

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

Volume 24, Number 3,
Summer 2008

Message from the Chair *Judy Burnham*

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Next Reporting Deadline:
August 15, 2008
Next Publication Date:
September 15, 2008



By the time you read this issue of Southern Expressions, many of us will be getting “Olympic Fever.” I especially enjoy the Summer Olympics. I saw an article the other day that talked about how athletes train for events such as the Olympics and saw a lot of application for us as health science librarians and for Southern Chapter as an association. (Bear with me as some may be a stretch.)

While the ultimate goal of Olympic athletes is to win a medal, you often hear the phrase “personal best” used. For us as individuals, libraries and an association, it should not be a competition against others, but rather striving to be the best we can be...our personal best.

Athletes don’t get to be Olympic caliber overnight. It takes perseverance, discipline and endurance. We need to remember that our professional career is less of a sprint to a finish line and more of a marathon that keeps one moving forward, one foot at a time, one breath at a time; not a 100 yard dash but a marathon or bicycle tour such as Le Tour de France.

Some Olympic events require teamwork. Without each member of the team doing their part, the goal cannot be accomplished. And each member of the team has its strengths. In a relay team, each participant is chosen because of their skill in a particular area. I can’t imagine what my library or Southern Chapter would be like without the great teamwork that is exhibited. And like an Olympic team, we each have our strengths that contribute to the end result.

One technique used by athletes is imaging, using an image of themselves doing their sport perfectly, step by step, before they actually compete. Visioning and planning in our libraries and association keep the goals ahead of us.

Also keep in mind that those long-distance events require preparation such as:

- physical exercise to improve endurance and never accepting “good enough” but striving to improve. Endurance helps keep the athlete moving forward especially when trials come and they are weary. The upcoming Southern Chapter/MLA 2008 meeting in Birmingham will give us many opportunities to exercise our minds and help us to improve our skills.
- psychological prepping helps the athlete tell themselves that they can

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Content policy:

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

reach the finish line, even their body is suffering and wants to stop. The support offered by fellow SC/MLA members will encourage you and help you know that you can be successful.

- selection of a mentor, coach or leader who can guide and help you strategize how you will win. Southern Chapter offers mentors that can assist with the Research process. Other informal mentoring arrangements have helped SC/MLA members with professional development.
- decisions regarding what one will wear and carry so as not to be burdened with unnecessary weight. Our own Tom Basler during the Janet Doe lecture at the 2008 MLA meeting encouraged attendees to go home and stop doing something they were doing that wasn't necessary. Have you accepted his challenge and gotten rid of some unnecessary weight?
- proper nourishment to give one's body the fuel it needs. Not only do Southern Chapter meetings offer professional nourishment (including views on managing information at the 2008 meeting), but good physical nourishment is also available at SC/MLA meetings!
- acceptance of discipline by the coach and self-discipline to achieve goals. Did your mother ever say "Nobody said it would be easy"? But self-discipline can help us achieve our goals, individually, for our libraries and for our association.
- practice, practice, practice. That is the fun part! "To be successful, the first thing to do is fall in love with your work." (Sister Mary Lauretta) And if you love what you are doing, the practice is fun!

I hope you have registered for the 2008 SC/MLA meeting at Ross Bridge Resort in Birmingham. The General Session speakers will inspire and challenge us and as always we will learn from our fellow Chapter members how they are working to improve their game plan.

"I didn't know, 'til I was at odds with the world, how much my friends,
who believe in me rather generously, mean to me." D. H. Lawrence

I would like to thank my fellow Southern Chapter members for their prayers,
thoughts, cards, and caring concern following my husband's lung transplant.
You will never know how much it meant to both of us.

Judy Burnham

ALABAMA



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

The library's Outreach/Information Resources Librarian **Beverly Rossini** and USA University Library Government Documents Librarian Paula Webb have participated with the Mobile Public Library to present a series of outreach programs designed to empower attendees to "Take Charge" of various consumer health concerns. Programming targeted towards Senior Citizens and programming for parents of/and college students leaving home for the first time ran over the course of three months at four of the nine Mobile Public Library branches. Programming was a combination of instruction and attendee participation with online demonstrations of consumer health websites and resources from the public library's collection. The collaborative outreach effort engendered a greater professional understanding between public and academic librarians increasing mutual awareness of the various available resources available and the specialized knowledge inherent to both. Ultimately this community outreach effort increased public awareness of freely available consumer health information resources and is anticipated to lead to further programming efforts between the libraries.

