

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

Message from the Chair *Judy Burnham*

Volume 24, Number 4,
Fall 2008

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Next Reporting Deadline:
December 15, 2008
Next Publication Date:
January 15, 2008



Making the Magic Flow...After Birmingham

The Southern Chapter Program Committee will be Making The Magic Flow during the 2008 annual meeting in Birmingham. Keynote speaker David Levy will encourage us to take time to reflect, Peter Morville will encourage us to make our information “findable,” and Rachel Singer-Gordon will help us “get unstuck” in our profession.

CE classes on ethical concerns, evidence based practice, leadership skills, consumer health materials and technology will challenge us to new ways of thinking. Exhibitors will introduce us to new and improved resources and services. The NLM and MLA Updates will give you an idea about what is new for our profession.

A variety of papers and posters will give us ideas for projects we can begin or improve in our libraries. Topics include outreach, library management, branding the library, evidence based healthcare and librarianship, health information literacy, reference and library instruction, including tutorials and providing services for distant ed students, disaster preparedness, technology, library promotion, collection development and management, citation indexing, library promotion and institutional repository, among others.

I once had a Sunday School teacher tell the class that if we only came to listen and didn’t apply what we heard to our daily lives that we were just wasting our time. The same is true for the Southern Chapter meetings. What better time than during harvest season for us to gather those ideas that can be useful. Dale Prince, in a CE class, encouraged the attendees to record their “Aha!” moments. We need to come and listen, but as we do we should make notes about how what we have heard can affect our daily and professional lives, as well as our libraries. Record those “Aha!” moments and then when you get back to your libraries, act on them.

Thanks to Pat Higginbottom and the Program Committee for putting together such a great program. I look forward to wonderful opportunities for networking and using the fall foliage as inspiration for harvesting ideas to take back home with me.

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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.

FLORIDA



✧ Louis Calder Memorial Library, University of Miami, Miami, FL

The Calder Library of the University of Miami Miller School of Medicine is pleased to announce that Ms. **Vedana (Nani) Vaidhyanathan** joined the faculty on July 1. Vedana received her M.S. in Library Science from the University of North Carolina at Chapel Hill. She was a UNC Health Sciences Library Fellow in the Carolina Center for Genome Sciences from 2006-2008, an ARL (Association for Research Libraries) Fellow in 2007 and Master's Student Representative to the UNC Information Technology and Resource Center. She served as a Resident Assistant in the Johns Hopkins University Center for Talented Youth following Cum Laude graduation from Florida International University in 2006. She is a member of the Pi Sigma Alpha Political Science Honors Society. Vedana has also worked with outreach programs to underserved Hispanic and Haitian populations in North Carolina and Miami.

The Calder Library has received an award to partner with the Miller School of Medicine's student-operated DOCS (Department of Community Services) Health Fairs project and public libraries in Miami-Dade, Broward and Monroe counties during the 2008-09 year. The 'Librarians and DOCS for Health' award supports participation by Calder and public librarians at the annual health fairs in eight medically underserved communities to promote the use of National Library of Medicine and State of Florida health information websites. It is funded by the National Network of Libraries of Medicine, Southeastern/Atlantic Region at the University of Maryland.

Joaquin E. Arriaga and **Yanira Garcia-Barcena** published "Collaborating with the International Medical Institute to provide health information in Spanish" in *Journal of Consumer Health on the Internet* 2008 12(2):119-129.

Mary Moore and **Deborah Kaercher** published "Health Texas: the eight-year odyssey of a community health web portal" in *Journal of Consumer Health on the Internet* 2008 12(2):95-104.

Tanya Feddern-Bekcan, MLIS, AHIP, MOT, OTR/L, EBM Theme Co-Director & Reference and Education Librarian, gave birth to a beautiful baby girl, Ilayda Serena Bekcan, on June 28th (her due date) in Boca Raton, Florida. (Ilayda sounds like Eliza but with a "d" instead of a "z" and means water fairy or water sprite in Turkish.) She was born with a full head of dark brown hair and weighed 7 pounds, 11 ounces and was 21 inches long.

