web 2.0 technologies offered for staff development at LHL. Nineteen staff created blogs and shared their experiences using wikis, Facebook, flickr, del.icio.us, LibraryThing, podcasting, zamzar, slideshare, mashups, and rollyo (just to name a few.) Content specialists for the program included **Gabe Rios, Pat Higginbottom, Jason Baker, Nicole Mitchell, Randy Tims, Paul Mussleman, and Valerie Gordon.** For more information on the LHL Learning 2.0 program, click [here](#).

FLORIDA



☞ University of Florida Health Sciences Center Libraries, FL

Pamela Sherwill-Navarro, College of Nursing Librarian, graduated August 3 from the Sunshine State Library Leadership Institute, comprising beginning and aspiring library leaders from around the state. The institute met monthly for ten months and covered topics such as diversity, leadership vs. management, re-framing, and other skills important for leadership. The aspect of the program Pam most enjoyed was the unique relationship that participants develop through mentoring with a leader.

The HSC Libraries is proud to announce that its video "Librarians To The Rescue" has recently been awarded Honorable Mention in the 55th Columbus International Film & Video Festival. **Dwight Bennett** (writer/director) and **Ned Davis** (assistant director) of the HSC Libraries collaborated with the UF Office of Academic Technology on this 22-minute video about university library services. The video features performances from HSC librarians **Ellie Bushhousen** and **Nita Ferree**. The 'Chris Award' is given annually to only a handful of films and videos in the fields of education and communication. "Librarians To The Rescue," which is available in [streaming video](#), was one of more than 600 submissions for this year.

Amy Osborne left her job of Archivist in Technical Services, which she held for 7 years, on August 24, to take a job closer to home. Amy, we're sure you won't miss carpooling with Dennis!

Chris Youngblood has left his job in Interlibrary Loan to become Library Assistant II at Library West. He was first employed here in August 1996 as an OPS worker in the Circulation department, became an LTA in ILL in June 2000, and when he left August 17 he was ILL's Senior LTA.

Kimberly Hunt is the new Archivist in Interlibrary Loan as of August 17. She comes to us from the library at the UF Dept. of Civil & Coastal Engineering. Welcome, Kim!

Linda Butson and **Beth Layton** were named to the newly formed Florida Consumer Health Information Network Steering Committee. Linda, representing UF's AHEC program, and Beth, Acting Director of the HSC Libraries, are serving on the Steering Committee for the Florida Consumer Health Information Network. This committee, chaired by **Barbara Shearer** from Florida State University, is focused on efforts to improve access to consumer health information for Florida residents.

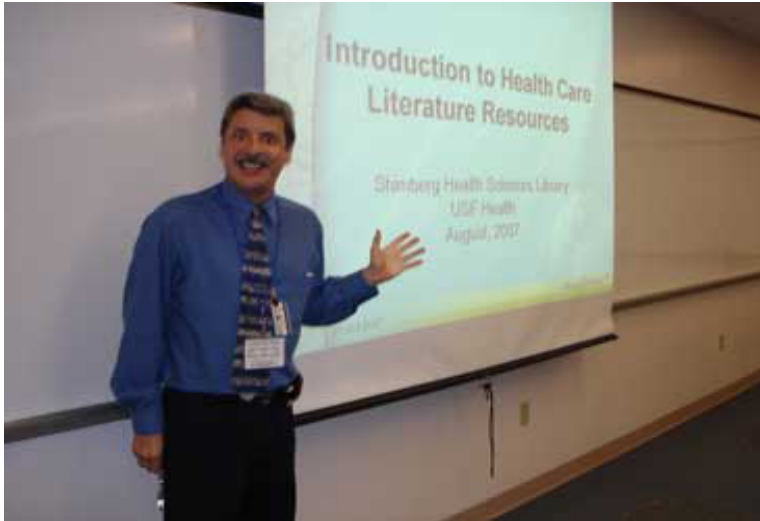
Lenny Rhine, HSC University Librarian Emeritus and former head of Collection Development, is coordinator of the 2007 Librarians Without Borders/Medical Library Association e-library training initiative funded by publishing giant Elsevier. Through this initiative, he is working with the HINARI project - a World Health Organization-facilitated program that, together with major publishers, enables developing countries to gain access the world's largest collections of full-text biomedical and health e-journals. Besides updating and developing new training materials, Lenny has conducted workshops in Vietnam, Nigeria, Nepal, Zanzibar, Tanzania and Cambodia. In July 2007, he was awarded Fulbright Senior Specialist status and is eligible for a two- to six-week grant through this program.

Michele R. Tennant, Bioinformatics Librarian, has just returned from a yearlong sabbatical, during which she conducted research projects for two fellowships she was awarded in 2007: the Medical Library Association's Kronick Travelling Fellowship and the Lindberg Research Fellowship, 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. In July Michele conducted her research at the University of Southern California-Norris Medical campus, and traveled to Harvard's Countway Medical Library as part of her Kronick Research Project. In August she conducted her Lindberg research at the University of Arizona's Science and Engineering Library and Health Sciences Library in Tucson.

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

Shimberg Librarians Welcome USF HHealth, College of Medicine Class of 2011

"The Professions of Medicine: Foundations of Doctoring" is a three week orientation to the study of medicine. This course includes a session on learning, scholarship and research resources available at the Shimberg Health Sciences Library. Librarians, **John Orriola**, **Karen Keene**, and **Danny O'Neal**, gave presentations on Library resources, access, and plagiarism, respectively. Assisting with the sessions were **Allison Howard**, **Linda Florence**, **Jonathan Hartmann** (USF AHEC Librarian), **Kristin Morda**, **Randy Polo**, and **Barbara Wood Greenberg**.