As one of the ongoing efforts to increase customer satisfaction, the library has instituted a text a librarian feature. To text message a librarian, patrons start their message with "USABioLib" and send the question on to 265010; the message will be returned during open hours. Patrons can also chat with a librarian on our website, call a librarian at (251) 460-7044, email us, or come see us in person.

Librarians **Andrea Wright** and **Beverly Rossini** provided an intense two day research skills workshop for 2008 STEP UP students as part of their six-week summer internship. The students worked on a variety of information literacy tasks: evaluating information resources, mining for data in the Alabama Virtual Library and PubMed databases, and organizing their findings before reporting to their assignments in a health-care provision site during their final year with the program. STEP UP is the final phase of the University of South Alabama Center for Healthy Communities' Center for Excellence initiative funded through a grant from the National Center on Minority and Health Disparities.

These select students are entering their high school senior year plan to attend college to pursue a career in the health sciences. The students are working closely with faculty mentors Dr. Roma Hanks, Dr. Errol D. Crook, and Dr. Martha Arrieta on research into minority health disparities. They are expected to take on leadership roles and present research finding in the areas of safe and health housing; access to health care; women as CEO; violence prevention; and the relationship between health, obesity, and nutrition during the Third Annual Health Disparities

Symposium to be held at the Baker Gaines Campus of Bishop State Community College on July 17, 2008. They will also travel to Bethesda, Maryland to present research to a national audience of their peers at the conclusion of their internship in July, 2008.

This is the first year the Biomedical Library has contributed to the effort.

Andrea Wright, Beverly Rossini, and Judy Burnham are providing library instruction for high school students enrolled in the 2008 STARS (Student Training for Academic Reinforcement in the Sciences) and STRIPES (Special Training to Raise Interest and Prepare for Entry into the Science) programs. These enrichment programs are managed through the University of South Alabama Center for Healthy Communities' Center for Excellence and funded through a grant from the National Center on Minority and Health Disparities. Dr. Hattie Myles, Assistant Dean for Educational Enrichment in the Department of Special Programs at the USA College of Medicine directs the STARS and STRIPES program at the University of South Alabama campus.

Students from Mobile County Public School System's Mattie T. Blount, John L. LeFlore, and C.F. Vigor high schools who demonstrate an interest in math and science and a desire to attend college and become health care providers are invited to commit to the academic enrichment program at the end of their high school freshman year. Along with instruction in advanced math and science, STARS and STRIPES students are mentored in communication and study skills and introduced to issues affecting minority health disparities during the three-phase, three-year program. Students conclude their involvement after their high school senior year with successful entry into college and ultimately a career in the health sciences.

The USA Baugh Biomedical librarians developed their curriculum for the STARS and STRIPES students to include information literacy and instruction in refining a research topic; developing search strategies; utilizing the Alabama Virtual Library, various databases, and finding aids to access and organize information related to health disparities. Students will also describe and record personal health histories in a family tree and research and discuss implications of genetic and environmental influences on personal health. Assignments are geared towards guiding students towards basic principals of research in order to facilitate their participation with USA College of Medicine's Dr. Errol D. Crook, Dr. Martha Arrieta, Dr. Harvey L. White and other researchers and community advocates in the Third Annual Health Disparities Symposium to be held at the Baker Gaines Campus of Bishop State Community College on July 17, 2008.

For the seventh year, USA Biomedical librarians hosted the Cyber Café at the Medical Association State of Alabama (MASA) Annual Meeting this past May. Once again, appreciative attendees used the laptops provided by the Biomedical Library to check their email, edit presentations, learn about new technologies, and to have access to the library's information resources.

Working with the 2008 MASA theme Defining Medicine's Scope of Practice, the Library updated The Cyber Café homepage (<http://southmed.usouthal.edu/library/masasite/>) with current information to support patient care needs and with updated links to free full-text online articles and books, PDA resources, and information about current technologies.

Justin Robertson, Assistant Director for Public Services, presented a technology symposium “Internet Resources for Clinicians” giving doctors an in-depth look at Internet tools they could use for statistical information, search engines specific to locating medical information, and tools for promoting health literacy. **Andrea Wright** and **Beverly Rossini** staffed the Cyber Café, and **Robbie Runderson** provided technical support.

The library’s participation was made possible through a grant received from the National Network of Libraries of Medicine/Southeastern Atlantic Region to support this project. MASA also contributed funding to the effort.



Andrea Wright, Robbie Runderson, Beverly Rossini, and Justin Robertson staffed the Cyber Café at the Medical Association State of Alabama (MASA) Annual Meeting this past May in San Destin, Florida.