☞ **University of Florida Health Sciences Center Libraries, Gainesville and Jacksonville, FL**

The UF Health Science Center Libraries (both the main HSC Library in Gainesville and the Borland Health Sciences Library in Jacksonville) have both been undergoing renovations this summer to improve spaces for patrons. The Gainesville HSC Library has recently completed Phase I of a new Collaboration Commons & Center -- places where small groups can talk, work, research, study and learn together. On the first floor, we've installed several Collaboration Stations, with comfortable furniture, mobile whiteboards, and leading-edge health education software displayed on large high-resolution monitors, with multiple user inputs and the ability to record and share ideas. On the second floor, we have created a Collaboration Center Meeting & Teleconference Room that provides a central, neutral and inviting environment for interdisciplinary groups to work, brainstorm and visualize together. A webpage on the CCC is here: <http://www.library.health.ufl.edu/pub/commons/index.html>.

Rae Jesano recently presented two posters:

1) Using a Survey to Evaluate and Improve Services to Distant PharmD Students, co-authored by Linda Butson and Mary Edwards, at the American Association of Colleges of Pharmacy Annual Meeting in Chicago, IL, on 21 July 2008;

2) Off-site and Distance Pharmacy Students and the Library, at the Florida Health Science Library Association Annual Meeting in St. Petersburg, FL, on 30 May 2008.

GEORGIA



☞ **Robert B. Greenblatt Library, Medical College of Georgia, Augusta, GA**

Mary Ann Jones has been appointed to the faculty of the Robert B. Greenblatt M.D. Library, Medical College of Georgia as Assistant Professor/Electronic Resources Management Librarian. Mary Ann earned her MLIS in 2005 from Florida State University and comes to the Medical College from Mississippi, where she was the Electronic Serials Librarian for the Mississippi State University Libraries.

☞ **Morehouse School of Medicine Library, Atlanta, GA**

Darlene P. Kelly, Division Head for Information Services, attended "Supporting Clinical Care: An Institute in Evidence-Based Practice for Medical Librarians" July 28 - July 30, 2008. Librarians

from Dartmouth, Yale, and Duke collaborated to present this first annual institute for medical librarians who support and teach evidence-based clinical practice (EBCP). This was an intensive, introductory, 2.5 day course designed for medical librarians by medical librarians.

☞ **Memorial Health University Medical Center, Savannah, GA**

On August 11, 2008, Mercer University School of Medicine, Savannah campus, welcomed its first class of 30 medical students at Mercer's brand new second medical school on the campus of Memorial University Medical Center in Savannah.

Mercer agreed to operate Memorial's library in 2001 to serve its Year 3 and Year 4 medical students doing rotations at Memorial. When the decision was made to start a second medical school, Mercer already had library staff "on the ground" in Savannah. The library was moved to a renovated space and has now opened its doors to the Class of 2012. It continues to serve Memorial Team Members, physicians, and other learners on campus in addition to Year 3 and Year 4 Mercer medical students, and now Year Ones.

The library staff is happy to welcome **Carolyn A. Klatt**, MLIS, as the new Reference & Electronic Resources Librarian at the Mercer Medical School - Savannah Campus. She was most recently at Florida State University, and has also held library positions at Salt Lake County Library System, Utah; Covina Public, Azusa City, and Pomona Public Libraries, California; and the University of Denver Libraries, Colorado. Be sure to catch Carolyn's paper in Birmingham!

SOUTH CAROLINA



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

Ruth Riley, Director of Library Services, is serving as Chair of South Carolina's academic library consortium, Partnership Among South Carolina Academic Libraries (PASCAL) during 2008-09.

Christine Whitaker, Collection Development Librarian, is serving as Chair of the Science-Technology Division of the Special Libraries Association during 2008-09.

Briget Livingston, Systems Librarian, is serving as Chair-Elect of the Public Services Section of the Medical Library Association during 2008-09.

