

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

Message from the Chair

Pat Higginbottom

*Volume 25, Number 2,
Spring 2009*

[Message from the Chair - 1](#)
[Current SC/MLA Officers - 2](#)
[Around the South](#)
[Alabama - 3](#)
[Mississippi - 3](#)
[South Carolina - 5](#)
[Benchmarking - 7](#)
[Financial Update - 8](#)
[SC/MLA in Memphis - 9](#)
[Papers and posters - 10](#)
[The Final Word - 11](#)

Next Reporting Deadline:
June 15, 2009
Next Publication Date:
July 15, 2009



Hello everyone and happy spring. We expect to be near 70 degrees today so I'm hopeful the short cold days of winter are behind us. Part of spring to me is gearing up for the MLA annual meeting but I'm sad to report that I won't be able to attend this year. As I investigated, only a few of our Executive Board members will be there this year so we are going to meet virtually sometime this spring. As always association business will continue.

Be sure to read the article in this issue on SCMLA finances. Because of our healthy bank balance the Executive Board recently voted to move all the Martha Watkins scholarship money into the scholarship account and pay last year's award winners out of the general account. Doing this when possible will allow us to realize the goal of funding the scholarship much sooner.

Also see the update on plans for a fun, exciting and informative meeting in Memphis in the fall. It seems far away but I as learned planning the meeting last year, it will be October before we know it. I'm looking forward to seeing you all there.

Another exciting venture is an update of the SCMLA website. Before we tackle a full scale web redesign, web coordinators Justin Robertson and Andrea Wright are looking at ways to make the site more useable and interactive. We'll be looking for feedback from you as members as we move forward.

So enjoy the weather, watch for more updates and as always, let me know if you have thoughts, suggestions, or questions about SCMLA.

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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 SC/MLA. Contributions may be edited for brevity, clarity, or conformity to style. Final decision on content shall be left to the discretion of the co-editors with the advice of the Communications Committee of SC/MLA.

ALABAMA



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

Lister Hill Library is pleased to announce Lee's admission to the National Library of Medicine 2009 fellowship program in BioMedical Informatics at the Marine Biological Laboratory, commonly known as the Woods Hole Program. Lee will be in Massachusetts from May 31-June 6 for the training. Congratulations to Lee for getting into this prestigious program.

MISSISSIPPI



☞ **L. O. Todd Library, Meridian Community College, Meridian, MS**

Billy Beal, Dean of Learning Resources, reports that they are weeding the nursing and allied health collection in preparation for a fall site visit from the National League of Nurses. Particular attention is being directed at the VHS tape collection which has not undergone the scope of thinning that the print collection receives every year. They are working with the instructional materials committee of the Associate Degree Nursing department in evaluating materials for the weeding project.

All of the nursing and allied health programs at Meridian Community College are nationally accredited. MCC has programs for certified nurse assistants, practical nursing, and Associate Degree nurses. In addition, the library provides support for University of Southern Mississippi bachelor's and master's degree programs in Meridian.

☞ **Gunter Library, Gulf Coast Research Laboratory, University of Southern Mississippi, Ocean Springs, MS**

Gunter Library celebrated the centennial of Dr. Gordon Gunter (1909-2009), the third director of the Gulf Coast Research Laboratory with a new exhibit of archival documents relating to Dr. Gunter. These documents had been hastily boxed and stored following Hurricane Katrina, and were reviewed and reorganized for the centennial celebration. Materials were selected for digitization and preservation. A poster and exhibit highlighting Dr. Gunter and his many contributions to marine and natural sciences were created for display at Gunter Library and other venues. Assisting Head Librarian, Joyce Shaw, with the project were University of Southern Mississippi library

graduate student Madeline Trier-Rourke and Mississippi Gulf Coast Community College Jackson County Campus Honors Biology student Jonathan Weaver.



University of Southern Mississippi--Gulf Coast senior, Oliver Kuttner, takes a few minutes to look at the Gordon Gunter Centennial poster on display at Gunter Library at the Gulf Coast Research Laboratory.

Rowland Medical Library, University of Mississippi Medical Center, Jackson, MS

As part of the National Library Week celebration, April 13-17, the Friends of the Rowland Medical Library hosted several activities including a used book sale, a silent auction, drawings for door prizes, and the Dean Billy S. Guyton History of Medicine Lecture entitled “The Evolution of American Bioethics.” This year’s lecture was delivered by Dr. Ralph Didlake, Director of the Center for Bioethics and Medical Humanities, University of Mississippi Medical Center.