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

UAB Lister Hill Library and Health InfoNet of Alabama are partners, along with the Jefferson County, Alabama, public libraries, University of Alabama School of Nursing and Congregations for Public Health, in the Fit for Life program funded by Libraries for the Future (with the generous support of the MetLife Foundation). Their project, focusing on the medically underserved areas of Jefferson County, will provide health information and screening programs in targeted libraries in the county throughout 2009, concentrating on health conditions such as diabetes and stroke with serious “brain health” adverse effects. This project marks a new and exciting direction for multilateral partnerships that have been a focus of community outreach efforts by the medical libraries in the state over the past several years. Contact **Kay Hogan Smith**, khogan@uab.edu or 205-934-2208, for more information.

FLORIDA



☞ Naval Hospital Pensacola

Connie C. Walker, Medical Librarian at Naval Hospital Pensacola received an award at Morning Colors on Friday, June 13, 2008 (not superstitious). She was awarded a pin and certificate in recognition of thirty years of service in the Government of the United States of America as a USN/DOD civilian. For eighteen years Mrs Walker has served NHP as Medical Librarian. Previous positions included: Reference Librarian, Naval Air Station General Library; Chief Librarian, Corry Field Library; and Acquisitions Librarian, Navy General Library Services, Saufley Field - all in the Pensacola area.

☞ Shriners Hospital for Children, Tampa, FL

Claire Keneally from the Shriners Hospital for Children in Tampa, Florida attended the Medical Library Association Annual Meeting in Chicago. At this meeting there was a contest for PR materials that libraries have created and are using to promote their libraries. She entered her Family Library brochure into this contest. A PR firm judged it and Shriners Hospital won in the category of "Children's Hospitals." The PR representative commented that she loved the brochure. She taught a class on PR materials at this meeting and used this brochure as an example!

☞ Borland Health Sciences Library, University of Florida Health Sciences Center Libraries, Jacksonville, FL

Geraldine Kohn with great sadness left the University of Florida, Borland Health Science Library to begin her professional career. Geraldine Kohn will be the Solo Medical Librarian at St. Luke's Hospital in Jacksonville, Florida. She started training with Debra Lawless on March 17, 2008 and then began her career with St. Luke's in April.

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

The HSC Libraries is thrilled to announce the appointment of **Wallace McLendon**, MSLS, as our new director, as of March 3, 2008. Mr. McLendon comes to us from the University of North Carolina at Chapel Hill, where he served as deputy director of the UNC Health Sciences Library from 2004-2008, and associate director-library services from 2001-2004.

Mr. McLendon's extremely broad background in library leadership and information technology is serving him well here. He has held library management positions at two large academic medical centers (UNC and the University of Pennsylvania); at an Area Health Education Center in North

Carolina; at a three-hospital corporation in Washington state; and with state and local government agencies. His expertise in emerging information technologies, the electronic medical record and the changing landscape in scholarly communication is particularly relevant. He is also playing an important role in planning and eliciting philanthropic support for a new HSC educational facility, and in reworking and renovating existing library space.

Mr. McLendon holds a BA in English and an MS in library science from UNC-Chapel Hill and has completed work toward a doctorate at Drexel University. In addition, he has to his credit an extensive list of professional service and committee contributions, as well as professional presentations, publications, grants and consultations.

We welcome him to the HSC Libraries at the University of Florida!

Michele R. Tennant, Bioinformatics Librarian, has been appointed by the director of the National Library of Medicine to the NLM's Biomedical Library and Informatics Review Committee. This is a four-year appointment and requires three trips annually to NLM in Bethesda, MD. The committee serves in an advisory capacity to the directors of both the National Institutes of Health and the NLM for the Library's grant programs in the areas of medical informatics, bioinformatics, knowledge management and knowledge discovery in databases, as well as training programs in library and information systems.

Dr. Tennant has also been appointed to UF's Academic Freedom, Tenure, Professional Relations and Standards Committee, serving from 2008 through 2011.

Beth Layton, Deputy Director, was named to the Emergency Preparedness Committee of the Regional Advisory committee of the National Network of Medicine Southeastern/Atlantic Region from March 2008 through April 2011.

Nancy Schaefer was elected vice president of the Florida Health Sciences Library Association for 2008-2009.