Roz Anderson, Assistant Director for Education and Outreach, and **Steve Wilson**, Coordinator, Center for Disability Resources Library, received a \$5,959 grant award from the National Network of Libraries of Medicine Southeastern/Atlantic Region for their "Creating the InfoAble Portal"

project with the Columbia office of Family Connection, a support network for families who have children with special needs. The grant will improve access to information technology and library and information services by purchasing and installing a computer, printer, and projector in the Columbia Family Connection's new Family Wing and improve access to disability and health information by creating the InfoAble Portal, which will become the default homepage for the new multimedia computer system and a new product feature on the Center for Disability Resources Library [Website](#).

Allison LoCicero, Web Services Librarian, resigned in August to take a position with Triple P--Positive Parenting Program, an international evidence-based parenting program.

T E N N E S S E E



☞ Preston Medical Library, University of Tennessee, Knoxville, TN

Preston Medical Library submitted applications for and received two Express Outreach Awards from NN/LM.

1) Tennessee Consumer Health Information Outreach: A Simple Plan Extended to Three Regions

Martha Earl and Rick Wallace (ETSU) each sent in a proposal for three Public Library regions (total of six regions of twelve Tennessee regions).

Project Leadership will coordinate, market, and provide the four classes for public librarians:

- Beyond an Apple a Day: Providing Consumer Health Information in the Public Library
- From Snake Oil to Penicillin: Evaluating Consumer Health Information on the Internet
- Prescription for Success: Consumer Health Information on the Internet
- Looking in all the Wrong Places: PubMed for Public Librarians.

Project Leadership will teach each of the four aforementioned courses at least twice in the targeted regions.

We will facilitate participant applications for MLA CHIS certification <http://www.mlanet.org/education/chc/> (paid for by award for up to 100 trained staff). We will encourage them to become affiliate (free) members of NN/LM. We will encourage the public librarians to order [MedlinePlus.gov](http://www.nlm.nih.gov/medlineplus/) promotional materials and to subscribe to the NIH MedlinePlus: The Magazine.

The participating medical librarians (members of TheSLA and resource libraries) will offer support after the classes to sustain the consumer health information services in the public libraries, such as Loansome Doc requests and guidance with consumer health searches or collection development.

2) Connecting Tennessee's "Lonesome Docs" with Medical Libraries by Promoting Library Services and NLM Loansome Doc

Six NN/LM SE/A members Libraries will partner with Tennessee Medical Association (TMA) to provide training, and full text of articles to physicians in Tennessee that are not affiliated with a university or hospital providing library services, especially those physicians that are located in rural and outlying areas.

Working with TMA, the 7,500 physician members will be reached through a series of communications utilizing the TMA publications and electronic distribution system. The TMA communications will spotlight NN/LM SE/A member libraries that are willing to provide library services, such as reference assistance, mediated PubMed literature searches, and Loansome Doc services.

NN/LM SE/A Libraries will be reimbursed for up to 50 articles each when they provide Loansome Doc articles to the physicians participating in the program.

Membership Committee & Membership Database Coordinator Report

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

The 2008 Southern Chapter membership status as of August 21:

260	Paid Renewals
22	Paid New Members
4	Student Members
31	Honorary Members
315	Total

Please welcome 9 additional new members who have joined in the last two months.

We have three new members from the state of Florida. **Diane Foster** joined from Florida State University; **Rebecca Harrington** is from the Florida Hospital in Orlando; and finally, **Marina Salcedo** from the University of Florida/Jacksonville.

Beverly Rossini is coming from the University of South Alabama in Mobile. **Brenda Vest** is from Eisenhower Hospital at Fort Gordon in Augusta, GA. Tennessee welcomes **Fatima Barnes** from Meharry Medical College in Nashville and from San Antonio, Texas **Joy Ann Bell**.

Our 4 student members include **Alisa Greene & Catherine Brooke Caldwell** of Tennessee, **Cason Jones** of Florida, and **Patrick McLaughlin** of South Carolina

The 2007-2008 Membership Directory should arrive at your doorstep in early September. The Membership Committee reviewed additional features of the directory and thought members

would like a page indicating important dates to remember throughout the year. This includes upcoming annual meetings and deadline dates for Chapter honors and awards.