John Orriola presenting during the three week long "The Professions of Medicine: Foundations of Doctoring."

David Morgan is a new addition to the Shimberg Health Sciences Library Circulation Desk and the USF Library and Information Science program. David comes from Eckerd College with a B.A. majoring in History and Literature. Here at USF he is pursuing work in Library and Information Science and American Studies.

Frances Davis joined the staff of the Shimberg Health Sciences Library on April 30, 2007 as a Technical Assistant at the Circulation Desk. Previously Frances worked at the Lorain Public Library as a Library Assistant for 18 years.



New Shimberg staff member Frances Davis



New staff member David Morgan

Lee Ann Howlett, Serials Librarian, was recently accepted as a Senior Member of The Academy of Health Information Professionals (AHIP).

The National Network of Libraries of Medicine Southeastern/Atlantic Region has asked **Allison Howard**, Catalog/Reference Librarian, to serve on the Regional Advisory Council for Outreach to Health Professionals Committee. The committee currently has representatives from: D.C., Florida, Georgia, Mississippi, South Carolina and Mississippi. The committee's charge is to represent the needs of Network members and target populations, review and make recommendations about SE/A programs and funding initiatives, and develop programming recommendations and plans that will assist the SE/A in meeting its goals and objectives.

Allison Howard, member of
the Regional Advisory Council
for Outreach to Health
Professionals Committee



On Friday August 7, the staff of the Shimberg Library hosted a welcoming wedding luncheon for Computer Lab Technician, **Osman Amin's** bride, **Beenish**, who has just recently arrived from Pakistan. It took Osman 15 months of work to secure Beenish's Immigrant Visa. Congratulations to Osman and Beenish.



The happy bride and groom!

☞ Baptist Health South, Jacksonville, FL

Diane Rourke, director of library services, Baptist Health South Florida, will represent the Medical Library Association's Hospital Library Section and Nursing & Allied Health Resources Section at the annual Magnet conference in Atlanta, Oct 3-5, 2007. She is the author of the recently published article, "The hospital library as a magnet force for a research and evidence-based nursing culture: a case study of two Magnet hospitals in one health system" *Medical Reference Services Quarterly*, Fall 2007 p. 47-53.

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

The Maguire Medical Library is now offering 16 hours of online Faculty Development/CME credit for Florida State University College of Medicine Clinical Faculty. The hours are issued through the FSU College of Medicine Faculty Development Program and the Medical Educational Council of Pensacola in the form of "Library Resource Modules." These modules cover a variety of subjects including: Introduction to Library Resources; PubMed; Differential Diagnosis Tools; Disease Quick Reference Tools; Drug Resources; Decision Support Resources; Evidence Based Medicine Resources; and Patient Education Resources. They include short (1-6 minute) animated tutorials, as well as pretests, quizzes and evaluations. The developer of the modules, **Carolyn Klatt**, welcomes librarians and others to use the Viewlet [tutorials](#) from which these modules are derived.

☞ Louis Calder Memorial Library, Miller School of Medicine, University of Miami, Miami, FL



Library faculty and staff invite you to join us in welcoming Mary Moore, Ph.D. as its third director on September 1, 2007. Dr. Moore comes to the Miller School of Medicine as executive director of the Louis Calder Memorial Library and deputy University librarian for health sciences. She has an outstanding record of innovative leadership in medical and academic libraries and expertise in public health of Hispanic populations.

In Dean Goldschmidt's words: "... her novel use of technology and her ability to build research communities will be tremendous assets to the faculty and staff of the Miller School". Dr. Moore sees innovation and communities as closely tied and involving initiatives such as librarians supporting "collaboratories," where users can access interactive tools such as electronic white boards and mind mapping software; research review boards; literature reviews for innovative patient care; easier and more comprehensive literature searches; and patient access to current research results.

Dr. Moore's prior appointment was at the University of Texas Health Science Center in San Antonio, where she served as executive director of libraries and knowledge management of its five library system and oversaw a staff of 60 and a budget of \$4.5 million. Previously, she was head of reference and customer services at the National Library of Medicine of the National Institutes of Health under UM President Donna Shalala.

Other News Around the State

The National Network of Libraries of Medicine Southeastern/Atlantic Region (NN/LM SE/A) has just awarded an Express Planning Award to fund planning for a Florida Consumer Health Information Network. A statewide steering committee composed of 18 members of the Florida healthcare and library communities has already begun discussions to address this need. Members represent all medical schools in Florida, major Florida healthcare and library organizations, including the Florida Health Sciences Library Association and the Florida Library Association, the State Library and Archives of Florida, the Florida AHEC programs and the colleges of library and information science in Florida. The committee is chaired by the FSU College of Medicine Maguire Medical Library director, Barbara Shearer, who will administer the award.

The planning award will fund a series of meetings with the steering committee and other stakeholders to develop a plan for the delivery of consumer health information resources and services to the residents of Florida and to explore a number of strategies, including partnering with state and local healthcare providers, state agencies and regional organizations. One project the steering committee has identified is creation of a consumer health portal which will be a selective resource that aggregates information systematically, reviews it for quality and currency, and delivers it to the residents of Florida. This website will deliver quality-filtered consumer health information resources, along with descriptive directory information and links to points of contact for consumer health services in Florida. Healthcare providers, librarians, and patients will use the network to access quality-filtered resources. The result will be patients who are more informed of best practices and treatments and are enabled to address their specific healthcare needs.