Other state news

In May, many Southern Chapter members attended the Florida Health Science Library Association Annual meeting at the lovely Vinoy Resort & Golf Club in St. Petersburg. Four CE classes were held and the conference took place over two days starting with a reception and dinner and finishing with a late lunch. The theme of the meeting was the "State of the State" with numerous speakers from the state library, the Health Council of East Central Florida, and two regional health information organizations. The meeting ended with an update from Janice Kelly of the Southeastern/Atlantic Region of the National Network of Libraries of Medicine.

GEORGIA



☞ Georgia Perimeter College, Decatur Campus, Decatur, GA

Eugenia Abbey, Interim Library Director, was chosen as Vice President/President-Elect for the Atlanta Area Bibliographic Instruction Group at the meeting at Georgia State University in May.

☞ Mercer University Medical Library & Peyton T. Anderson Learning Resources Center, Mercer University, Macon, GA

Roxanne Nelson, Assistant Director for Public Services, and **Rita Smith**, Outreach and Education Coordinator, have been named Distinguished Members of the Medical Library Association's Academy of Health Information Professionals (AHIP). **Kim Meeks**, Systems and Electronic Resources Librarian, has been named a Provisional AHIP member

☞ Other state news

Marilee Creelan, formerly of Medical College of Georgia Greenblatt Library graduated May 9, 2008 with a Master's degree in Theology from Sewanee Episcopal School of Theology, University of the South in Sewanee Tennessee. She will be leaving the campus on July 15th, and her new email address will be creelms0@gmail.com

MISSISSIPPI



☞ The Gunter Library at the Gulf Coast Research Laboratory, Ocean Springs, MS

The library moved one step closer to recovery from Hurricane Katrina by purchasing new soft seating for library users. Two chairs and a sofa were purchased with Rotary International Zones 29 & 30 Katrina Recovery funds. The rug was donated by Head Librarian **Joyce Shaw**. A unique coffee table was created by attaching casters to one of the two remaining card catalog pieces recovered after the storm.



Photo by Joyce Shaw

☞ G.V. (Sonny) Montgomery VA Medical Center, Jackson, MS

Priscilla Stephenson was a co-author of a paper presented at MLA reporting on a research project that documented the economic and patient care value of library services in the ten VA libraries within the 16 VISN region. The paper, "Connecting with Administrators: Demonstrating the Value of Library Services," was presented by Ed Poletti (Little Rock, AR). Other co-authors include Dianne Jones (Jackson, MS), Marvett Burns (Biloxi, MS), Dixie Jones (Shreveport, LA), Lola Purvis (Alexandria, LA), Sara Blackwell (Oklahoma City), Felicia Little (Houston, TX), Linton Swenson (Fayetteville, AR), and Sandra Todd (Muskogee, OK). The research was a collaborative project to demonstrate the value of library services to the region's administrators by focusing on three areas: (1) the value of information provided by literature searches through contributions to quality patient care and cost savings, (2) interlibrary loan cost savings, and (3) the cost efficiency of shared electronic resources. The project began with a year-long assessment of reference services using a user survey modeled on that used by Joanne Marshall's 1992 Rochester study. Questions addressed librarians' mediated search results in terms of relevance; effects on patient care such as avoidance of adverse events, hospital admissions, patient mortality, and modes of treatment; time saved; and costs saved. For the second area of focus, library staff compared interlibrary loan borrowing statistics with estimated costs of commercial document delivery and average purchase costs for library materials. For the third area of focus, library staff determined the cost per use of the network's shared electronic resources. The project was able to put a low dollar value on costs per search of the consortial database purchases, as well as documenting that librarians' mediated searches impacted the decision-making processes of clinicians, including the fact that 45% altered and 77% reinforced mode of treatment, while 95% provided information useful to direct patient care. Estimated cost savings of the search information was \$89,000, and estimated time savings was equivalent to \$58,430.

PUERTO RICO



☞ University of Puerto Rico, Medical Sciences Campus, Conrado F. Asenjo Library

For decades the Conrado F. Asenjo Library of the University of Puerto Rico, Medical Sciences Campus has been affiliated to ACURIL. This is a regional library, association created in 1968 in Puerto Rico among other regional leaders in the profession in the Caribbean. The Association was incorporated in Puerto Rico as the Association of Caribbean University, Research and Institutional Libraries in the Caribbean (ACURIL). Actually our colleague Prof. Carmen M. Santos-Corrada, is the Vice President during 2008-2009. Next year, she will assume the Presidency of the Association in Guadalupe's Conference in June 1-5, 2009. Our peer also presented a collaborative project hosted by Conrado F. Asenjo Library: Sanitas. This project is in a participative and collaborative basis devoted to disseminate information in the health field in the Caribbean region in three languages, English, Spanish and French. It was launched in ACURIL Puerto Rico's Conference in 2003. Our colleague is a Southern Chapter member and is part of the Oral History Committee. Note: This was partially sponsored by Project ATLANTEA from the University of Puerto Rico.