The Membership Committee and Database Coordinator worked through the Executive Committee to institute a great new program of FREE two year membership for students enrolled in ALA accredited programs.

Beginning with an idea brought to the Committee by SC/MLA Chair, Judy Burnham the following has been accomplished by the committee in the last few months.

- Student membership benefits have been defined (the only difference is that they do not get a free membership directory because it cost approximately \$7.00 to produce).
- Web page changes have been made to reflect the new membership status
- A new student membership form has been created and mounted on the web page
- A flier about the Birmingham meeting has been created to be sent to students along with the information about the new free membership.
- A reception for students has been planned with MLA President Mary Ryan hosting the meeting immediately before the banquet October 29th 5:30-6:30.

Please help the membership committee and tell the library school students you know about this new program.

Chapter Announcements

Mental Health SIG

Carmen Bou-Crick, Librarian Assistant Professor at the University of Miami, and Co-Convener of the MLA Mental Health SIG, is pleased to invite colleagues to participate in the Call for Abstracts for MLA 2009 (Hawaii) for the two programs co-sponsored by the Mental Health SIG:

(1) Fusing Culture and Community to Improve Health Literacy (Sponsors: Cancer Librarians Section, NAHRS Section, MH SIG, CAM SIG, & LGBT Health Sciences Librarians SIG)

(2) Personal Health Records: How Private is your Medical Information? (Sponsors: Pharmacy & Drug Information Section & MH SIG).

These programs are looking to hear from those of you who have been working with health literacy involving specific cultures, communities, or patients with special diseases (cancer, mental illness, HIV/AIDS, etc.) or are involved with planning or utilizing electronic/personal health records and have insight on the special needs of confidentiality and conflict of interest—especially involving patients with “stigmatizing” conditions or medications (such as mental illness, HIV/AIDS, or cancer). If you have done research or projects in those areas, please consider submitting an abstract before the deadline of October 6, 2008. For additional information and instructions on abstract submissions, please go to the MLA Website at: <http://www.mlanet.org/am/am2009/call.html>.

Thomson Reuters/Frank Bradway Rogers Information Advancement Award: Recognize Technological Innovation in Health Science Information

The Rogers Award, originally called the ISI Information Advancement Award, is presented annually in recognition of outstanding contributions for the application of technology to the delivery of health science information, to the science of information, or to the facilitation of the delivery of health science information.

The award, sponsored by the Thomson Reuters, has been given since 1983. The recipient receives a cash award of \$500 and will be recognized at the Annual Meeting of the Medical Library Association, May 15-20, 2009, Honolulu, Hawaii.

For more information on the award and past winners go to: <http://www.mlanet.org/awards/honors/rogers.html>. For a copy of the nomination form, eligibility information and instructions go to: http://mlanet.org/pdf/awards/rogers_nom_20080611.pdf.

All nominations are due by November 1, 2008. Please forward this message to colleagues who might be interested.

Janette Schueller, Jury Chair, 2007-2008 Thomson Reuters/Frank Bradway Rogers Award Jury (206.528.3372 or schueller@battelle.org)

Call for the 2008 Ida & George Eliot Prize Nominations

Nominations for the Ida and George Eliot Prize Award are due on November 1, 2008 to MLA. This award is presented annually for a work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. The recipient receives a cash reward of \$200 and a certificate at the annual meeting. Visit <http://www.mlanet.org/awards/honors/index.html> for details and a nomination application form. Please email **Sylvia McAphee**, Jury Chair at smcaphee@uab.edu if you have additional questions.

A Health Sciences Librarianship Track Comes to the MLIS Program at Valdosta State University

The faculty of the program in the Master of Library and Information Science (MLIS) at Valdosta State University are pleased to announce that a curricular track in Health Sciences Librarianship went into effect in the Fall 2008 semester. The creation of the track marks the culmination of many months of planning which took the form of meetings between MLIS faculty and stakeholders representing Georgia's community of health sciences librarians.