The planning initiative has been funded by the NN/LM for one year beginning October 1, 2007. The next meeting of the steering committee is scheduled for December 10, 2007, in Orlando, at Nova Southeastern University.

The UF HSC Libraries' Director Search has been reopened. The University of Florida 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 located [here](#).

The UF HSC Library in Gainesville has changed its phone numbers and email addresses. New contact information for reference librarians can be found [here](#).

GEORGIA



☞ Morehouse School of Medicine Library, Atlanta, GA

Until October 28, the Morehouse School of Medicine Library hosted the NLM Traveling Exhibit: "Opening Doors: Contemporary African American Academic Surgeons".

The three Libraries that started with the exhibit on August 1, 2007 are: Morehouse School of Medicine Library; University of Arkansas for Medical Sciences Library; and University of South Alabama Medical Library.

All three versions are currently booked to go to different libraries until 2011. Another indication of interest. Here is the link to the online information about hosting the exhibit.

Opening Doors: Contemporary African American Academic Surgeons is an exhibition celebrating the contributions of African American academic surgeons to medicine and medical education. It tells the stories of four pioneering African American surgeons and educators who exemplify excellence in their fields and believe in continuing the journey of excellence through the education and mentoring of younger physicians and surgeons.

The exhibition also features other academic surgeons from around the country that follow in the tradition of sharing their knowledge and passing the torch to younger surgeons. Opening Doors is not intended to be an encyclopedic look at African American academic surgeons, but is intended to provide only a glimpse into the contributions that African American academic surgeons have made to medicine and medical education. We hope that through this exhibition we can bring these stories to light and inspire others to pursue careers in academic surgery.

An [online version](#) of the exhibition is also available.

This exhibition was developed and produced by the National Library of Medicine and the Reginald F. Lewis Museum of Maryland African American History and Culture. It was curated by Margaret A. Hutto and Jill L. Newmark.



Visitors enjoying the Opening Doors exhibit

SOUTH CAROLINA



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

Roz Anderson, Assistant Director for Education & Outreach, **Allison LoCicero**, Web Services Librarian, **Briget Livingston**, Head of Access Services, and **Steven Wilson**, Coordinator, Center for Disability Resources Library, won an Honorable Mention award from the MLA Research Section for their poster “Looking Around to Look Ahead: A Review of Medical Library Online Tutorials” presented at the MLA 2007 meeting in Philadelphia. Congratulations!

As a part of the outreach project, Partnering to Improve Patient Education (PIPE), Allison LoCicero and Roz Anderson conducted a MedlinePlus training session on July 26 at Columbia’s Free Medical Clinic. Allison and Roz are working to improve the patient education program at the clinic. With money from the National Network of Libraries of Medicine Southeastern/Atlantic Region, they were able to purchase a new computer, projector and screen for the clinic to use in the clinic’s patient education classes.

Briget Livingston was appointed Systems Librarian effective September 1, 2007. Ms. Livingston previously served as Head of Access Services as well as systems back-up at the School of Medicine Library. She also worked in the University of South Carolina Thomas Cooper Library as a Computer Lab Manager for seven years.

Ruth Riley, Director of Library Services, has been approved for membership in the MLA Academy of Health Information Professionals (AHIP) at the Distinguished Member level through 2012.

Steven Wilson exhibited at the following meetings in October - American Association for Mental Retardation, Myrtle Beach, South Carolina and South Carolina Autism Society, Columbia, South Carolina.

☞ Medical University of South Carolina Library, Charleston, SC

On July 19-21, the Library hosted the National Conference on Health Disparities: Past, Present, and Future. This prestigious conference brought together national figures from government, public health, and academia to discuss problems, hear about successes (in South Carolina), and plan for solutions. Conference presenters and panelists included a prestigious list including the Honorable James E. Clyburn, Dr. Raymond Greenberg, and Dr. Andrew Hugine, Jr.

Janice May and **Lillian Trettin** conducted a workshop for the YouthBuild program in Allendale County. YouthBuild is a program for low-income young people, ages 16-24, who are working toward their GED or high school diploma while learning job skills and serving their communities by building affordable housing. Most of the young people in this group were between 17 and 19 years of age. The workshop was about how to critically evaluate Websites and use the Internet for finding reliable health information. The workshop included demonstrations of Medline Plus, Hands

on Health-SC, and Go Local. We exhibited at the Williamsburg County Community Leadership Institute. We showed Hands on Health-SC, Medline Plus and Go Local to many community leaders and had the pleasure of meeting Representative James E. Clyburn and hearing his inspiring speech to the 8th grade classes of the Williamsburg County School District.

Randall Watts joins the MUSC Library in July as the Coordinator of Collections and Resources. Randall comes to MUSC from the University of South Carolina at Aiken, where he has served as the collections coordinator and technical services librarian. He brings a range of experience to MUSC, including a practical working knowledge of the current electronic publishing and information systems environment, familiarity with initiatives in South Carolina (PASCAL, DISCUS) to create a statewide digital library, and an appreciation for the challenges facing academic libraries trying to improve services and expand resources with limited budgets. Randall received his Master of Science in Library Science from the University of Kentucky in 1999. He worked in academic libraries in Kentucky and Arkansas before coming to South Carolina in 2003. You can contact him by phone (792-8309) or e-mail (wattsg@musc.edu).