SOUTH CAROLINA



☞ Medical University of South Carolina Library, Charleston, SC

Dr. Tom Basler, Director of Libraries and Chair of the Department of Library Science and Informatics, recently presented the prestigious Janet Doe Lecture at the annual meeting of the Medical Library Association in Chicago. Lecturers are selected for their unique perspectives on the history or philosophy of the profession. The award announcement noted that Dr. Basler's long-standing, exemplary career in the health sciences information profession, made him exceptionally qualified for this distinguished honor. Dr. Basler's lecture, entitled "There are No More Giants: Changing Leadership for Changing Times," challenged medical librarians to broaden their vision beyond the library and take an active role in addressing the challenges faced by their institutions in this era of rapid and unrelenting change.

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

Library staff participated in hands-on disaster recovery training in April as part of the Library's disaster planning process. Under the direction of two professional disaster preparedness consultants from Charleston, staff learned how to organize a recovery operation effectively, how to handle the situation with the proper recovery procedures, and how to salvage library materials with proper techniques.

Laura Kane authored the Internet Resources column entitled "Diabetes" in the June 2008 issue of MLA News.

TENNESSEE



☞ Lon and Elizabeth Parr Reed Medical and Allied Health Library, Lincoln Memorial University

Lincoln Memorial University's Lon and Elizabeth Parr Reed Medical and Allied Health Library was dedicated in October 2007 and is housed in a renovated second floor area of the Carnegie-Vincent Library. The library includes five study rooms, a classroom, study carrels, study tables, and comfortable seating. Lisa Travis began serving as the Medical Librarian in March 2007, and Joshua Dodson began his tenure as the Technical Services Technician in June 2007.

In addition to serving the School of Nursing and the DeBusk College of Osteopathic Medicine

(DCOM), the Reed Medical and Allied Health Library serves the Athletic Training, Kinesiology, Medical Technology, Social Work, and Veterinary Technology programs. The Reed Medical and Allied Health Library's Web site may be viewed at <http://www.lmunet.edu/medlib/>.

The School of Nursing includes ASN, RN-BSN, and MSN (Family Nurse Practitioner concentration) programs. A Nurse Anesthetist program is admitting its first class in fall 2008. The School of Nursing was recently awarded a grant through the Health Resources and Services Administration (HRSA) for Advanced Nursing Education.

The DeBusk College of Osteopathic Medicine welcomed its inaugural class of 160 osteopathic medicine students in August 2007. The building was dedicated in October 2007 with 105,000 square feet and the latest technology and a wealth of amenities. The building houses the Osteopathic Medicine and Nursing programs. The fourth floor of the building is currently being finished to house a Physician Assistant program. Construction photographs and additional information is available at <http://www.lmunet.edu/DCOM/building/index.htm>. On the second floor of the DCOM building, the Abraham Lincoln Library and Museum has installed an exhibit of portraits and information entitled "The Paleness of Death": Illness in the Lincoln Family.

☞ Tennessee Health Sciences Libraries Association

The Spring THeSLA meeting was held during April in conjunction with the Tennessee Library Association meeting in the Tri-Cities area. The afternoon's education topic was "Disaster Planning for Tennessee Health Sciences Libraries." Eight members and one guest attended the session. Current THeSLA officers are: President: Bobbi Kahan, Johnson City Medical Center; VP/Program Chair: Jan Haley, St Thomas Hospital; Secretary: Rick Wallace, ETSU; Treasurer: Sharon Brown, Wellmont Health Systems; and Membership Chair: Nakia Carter, ETSU.

☞ Tennesseans at AAMC SGEA

At the AAMC Southern Group on Educational Affairs (SGEA) Regional Conference in Nashville in April, Martha Earl and Sandy Oelschlegel, University of Tennessee Preston Medical Library, Knoxville, and Brenda F. Green, University of Tennessee Health Sciences Center, Memphis, presented a workshop and a Techville demonstration. Techville demonstrations showcase innovative uses of technology. Both presentations focused on evidence-based drug information.