The new track is 15 semester hours. The three required courses are Health Sciences Librarianship, Information Retrieval in the Health Sciences, and a 120-hour supervised fieldwork. To fulfill the remaining six hours, students may choose two electives from a group of alternative courses. Professionals from outside the MLIS program may enroll in most of the track courses as non-degree students, as space permits. An MLS, MLIS, or comparable professional master's degree is the recommended pre-requisite for enrollment by non-degree students into the Health Sciences

Librarianship courses. Information on how to apply for admission as a non-degree student is at <http://www.valdosta.edu/gradschool/admin.shtml>.

The curriculum was developed with input from an ad hoc Health Science Track advisory group. Many thanks are extended to these members who gave generously of their time and expertise:

- **David N. King**, Professor and Associate Director, Greenblatt Library, Medical College of Georgia
- **Rita Smith**, Outreach & Education Coordinator, Mercer University Medical Library and Peyton T. Anderson Learning Resources Center, Mercer University School of Medicine
- **Shiloh Smith**, Reference Librarian/Distance Education, Odum Library, Valdosta State University
- **Amy Harkness**, Medical Librarian, Sauls Memorial Library, Piedmont Hospital
- **Christy Cechman**, Information Reference, Research, and Education Services, National Center for Public Health Information, Division of Knowledge Management Services, Centers for Disease Control and Prevention

Once students begin to make headway in the track, we will be seeking field sites for their internships. If you would like to mentor or host a student intern in the future, please contact **Anita Ondrusek** by e-mail at alondrus@valdosta.edu or by telephone at 229-245-3742.

We are also seeking part-time faculty members to assist us in teaching the new courses. If you are interested in teaching for us, or know of someone who could teach either the introductory course or the information retrieval course, please contact the MLIS Program Director **Wallace Koehler** by e-mail at wkoehler@valdosta.edu or by telephone at 229-245-3732.

Joy Harriman Book Published

Former Southern Chapter member **Joy Harriman** recently published *Creating Your Library's Business Plan: A How-To-Do-It Manual with Samples on CD-ROM* with Neal-Schuman Publishers. More information here: <http://www.neal-schuman.com/bdetail.php?isbn=9781555706340>.

Libraries: The medicine chest of the soul.

Faculty Position

Medical, Assistant or Associate, Librarian

Position Number: 39191

FTE: 1.0 **Salary Pay Range:** NEGOTIABLE

Closing Date: Open until filled

General Description: The Health Sciences Library at the new College of Medicine is searching for an Electronic Resources/Web Development Librarian (Internal title is Electronic Resources / Web Development Librarian). This is a non-tenure track faculty position. The successful candidate will be responsible for collection development, especially ensuring that high quality online materials and a wide array of electronic resources are readily available to virtual medical library users on a variety of platforms. He/she will provide leadership in the development, maintenance, and content management of resources by identifying and procuring the use of content from knowledge brokers in support of the virtual medical library's web site.

The new Health Sciences Library will support the education, research and clinical initiatives of the UCF Health Sciences Campus at Lake Nona. This position will work with UCF COM faculty in developing a curriculum-based collection; with the Director of IT and the Director of Knowledge Management to bring the library to the desktop/laptop and classroom; and with students and faculty to develop services and resources to meet their needs.

Minimum Qualifications:

- Master's degree in library or information science (MLS or MSLS) from an ALA accredited program.

Preferred Qualifications:

- Experience in developing complex websites and building database-backed dynamic websites.
- Demonstrated ability to select, license and manage electronic resources and information.
- Commitment to a user-centered approach to Web-based services, including Web interfaces that meet needs of library users.
- AHIP membership.
- Minimum of 3 years of relevant medical library experience or 5 years overall Librarian experience.

Hiring Process for Faculty Positions: All applicants must submit a letter of interest and curriculum vitae (CV) to the designated contact person by the closing date (postmarked if mailed). Letters of interest and the CV's sent via e-mail or fax are also acceptable. No applications will be accepted after the closing date.