T E N N E S S E E



☞ University of Tennessee Health Sciences Center Library, Memphis, TN

As a partner in Year 2 of a three-year Institute of Museum and Library Services (IMLS) grant awarded to Johns Hopkins University's Welch Library, the UT Health Sciences Library hosted two summer interns. This summer's interns were Ashley Howard and Tajuana Fulton, both rising high school seniors. Ashley returned for a second summer and noted some the biggest differences from last summer were the use of e-mail (lots of e-mail) and instant messaging. Ashley quickly learned to read her e-mail several times a day to keep current with departmental activities. Tajuana Fulton noted the internship has peaked her interest in librarianship.

The Library's Instructional Services Department, through participation in the IMLS Grant, is joining a national movement to recruit the next generation of librarians into a field that is rapidly changing and developing different service modules.

A conference call to the Houston Academy of Medicine - Texas Medical Center Library (HAM-TMC), also a partner in the Johns Hopkins grant, provided a forum to introduce interns and project participants, and plan future interactions between Houston and Memphis interns. Participants at the HAM-TMC Library included: Elizabeth Eaton, PhD, Executive Director; Adela Justice, Consumer Health Librarian; Dean James, PhD, Catalog and Metadata Librarian; and Deborah Halsted, Associate Director, Public Services and Operations. Deborah is the program coordinator for the IMLS project in Houston. Following the conference call, the interns communicated on a regular basis using instant messaging.

Interns also attended Friday Forums, informal one-on-one sessions with area librarians. Lin Wu, Assistant Professor and Reference Librarian at UT Health Sciences Library (seen in photo)

participated in the forums. Other forum participants ranged from a library director to an electronic services librarian.

Additional projects completed by the interns included journaling, interviewing, scheduling, trip planning, podcasting, and creating blog entries. The interns created products that will be available to the entire Health Science Center throughout the year.

Project coordinators for this grant are **TaJuana Redmond**, College of Medicine and **Brenda F. Green**, UT Health Sciences Library. For information about Year 3 of the IMLS grant, contact Brenda F. Green, at bfgreen@utmem.edu.



Summer interns Ashley Howard and Tajuana Fulton

Martha C. Watkins Memorial Scholarship Contributors

Tradition Continues

Jan LaBeause and Sandra Canham

At our annual meeting in Charleston, for each \$10 donation to the Martha C. Watkins Memorial Scholarship Fund Southern Chapter members will receive a commemorative handmade M.O.M. (Memories of Martha) Christmas ornament. **Linda Flavin** and **Jan LaBeause** are working feverishly making ornaments and a Southern Chapter quilt which will be raffled off at the Business Meeting. Last year, we raised \$2,300 in donations. Make it a tradition to continue supporting this wonderful scholarship for our Association.

MLA Benchmarking Network

HAVE YOU GATHERED ALL YOUR DATA??
BENCHMARKING DATA ENTRY DATES COMING SOON!

by
Linda Garr Markwell, SC Benchmarking Liaison

The MLA Benchmarking Network will open again for data entry during the fall or winter of 2007. All hospital librarians are encouraged to begin collecting statistics and data now, in order to be prepared for this data entry period. MLA's goal is to have the network open before the fall chapter meetings. The data entry form is being reworked 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.

Don't forget to look at MLA's Hospital Libraries Section (HLS) fantastic [wiki](#) which contains information about the Benchmarking Network. The 2004 Data Collection worksheets are 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*. Neal-Schuman released the book in July 2007.

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.

Due to so many hospital library closings, it is extremely important for hospital libraries to participate in this survey. We need to have data which reflect the value of hospital libraries. If we don't enter our individual data into the network, we will not have good data to present to the hospital administrators.

Participation has fluctuated from survey to survey. 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.

Please see the Benchmarking article in the [summer](#) issue for more information and some tips.

2007 Hospital Librarian of the Year

The Southern Chapter Hospital Library Committee proudly announces that Karen Roth, the Manager of the Medical Libraries at Morton Plant Mease Health Care in Clearwater Florida, is the 2007 Hospital Librarian of the Year.

Her colleagues nominated Karen because she embodies all the qualities of an exemplary hospital librarian. To mention just two of Karen's accomplishments, she has supported the SouthEastern Network using Docline (SEND), a free reciprocal interlibrary loan network for the past 10 years.

When scanner technology became available, Karen spearheaded the creation of the Docline group ESE/A, Electronic SouthEastern/Atlantic. This was one of the very first hospital interlibrary loan networks devoted to all electronic document delivery and grew to about 70 libraries in Region 2 NN/LM. Karen encouraged librarians to apply for scanner technology from the Regional Medical Library's award project.

While serving as Secretary of MLA's Hospital Libraries Section from 2006 to 2007, Karen implemented "Survey Monkey" for the Section elections increasing the response rate by 30%.

When Karen was told about her award, she said, "I am very pleased to be the Southern Chapter's 2007 Hospital Librarian of the Year. My previous supervisor and my present boss, both program directors for our residency program, have told everyone what a fitting award this is for me. My work in the medical library is and has been to complement the hospital's mission to improve the health of the people in the communities we serve. Every day I work with physicians and nurses and pharmacists, hospital administrators and students. They challenge me to find new information and better ways to help them accomplish their goals to help the patients."

A plaque and a \$250.00 check will be presented to Karen during the Southern Chapter Annual Meeting in Charleston, South Carolina. Karen will be the guest of honor at the Hospital Librarian Symposium.

The Hospital Librarian Symposium topic is "Library Blueprints for the Future." The speakers are **Jan Haley**, MLS, AHIP from St. Thomas Hospital, and **Amy Gideon**, MLS, from Middle Tennessee School of Anesthesia. Marketing and outreach are keys to positioning our libraries to remain vital to our facilities and communities. They will share the lessons they learned when they expanded their services using creativity and vision.