Additional information about the SGEA can be found at <http://www.aamc.org/members/gea/regions/sgea/start.htm>. Also present at the meeting were Laura Cousineau and Sherman Paggi, Medical University of South Carolina, and Abby Holt, University of Arkansas. A formal petition was presented to request a librarian special interest group, Librarians in Medical Education (LiME), within SGEA. The request was approved and the SGEA LiME has been formally recognized.

Tennessee Library Association Presentations

At the Tennessee Library Association Annual Conference in Kingsport, members presented the following sessions:

- “Emergency Preparedness and the Role of Information Services: Panel Discussion,” Sandy Oelschlegel, UT Preston Medical Library; Jan Haley, St. Thomas Hospital, Nashville; Nedra Cook, Fort Sanders Hospital, Knoxville; Rick Wallace, ETSU
- “Locating Quality Health Information on the Top Six Diseases in Tennessee,” Martha Earl, UT Preston Medical Library
- “How to Set Up a Flight Plan on a Trip to the Stars: Evidence-Based Library and Information Practice,” Rick Wallace and Nakia Carter, ETSU

Members presented the following posters:

- “All Star Baffle,” Sue Knoche, ETSU; Martha Earl, UT Preston Medical Library; Susan Earl, Nashville Public Library
- “Training Your Librarians to Shoot for the Stars,” Rick Wallace and Nakia Carter, ETSU
- “How to Keep Your Professional Association from Falling Into a Hole,” Nakia Carter and Rick Wallace, ETSU
- “Giving Your Patrons the Star Treatment,” Rick Wallace, Recia Taylor, and Bobby Lyons, ETSU

Four members of TheSLA participated in a panel discussion “Emergency Preparedness and the Role of Information Services.” Sandy Oelschlegel, Nedra Cook, Rick Wallace, and Jan Haley shared strategies to prepare for emergencies including individual library disaster planning, developing community partnerships, and information needs and continuity of services during times of disaster. Fifty people attended the presentation.

New Hospital in Clarksville

Clarksville, Tennessee has a brand new, state-of-the-art 270 bed hospital that opened for patients on June 7. Take a brief photo tour by going to www.todaysgateway.com.

The Library is larger with inviting space for patrons to read and relax and an additional small meeting room that accommodates 4-5 persons. Stop by to visit Martha Pedigo’s new space anytime you are in the area! Please note that her contact information has changed: Martha Pedigo, MLS; Gateway Medical Center; Health Science Library; 651 Dunlop Lane; Clarksville, TN 37040; 931-502-2085; FAX: 931-502-1086.

☞ Tennessee Outreach Planning Team Update

The Tennessee Outreach Planning Team met on April 23 in Nashville to discuss the accomplishments of the team members since their 2006 meetings and propose solutions for closing the gap that exists between health care professionals and medical libraries. The activities of the group were funded by NN/LM SE/A through the Express Outreach Award.

Specific goals of the Outreach Planning project:

- To support the continued planning for the implementation of action items that resulted from the Tennessee Outreach State Planning Team.
- To conduct additional analysis of the needs assessment results from this previously funded project to focus future marketing, training and fundraising efforts.
- To strengthen partnerships with existing state wide organizations to facilitate future activities in support of the NN/LM Mission.
- To explore new partnerships with statewide organizations to facilitate future activities in support of the NN/LM mission.

Participating Southern Chapter Members:

Martha Earl, MSLS, AHIP, Asst. Director for Public Services, UT Preston Medical Library, Knoxville
Jan Haley, Project Director, St. Thomas Hospital, Nashville
Janice Kelly, NN/LM Southeastern/Atlantic Region, University of Maryland
Richard Nollan, UT Health Sciences Center Library, Memphis
Sandy Oelschlegel, Director, UT Preston Medical Library, Knoxville (Principle Investigator)
Rick Wallace, Coordinator for Outreach Services, James H. Quillen College of Medicine Library, Johnson City

Other representation included Tennessee State Library & Archives, Metro Public libraries, Rural Health Association of Tennessee, Tennessee Medical Association, Tennessee Department of Health, Interfaith Health Clinic and the Church Health Center, TENN-SHARE, and UT Knoxville, John C. Hodges Library.

Member Announcement

Jean Shipman, Director, Tompkins-McCaw Library for the Health Sciences and Associate University Librarian, VCU Libraries, has accepted the position of Director of the Spencer S. Eccles Health Sciences Library at the University of Utah in Salt Lake City, effective October 1, 2008.

Membership Report

Submitted by Sandy Oelschlegel, Chair and Sandra Canham, Database Coordinator

The 2008 Southern Chapter membership status as of June 20:

249 paid renewals	17 paid new members
32 honorary members	298 total members

Please welcome 8 additional new members who have joined in the last three months.