Send cover letter and curriculum vitae (CV) to:

Search Committee Chair, Medical Librarian
UNIVERSITY OF CENTRAL FLORIDA
COLLEGE OF MEDICINE
P.O. BOX 160116
ORLANDO, FL 32816-0116
Phone: 407-823-1841 Email: medlibrarian@mail.ucf.edu
Fax: 407-823-4821



UCF is an equal opportunity, affirmative action employer and encourages applications from minorities, women, and other underrepresented groups. Search materials are available for public review as provided by Florida law.

Bylaws Changes

CURRENT BYLAWS	PROPOSED AMENDMENTS
<p>Article IV. Officers, Section 1.</p> <p>B. The term of office of the Chair shall be one year as Vice Chair/Chair Elect, the next year as Chair, and a third successive year as Immediate Past-Chair. No one shall serve more than one successive term as Chair or Vice Chair/Chair Elect, except when a vacancy is filled in accordance with Article 4, Section 4.A.</p>	<p><i>B. The term of office of the Chair shall be, in succession, one year as Program Chair-Elect, the second year as Chair-Elect/Program Chair, the third year as Chair, and the fourth year as Immediate Past Chair. No one may serve more than one successive term as Program Chair-Elect, Chair-Elect/Program Chair, Chair and Immediate Past Chair, except where a vacancy is filled in accordance with Article 4, Section 4. A.</i></p>
<p>Article IV. Officer, Section 1.</p> <p>G. The Executive Board (defined below) shall appoint a Bookkeeper, Convention Chair, Credentialing Liaison, Membership Database Manager, Newsletter Editor, Parliamentarian, and other appointed officers as needed.</p>	<p><i>G. The Executive Board (defined below) shall appoint a Bookkeeper, Convention Chair, Credentialing Liaison, Membership Database Manager, Newsletter Editor, Parliamentarian, <u>Government Relations Liaison</u>, and other appointed officers as needed.</i></p>
	<p>Article IV. Officer, Section 2. Duties</p> <p><i>M. The duties of the Government Relations Liaison shall be to establish and maintain communication with the MLA Governmental Relational Committee and to disseminate to the chapter issues, actions and concerns of the committee.</i></p>
<p>Article VI. Executive Board, Section 1.</p> <p>The elected officers of the Chapter and the Standing Committee Chairs shall constitute the voting membership of the Executive Board. The appointed officers shall serve as ex officio, non-voting members of the Executive Board.</p>	<p><i>The elected officers of the Chapter, the Standing Committee Chairs, and appointed Officers shall constitute the voting membership of the Executive Board.</i></p>

Explanations for Southern Chapter Bylaws Revisions 2008

Article IV Officers Section 1.B.

Tuesday, November 13, 2007 at the Executive Board meeting Sandra Franklin, Strategic Planning Chair, made a recommendation to identify the Chapter's Program Chair for the annual conference in advance of our current practice. The new position will be Program Chair-Elect. The following years, the individual will advance to Chair- Elect/Program Chair, Chair and Past-Chair, maintaining a four year commitment. (Also, this information was distributed at the Business Meeting 11/15/2007.)

Article IV Officers Section 1. G.

The Government Relations Committee has been dissolved into a single appointed position.

Article IV Officers Section 2. Duties M.

The appointee (Government Relations Liaison) will serve as the liaison to the MLA Governmental Relational Committee.

Article VI Executive Board Section 1.

Currently the elected officers of the Chapter and the Standing Committee Chairs serve as the voting members of the Executive Board. The Board has recommended appointed officers be voting members.



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

The Final Word...

Jason and I have enjoyed putting together this year's *Southern Expressions*. Please remember to send us your news items and announcements!

Hope to see you all in Birmingham!

Join the SCMLA 2008 flickr group: <http://www.flickr.com/groups/scmla2008/>

Follow the SCMLA 2008 Twitter Group: <http://twitter.com/scmla2008>

be sure to add devices so you can get the updates via txt message
for more info on how to use twitter visit:

http://news.cnet.com/8301-17939_109-9697867-2.html

Vist the meeting site: <http://www.lhl.uab.edu/scmla2008/>