The luncheon menu served during the Symposium features herb roasted chicken au jus, salad, roasted potatoes, dessert and assorted beverages. Symposium tickets are \$30.00 and must be purchased in advance. We hope many of the Southern Chapter members can join us for this auspicious occasion.

Submitted by Marilyn Teolis

McClure Award

Nominate a Colleague for Lucretia W. McClure Excellence in Education Award

Please take this opportunity to nominate an outstanding colleague for MLA's Lucretia W. McClure Excellence in Education, which honors practicing health sciences librarians or library educators who demonstrate excellence in teaching, curriculum development, mentoring, research, or leadership in education. The deadline for applications is November 1, 2007. Information and application forms for all MLA awards and honors may be found [here](#).

Please e-mail Kelly Near, Jury Chair, at kkn3u@virginia.edu if you have any questions.

2007 Annual Meeting

Designing Our Future

According to Wikipedia, a design can be either a noun or a verb. As a verb it means to develop a plan. As a noun, it is used for the final plan or the outcome of putting that plan into place. Designing requires a designer and requires research, contemplation, modeling, modification and re-design.

Wikipedia defines the future as the part of the timeline that has not yet taken place. As noted by the collaborative encyclopedia, "imagination permits us to 'see' (i.e. predict) a plausible model of a given situation without observing it, therefore, allowing one to assess risks. Logical reasoning allows one to predict consequences of actions and situations and therefore gives useful information about future events. Induction permits the association of a cause with consequences, a fundamental notion for every forecast of the future."

The program of the 2007 Southern Chapter Annual Meeting, Designing our Future, has been developed to help members enhance their imagination, extend their logical reasoning and expand their induction so that we can devise a plan for our library's future.

Does your design include making plans in the areas of technology, instruction, research, evaluation or grant writing? The Continuing Education courses will boost your skills in these areas. Want to see what new products can be incorporated into your library's future? A visit to the exhibit area will assist you in that area.

What are the new technologies impacting libraries that could make a difference in your institution? Attend the Technology Symposium to hear from Stephen Abram, one of the top library futurists and visionaries, and from Stephen Bajjaly, a nationally recognized speaker on new

technologies. Learn how Southern Chapter colleagues are applying new technologies in their libraries.

The General Session I program on Wednesday will help us Define our Future as Keynote speaker George Needham and panelists Michele Kraft and Gabe Rios will focus on the perception of libraries, how an environmental scan can help plan for the future and issues like resource allocation, re-tooling libraries, etc.

General Session II on Thursday will encourage us to think about collaborative efforts in health care education. Speakers will describe programs at MUSC that identify and utilize the value that librarians bring to the healthcare team and the session will offer ideas for expanding the librarian's roles and value to the clinical care missions of the institution.

The final General Session on Friday will feature Betsy Humphries who will address the impact of the NLM Long Range Plan. A reaction panel of SC/MLA librarians will discuss applying the vision to their academic, hospital and special libraries. A copy of the [NLM Long Range Plan](#) will be available for attendees to take home, but you are encouraged to review it in advance.

The papers and posters will enhance your experience as they also will focus on the designing processes covered during the General Session presentations.

The meeting will also allow time for networking with other librarians with similar interests. One major complaint about SC/MLA meetings, expressed both orally and in evaluations is that the meetings are so packed that there is little time for networking or to visit the exhibits. The Program Committee has included time for these activities and the Francis Marion Hotel provides lots of spots for informal networking. On Thurs, there will be unopposed time to either view the exhibits or to network after the morning Contributed Paper session ends at 12:10 and before the Round Table Box Lunch starts at 12:45. You will have more unopposed time for networking on Thursday afternoon after the Contributed Papers session ends at 2:40. Want to connect with other SC/MLA members that are concerned about the future of hospital libraries? Want to get together with others that are working with nursing students, or teach EBM or are involved in collection development? Post a message on the listserv before the meeting or on the message board at the meeting with details on the gathering. Networking is an important benefit of attending the Southern Chapter meeting.

Continuing Education Opportunities

A number of health sciences courses are scheduled for this year's conference. Please join us and take this opportunity to attend a class at a great price. CE courses will be held on Tuesday, November 13, 2007.

CE Titles and Descriptions:

Course: Teaching About Evidence Based Practice

Instructor: Lisa Traditi

CE Credits: 8 hours (8:00 a.m. - 5:00 p.m.)

Location: Pinckney Room

Cost: \$150.00

Description: This course will provide participants with the information needed to start or improve their classes on searching the literature for the evidence and applying evidence into health science practice. Participants will explore the librarian's role in evidence-based practice (EBP), develop learning exercises using evidence-based database resources, explore and develop methods for integrating EBP into the curriculum of health sciences programs, and leave with planning and marketing tips for their evidence-based health care institution.

Course: Research for Beginners: Seven Steps to Success

Instructor: Brenda Pfannenstiel

CE Credits: 4 hours (8:00 a.m. - 12:00 noon)

Location: Rutledge Room

Cost: \$100.00

Description: This course will allow participants to consider the benefits of doing research to their careers and to their profession. Participants will acquaint themselves with the research process: from framing the hypothesis or question, designing the study, acquiring the means to collect data, data collection and analysis, publication, and evaluation using lecture examples from the instructor's experience, and case studies of library research. Participants will review available resources and will discuss methods for overcoming obstacles within themselves with the ultimate goal of becoming researchers themselves.