We have three new members from the University of Tennessee at Memphis. They are Deborah Powell, Robert St. Clair, and Mary Williams. Two members are from the Atlanta area: Mary Kay Howard from the Noble Learning Resource Center, Shephard Center and Alisha Miles from the Simon Schwob Memorial Library at the Columbus Regional Healthcare System. Cason Jones is a distance education student from the University of Tennessee/Knoxville and is working in Orlando at Florida Hospital. Finally, we have Andrea Wright who's joining from the University of South Alabama in Mobile and Pamela Beegle from Barry University in Miami.

It is important to keep our database records up-to-date during the year. If you have any contact information including AHIP or MLA status changes please refer to the online form at <http://www.scmla.org/chanform.htm> E-mail updates will be sent to the SoChap Moderator so you will be able to continue receiving information from the Association.

Library School Students Will Get Free SC/MLA Membership!

In an effort to boost our membership and perhaps introduce library school students to the field of medial librarianship, the following motion has been approved by the Executive Board:

That the Southern Chapter MLA extends a free membership for 2 years for students enrolled in an accredited library school.

At this time, Sandra Canham, membership database manager and has noted that we only have two student members. Sandra will work with them to extend their memberships appropriately. The Membership Committee will be responsible for sending appropriate information to library schools about this and inviting the students to attend the SC/MLA 2009 meeting and will work with the SC/MLA 2008 Program and Local Arrangements Committees to promote the new policy. Please spread the news to any students you know.

Research Spotlight

Recipient of the 2008 Research Project Grant:
“Quantifying the effectiveness of interactive tutorials.”

“Our project, which looks at passive versus interactive tutorial effectiveness and participants’ preferences for each tutorial mode, is going very well. Seventy-nine students participated in the study, and were randomly assigned to one of three groups: interactive tutorial group, passive tutorial group, or control group. The students took the online tests immediately before and after completing either the interactive or passive tutorials, which focused on using Real Simple Syndication (RSS) feeds to stay up to date with the journal literature. Upon completing the data-gathering portion of our study on January 8, 2008, we quickly began analyzing the data and scheduled an appointment with the university’s Statistical Consulting Laboratory on main campus. After discussing the results of the pre- and post data with the statistician, analysis was performed. We are now beginning to narrate the results of this analysis, and plan to submit the resulting manuscript for possible publication in the near future. Overall, we are excited with our results and look forward to sharing them with our colleagues in the up-and-coming months.”

Steven Wilson
Roz Anderson

Southern Chapter and The Janet Doe Lecture

The Janet Doe Lectureship, one of the major honors in the medical library profession, was established in 1966. The award acknowledges the intellectual and philosophical contributions the honoree has made to the profession during their career. Each lecture is a message to peers, reflecting the honoree’s interests, concerns, and vision in the continued pursuit of excellence for the profession as a whole. Gertrude Annan, Librarian at the New York Academy of Medicine, delivered the first Janet Doe Lecture in 1967.

In the 40-year history of the award, six librarians who were longtime members of the Southern Chapter have been honored with this award. This number is not large, but think about this: the last 4 honorees has an affiliation with the Southern Chapter.

Martha Jane Zachert (1978) a library science professor at both Florida State and the University of South Carolina; “Books and Other Endangered Species: An Inquiry into the Value of Medical Librarianship.”

T. Mark Hodges (1997) director, Vanderbilt University; “Musings on Our Meetings: MLA Conventions, Ninety-Eight to Date.”

Fred Roper (2005) Dean Emeritus, School of Library & Information Science, University of South Carolina; “MLA’s Professional Development Programs: A Look Back at the Way Ahead.”

Julie J. McGowan (2006) Associate Dean, Information Resources and Educational Technology, Indiana University School of Medicine; former Associate Director, University of South Carolina School of Medicine; “Swimming with the Sharks: Perspectives on Professional Risk Taking.”

Henry L. Lemkau, Jr (2007) director, University of Miami; “Constants, Context and Change: The Pursuit of Purpose.”

Thomas G. Basler (2008) director, Medical University of South Carolina; “There are No More Giants: Changing Leadership for Changing Times.”