Course: Designing Effective Online Tutorials Enhanced with Interactive Video Demonstrations

Instructor: Robert Ladd

CE Credits: 4 hours (1:30 p.m. - 5:30 p.m.)

Max. Number of Participants: 12

Location: MUSC Computer Lab

Cost: \$100.00

Description: The purpose of this course is to show participants how to design effective online tutorials that incorporate interactive video clips of desktop activity created using Macromedia Captivate software. Librarians frequently spend a substantial amount of time showing users how to accomplish tasks that use computer software. Online tutorials can make this process easier. Software is now available that can demonstrate procedures by showing videos of desktop activity.

Course: Getting Magnetized—Search and Service Strategies for Nursing Excellence

Instructor: Peg Allen

CE Credits: 4 hours (1:30 p.m. - 5:30 p.m.)

Location: Rutledge Room

Cost: \$100.00

Description: Learn about knowledge-based information needs of nurses in clinical and educational settings. Reflect on strategies to meet these needs in relation to accreditation and certification standards, especially as they relate to the ANCC Magnet initiative. Learn efficient methods for finding resources for evidence-based nursing practice via the Internet, CINAHL and MEDLINE. Use what you learn to identify collaborative education and service strategies to improve knowledge-

based information services for nurses and nursing students in your organization.

Course: EBM - Introduction to Study Design and Critical Appraisal

Instructor: Connie Schardt

CE Credits: 4 hours (1:30 p.m. - 5:30 p.m.)

Location: Parkview Room

Cost: \$100.00

Description: This course is designed to give learners an introduction to critical appraisal skills through an understanding of basic study designs and validity issues related to reducing bias in clinical studies. The course will focus on understanding the basic designs in medicine (case-control, cohort, randomized controlled clinical trial, systematic review, and meta analysis). Learners will also discuss the criteria for determining internal validity of therapy studies and systematic reviews. After completing this course, learners will be better able to identify good studies and help support evidence-based medicine within their own institutions.

Course: Grants and Proposal Writing

Instructor: Shelia Snow-Croft

CE Credits: 4 hours (8:00 a.m. - 12:00 noon)

Location: MUSC Computer Lab

Cost: \$100.00

Description: This class presents a general overview of the funding process through NN/LM as well as the level of detail required in a successful proposal. Each component of the grant writing process will be addressed, including: documenting the need, identifying the target population, writing measurable objectives, developing a work plan, an evaluation plan and dissemination plan. This class, designed for beginning proposal writers, will teach you how to apply for NN/LM funding and NLM grants with confidence.

Course: Measuring Your Impact: Using Evaluation to Demonstrate Value

Instructor: Dale Prince

CE Credits: 6 hours (8:00 a.m. - 3:00 p.m.)

Location: Laurens Room

Cost: \$150.00

Description: Library users and stakeholders will recognize and value the importance of their library's services and of the librarian to the organization. That is the ultimate goal of this class. The outcome for the class is that librarians will be able to show the value of their library's services. Participants will become familiar with an evaluation process and will use and take away methods and tools for assessment, evaluation planning, creating logic models, data collection and reporting.

Submitted by:

Darlene P. Kelly, Co-chair

SC/MLA Professional Development Committee

Technology Symposium

Get With IT! New Information Technologies. Sign up now for this educational opportunity. Don't miss an opportunity to hear from and talk with national leaders and SC/MLA colleagues. Join us for a stimulating program that focuses on using new technologies to improve and expand library services. Dr. Stephen Bajjaly, a nationally recognized speaker on new technologies, will share his knowledge and enthusiasm for the creative use of new tools to make our libraries more relevant to our users. Dr. Bajjaly is Director of the Library & Information Science Program at Wayne State University in Detroit.

Our keynote speaker is Stephen Abram, MLS, recognized by Library Journal as one of the top 50 people influencing the future of libraries. Mr. Abram will explore his vision for the future of libraries to give us a renewed sense of purpose and a wake-up call, as well as a liberal sprinkling of ideas for applying new technologies to update and enhance our library programs. He is president-elect of SLA, Vice President Innovation for SirsiDynix, and Chief Strategist for the [SirsiDynix Institute](#).

To round out the day, two informal, interactive panels will explore new technologies and virtual reference services.

Research Spotlight

Say it with a Poster

Posters have been around for millennia. Perhaps they were what our early ancestors were painting on their cave walls 32,000 years ago. Later, public announcements were attached to trees, fences, and posts (which may explain the name "poster"). It is generally believed though, that the first modern poster made its appearance in the middle of the 19th century in France to more easily advertise new products to large groups of people[1]. The debut of the scientific poster in US meetings wasn't until the mid-1970's[2].

Although they generally demand less time than writing and presenting papers, posters pose the challenge of condensing complex information into a visually enticing format. A poster can accomplish a great deal, though. It can provide a condensed snapshot of progress being made in a larger, yet-to-be completed project; concisely portray a completed activity; or offer fresh ways of looking at old information to generate interest and discussion.

There are a number of resources that helpfully detail the planning, creation, and display of poster projects. The following basic pointers were gathered from several of these online and monographic sources.

Showing one's poster is a valuable opportunity to reach to a large audience of people who have little time to spare. A good poster should be legible from 6 feet away[3], capture attention in less than 3 seconds[4], and deliver its message in 11 seconds or less[4, 5]. The most successful posters will capture attention—but not distract—through the careful use of layout techniques, fonts, colors, and visuals. "Posters that are crammed with information are tiring to read and are seldom read in their entirety"[3]. Cues that subtly guide the viewer's eyes from the beginning to the end should also be employed.

A research poster should contain, at least, this information:

- Title
- Authors
- Introduction
- Results
- Conclusions

Many sources advise not adding an abstract or a methods section unless it is required. Consider, instead, creating handouts with a miniaturized version of your poster on one side and include additional information on the reverse side.

The components that make the difference are:

- Layout
- Font (size and style)
- Color
- Visuals (graphs, photos, and illustrations)

Layout

Feel free to experiment with the layout of your poster, but keep in mind that we process visual information from top to bottom and left to right. The example in Figure 1 is a classic layout and offers balance and symmetry. If you chose a less conventional pattern, provide clues such as numbering or arrows to easily guide the reader's eyes (Figure 2, Figure 3). Try printing up each section on separate pieces of paper and lay them out on the floor or a table top to play with the effect. It will be much easier to edit, trim, add or rearrange the smaller parts than re-creating a whole new poster.

Font Size

Graphics should be favored over text[6]. But when text is used, try to be concise. Each section should contain no more than 50 words[7]. Headings should be at least 36 point font and the font elsewhere a minimum of 24 point[7].

Font Style

Words printed in all capital letters distract the reader. It is recommended that font style remain the same throughout the poster, but if you chose different font types, use no more than two[8]. For easier reading, the text within the body of the poster should always be in a serif font (containing small lines at the end of characters) like Times New Roman. But san-serif fonts, such as Ariel or Helvetica, are acceptable for titles[3].

Color

Use sparingly but with taste and a maximum of three hues. There is always the danger of diverting the eyes with too many contrasts.

Visuals (graphs, photos, and illustrations)

These are what can make the difference between a so-so presence and a display that grabs attention. Visuals draw the eye and emphasize where words cannot, but they have to be added with care. Balance the placement of text and graphics and don't add so many visuals that it confuses or distracts the audience. When using graphs, keep the background clear (no color or

patterns). The shapes, lines or bars will stand out more clearly. Inserting photos, icons, or logos are a good addition to emphasize the message, but clipart should be added only if it emphasizes the topic, otherwise it will lessen the impact of your ideas.

After considering these rather dry details, don't forget to have some fun in the process because each poster reflects your own unique outlook. As Mrs. Whatsit so rightly observed in *A Wrinkle in Time*, "You're given the form, butwhat you say is completely up to you"[9].

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Submitted by:
Nita Ferree

2006 Business Meeting Minutes

Southern Chapter/Medical Library Association
Breakfast Business Meeting Minutes
Sunday, October 15, 2006
Westin Buckhead Hotel
Atlanta, Georgia
8:00 am - 10:00 am

Chair Pam Neumann called the meeting to order at 8:20 am. She asked that attendees observe a moment of silence for those who had passed away in the previous year: T. Mark Hodges, Judy Johnston, Esther Jones, Jane Lambremont and Jean Sayre. She then announced that the Executive Board had voted to dedicate the meeting to T. Mark Hodges, who served as the chapter's unofficial parliamentarian, historian, and mentor. Pam shared her memories of T. Mark

Hodges and referred everyone to the tribute that appeared in the most recent issue of Southern Expressions. She thanked those who served on the ad hoc T. Mark Hodges tribute committee (Carol Burns, Chair; Anne Robichaux; Lynn Fortney; Suzetta Burrows; Jan LaBeause; and Nancy Schaeffer) and announced that the Executive Board had voted to establish the T. Mark Hodges Outstanding Service Award to recognize the outstanding accomplishments of chapter members, active or retired. Pam then read a letter from Judith Hodges in which she expressed her appreciation and thanks for the cards, emails and flowers she received from Southern Chapter members.

Rita Smith, Secretary/Treasurer, asked for approval of the business meeting minutes from the 2005 meeting in Puerto Rico, as submitted by then secretary, Helvi McCall. The minutes were approved unanimously.

Rita Smith presented the bookkeeper's report as prepared by Marilee Creelan and Pam Neumann, covering the period October 1, 2005 to October 4, 2006. The opening balance on October 1, 2005 was \$21,727.56 and the closing balance on October 4, 2006 was \$36,785.78. Total deposits for the period totaled \$26,755.00. Expenses totaled \$11,696.78. The Martha Watkins Fund CD totaled \$12,992.49 and matures on January 24, 2007. Pam Neumann gave special thanks to planners of Puerto Rico meeting for a profit of \$9000.

Pam Neumann introduced Tom Basler, who announced Charleston as the location for the 2007 meeting. The meeting will be held November 12-15, 2007 at newly renovated Francis Marion Hotel. Tom asked that anyone with suggestions for the meeting program contact Judy Burnham, Program Chair. Tom also had with him several items promoting Charleston which were given as doorprizes during the business meeting.

Old Business

Bylaws Revision - Pam Neumann reminded attendees that proposed changes to bylaws had recently been mailed out to all members. Changes will bring bylaws in line with MLA model bylaws and will allow voting to be done online. The revisions will also change Southern Chapter headquarters address to MLA. Pam asked for discussion of bylaws changes. Hearing no discussion, she announced that one more ballot approval would be mailed following the meeting.

Reports

Local Arrangements Chair 2006 - Sandra Franklin

Sandra recognized those who helped with committee work for the annual meeting:

- Program - Priscilla Stephenson
- Hospital Library Symposium - Brenda Curry Wimberly
- Exhibits/Sponsorships - Jocelyn Rankin and Becky Satterthwaite
- CE - Dale Prince and Darlene Kelly
- Registration - Mia White and other Emory library staff
- Logistics - Kathy Torrente
- Hospitality - Linda Garr Markwell
- Publicity - Rosalind Lett
- Social Events - Cynthia Henderson

As of October 11th, Southern Chapter had 159 registrants for the meeting; MAC had 101. There were 29 nonmember/student registrations, for a total of 289 meeting registrations. There were 33 exhibits with 54 exhibitors, for total meeting attendance of 343.