A complete list of Doe Lecturers and live links to their published lectures can be found on MLA’s Web site at: <http://mlanet.org/awards/honors/doe.html>



Basler delivering the 2008 Janet Doe Lecture

Benchmarking

SOUTHERN CHAPTER MLA BENCHMARKING NETWORK

by

Linda Garr Markwell, SC Benchmarking Liaison

The MLA Benchmarking Network had 307 participants during the 2007 entry period. Thirty (30) of the 307 were Southern Chapter members. Many, many thanks to the ones who entered their data!! In the chapters’ competition for the most participants, the winner was the NAHSL (North Atlantic Health Sciences Libraries) with 41 participants. Southern Chapter was 4th in the number of entries. The Southern Chapter state with the most contributors was Tennessee with 11 entries.

The Southern Chapter Executive Board approved a free 2008 Birmingham meeting registration as an incentive for participating. A drawing from the names of those who entered their hospital’s

information was held at the SC Executive Board meeting at MLA.

AND THE WINNER IS: Edie Lacy - Piedmont Hospital in Atlanta - Congratulations!

The MLA Benchmarking Network's Interactive Report Site is planning to activated late summer or early fall, 2008. Watch for the details. Even if you did not have the opportunity of entering your information, you may benchmark your hospital library against those that did enter data.

If you are just learning about benchmarking and the MLA Benchmarking Network, there are some resources which may help you to get started for the next entry period. Those resources are:

1. MLA's Hospital Libraries Section (HLS) has a fantastic wiki at <http://mla-hls.wikispaces.com/Benchmarking> with information about the Benchmarking Network. You will find worksheets for Data Collection posted there. The worksheets can be used as guidelines on the statistics and data you should be collecting now to be ready for the next data entry period.
2. 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 was published in July, 2007 from Neal-Schuman.
3. Both the 2002 and 2004 MLA Benchmarking Network data are online at <http://www.mlanet.org/members/benchmark/index.html> and are available for access by the participants of those surveys free of charge. Non-participants may access the data for a fee.



Register now for the 2008 SCMLA Annual Meeting in Birmingham
October 26-30, 2008

Location:

Ross Bridge Resort, Birmingham, Alabama

Programming:

Invited **speakers** include:

Peter Morville, leader of the consulting firm **Semantic Studios**, and author of *Ambient Findability: What We Find Changes Who We Become*

David Levy, Professor at the Information School, at the University of Washington and author of *Scrolling Forward: Making Sense of Documents in the Digital Age*

Rachel Singer Gordon, speaker and web expert and author of several books including, *What's the Alternative? Career Options for Librarians and Info Pros*

MJ Tooey at the Hospital Librarians Luncheon speaking on "Investment Strategies for Hospital Librarians" and providing an update to the "MLA Vital Pathway Project."

Continuing Education:

Six **CE classes** are being offered.

4 Half Day Courses:

Ethical Concerns for Health Science Librarians

Priscilla Stephenson

Introduction to Evidence based Practice in a Magnetic World

Toni Yancey

Gaining Leadership Skills without Formally Supervising People

Natalie Kay Reed

Easy to Read Health and Wellness Material for Consumers

Beth Wescott

2 Full Day Courses:

Technology Planning for Health Sciences Librarians

Wallace McLendon and Bart Ragon

Geeks Bearing Gifts: New Technology Trends

Dale Prince

Other meeting events include:

- Contributed posters and papers
- AHIP question and answer session
- Majors Walk
- MLA and RML updates
- Breakfast with Exhibitors
- ALHeLA business meeting and luncheon
- Reception at Vulcan Park
- Banquet by the pool

See the Website for more details:

<http://www.lhl.uab.edu/scmla2008/>

In Memoriam

Susan Ann Selig
January 24, 1947 -- May 26, 2008

Susan Selig passed away after a brief illness in her hometown of Conway, Arkansas.

Susan was a graduate of Conway High School and the University of Central Arkansas. She earned her master's degree in Library Science from George Peabody College for Teachers in Nashville, TN. She spent 35 years as a librarian, ending her career in 2004 as associate director and associate professor at the University of Tennessee Health Sciences Library in Memphis. In 1990 she was named Librarian of the Year by the Memphis Library Council. She returned to Conway in 2006 where she enjoyed renewing acquaintances and making new friends.

Memorials can be made to the Myrtle Lee Selig Scholarship Fund, University of Central Arkansas, Buffalo Alumni Hall, UCA Box 4925, Conway, AR 73035-4925. Susan and her family established this scholarship a few years ago when her mother, a dedicated teacher and alumna of UCA, died.

Susan will be remembered for her many contributions to the Health Sciences Library here in Memphis, to Southern Chapter, and to MLA. But she will be especially remembered for her laughter, spirit in the face of adversities, and her kindness to others.