Program Committee 2006 - Priscilla Stephenson

Priscilla thanked Sandra for her leadership in coordinating speakers, entertainment, etc. Reception attendance was 290 and breakfast had 139 attendees, plus vendors. Priscilla thanked the website team. The chapter's room obligations were met, which resulted in free use of the meeting rooms. Special thanks to the following: Martha Earl - papers; Glenda Mendina - posters; Kathy Torrente - logistics; Thomas Hill - research paper/poster judging; Jocelyn Rankin, Cynthia Henderson, Linda Garr Markwell - local speakers; Julia Shaw - MAC roundtable coordinator; Mary Fran Prottsman, Karen Roth - hospital library symposium speakers.

Annual Meeting 2008

Pam Neumann announced that Scott Plutchak has agreed to host the 2008 Southern Chapter meeting in Birmingham.

Officials and Committee Reports

Pam directed attendees to the committee reports compiled and available at each table.

Ad Hoc T. Mark Hodges Tribute Committee - report stands as written.

Archivist - Lisa Ennis reported that she has picked up boxes of archive materials from Emory and has ordered new supplies. She has received donations of newsletters, etc. from several members, including Nancy Clemmons. Will be working on digitizing back issues of Southern Expressions.

Benchmarking Committee- Linda Garr Markwell reported that benchmarking network will be available in spring 2007. The committee is in need of members from Georgia and the Virgin Islands.

Credentialing Liaison - Jan Orick reported that there are currently 141 AHIP members from Southern Chapter. There is a meeting time scheduled later in the day to answer any AHIP questions.

Government Relations Committee - Roz McConnaughy not present. Report stands as written.

History of Southern Chapter Committee - Pam Neumann asked for volunteers for the committee.

Honors and Awards Committee - Roxanne Nelson gave the report for Chair Nancy Schaeffer. Honorary memberships were awarded to Nancy Clemmons and Marilee Creelan. The First Time Attendee Award went to Mandy Bayer. Jan LaBeause was named Southern Chapter Academic Librarian of the Year and will also be nominated for MLA's Estelle Brodman Award.

Bylaws Committee - covered under Old Business.

Chapter Council - In addition to written report, Danny O'Neal mentioned that Marie Reidelbach is

now organizing Chapter Sharing Roundtables at MLA Annual Meeting and encouraged Southern Chapter members to attend. Jane Bridges is now an MLA news column editor. MLA Executive Director Carla Funk and President Jean Shipman are both in attendance in Atlanta. Deadlines for MLA awards are coming up soon and October 31st is the deadline to apply for service on MLA committees. The schedule for future MLA meetings will be Chicago in 2008, Honolulu in 2009, and Washington, D.C. in 2010.

Communications Committee - Martha Earl reported on the member survey recently done by the committee. Top issues were suggestions for possible blog as well as online archives of past Southern Expressions. Committee will be addressing topics suggested.

Nominating Committee - Sandra Franklin stated that report stood as submitted, with nomination of Judy Burnham as Chair-elect, Roxanne Nelson as Secretary/Treasurer, and Tom Basler as MLA Nominating Committee candidate.

Hospital Libraries Committee - Brenda Curry Wimberly noted a record attendance of 54 for the hospital library symposium. Presentations from the program will be available at the committee website. The 2006 Hospital Librarian of the Year award went to Thomas Hill.

Membership Committee - Brenda Green reported that membership has increased to 322 from 205 last year. She recognized all new members present. The new membership database manager is Sandra Canham, who thanked Linda Flavin for her help in transitioning database. Sandra reminded attendees they should have received their 2005/2006 membership directory. 2007 membership renewals will be sent in December.

Professional Development Committee - Darlene Kelly reported a total of 136 CE attendees in 9 classes. She asked that attendees indicate their interest in future CE topics on their evaluation forms. Dale Prince was recognized for his efforts in organizing CE.

Public Relations Committee - Michael Lindsay was not present to report.

Research Committee - Thomas Hill reported that the committee had published several articles in Southern Expressions. He recognized the many volunteer judges who were evaluating 10 posters and 6 papers at the meeting. The committee will soon be making an announcement about the research grant award.

Strategic Planning - Mary Fran Prottzman reported that the report stands as submitted.

Pam Neumann referred to recent email from Priscilla Stephenson seeking committee participation and encouraged everyone to serve.

New Business

The Martha Watkins Scholarship booth has already made \$850. A drawing for the large Southern Chapter quilt made by Jan LaBeause will be held at the end of the meeting. Anyone who donates \$10 will receive an ornament, cookbook, or recognition of a mentor. Jan LaBeause mentioned that donations could be made in honor of T. Mark Hodges, Jean Sayre, and others.

Pam Neumann passed the Frances Verble gavel to Priscilla Stephenson and expressed her appreciation to the chapter for the opportunity to serve for the past 2 years.

The meeting was adjourned at 9:30 am.

Respectfully submitted,

Rita Smith
December 6, 2006



The Final Word...

Sorry this issue is so late! I hope you'll continue to send in all your news items and announcements. I look forward to hearing from you all each quarter! Consider contributing columns of your own or ideas for new topics, etc. We can't do it without you.

I hope to see you in Charleston!

Nicole