The Friends of Rowland Medical Library annual book sale attracts students and campus staff looking for bargains.

SOUTH CAROLINA



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

Roz Anderson, Assistant Director for Education & Outreach, and Steve Wilson, Coordinator, Center for Disability Resources Library, authored the article "Quantifying the Effectiveness of Interactive Tutorials in Medical Library Instruction" in *Medical Reference Services Quarterly*, 2009 Spring, 28 (1): 10-21.

Roz Anderson and Steve Wilson won first place in the research paper competition at the Annual Meeting of the Southern Chapter of the Medical Library Association in Birmingham, Alabama, October 26-30, 2008, for their paper, "Quantifying the Effectiveness of Interactive Tutorials." Congratulations!

Karen McMullen, Head of Access Services, and Laura Kane, Assistant Director for Information Services, authored the article "Better Safe Than Sorry: Panic Buttons as a Security Measure in an Academic Medical Library" in *Public Services Quarterly*, 2008, 4 (4): 391 – 396.

Christine Whitaker, Collection Development Librarian, attended the Special Libraries Association Leadership Summit in Savannah, January 14-16, 2009 as Past Chair of the Science-Technology Division.

Medical University of South Carolina Library, Charleston, SC

The library's computer classrooms are sporting upgraded capabilities this spring. Sound systems, including lavalier microphones and in-ceiling speakers will make classroom sessions easier to hear and give instructors freedom to move around the room. New projectors are so powerful you can keep the lights on during class. Both are great improvements, but rather ho-hum.

The other new technologies are much more exciting. The instructor's computer in each classroom is now equipped with a Sympodium Interactive Pen Display. This gives you the capability of drawing on and annotating the computer screen! Is there a particular term you want to draw attention to? Circle it in red. Perhaps you want to highlight a phrase or part of an equation - use the highlighter tool. You can even save a copy of your annotated screen to a file. These are only a few of the Sympodium's capabilities.

We also have two document cameras that will project 3 dimensional objects on the large screens. The clarity and sharpness of the image is impressive, whether you are showing the detail on a flat image on paper or examining the wrinkles in a model of the brain.

Hands on Health-SC and Go Local-SC: Online Access to Health Resources & Services Now in Spanish

The outreach projects of the MUSC Library, Hands on Health-SC and Go Local-SC, are now available in Spanish. Hands on Health-SC (<http://www.hohsc.org>) is a consumer health Website designed for the people of South Carolina. Its purpose is to promote healthier citizens and healthier communities in South Carolina by providing a free, easy-to-use, content-rich source of good quality health information. The site is primarily a collection of links to health and wellness sites that have been evaluated by MUSC library staff. South Carolina's biggest health issues (diabetes, stroke, HIV/AIDS, cancer, family violence, suicide, and others) receive special treatment. Each issue is the focus of a complete article written in plain language, in a question and answer format that covers basic information about the disease or problem.

The Spanish Go Local-SC (<http://www.hohsc.org/golocal/>) is the first Spanish-language GoLocal system in the country. GoLocal-SC gives South Carolinians a way to find health services in their own or nearby communities from the Hands on Health-SC Website. Go Local-SC is also linked to the National Library of Medicine's national consumer health Website, MedlinePlus.

Benchmarking Network

by Jan Haley and Linda Garr Markwell

For the past several years, I have had the opportunity and wonderful experience of serving the Southern Chapter as the Benchmarking Liaison to the MLA Benchmarking Network and as the Benchmarking cheerleader within Southern Chapter. It has been so exciting to work with so many of you, as well as the MLA Benchmarking Committee. Because it such a great position, I decided that I should allow someone else to have some of the fun. The SC Board has approved my successor, Jan Haley. Welcome, Jan!!

Jan is not new to benchmarking. She has worked on the SC Benchmarking Committee, serving as the Tennessee representative. She worked tirelessly in encouraging the Tennessee librarians' participation in the MLA Benchmarking Network data entry. As a result of all her enthusiasm and work, Tennessee had more participants than any other state within the Southern Chapter.

It is with full confidence that I give the reins of benchmarking to Jan. Congratulations, Jan!!

I want to personally thank Linda for her efforts over the years and her confidence in me to fill this role. Her mentorship has been a truly delightful learning experience and her efforts during my time on the SC Benchmarking Committee have instilled in me a passion for this ever-growing in importance topic.

Remember those compare and contrast essay questions and English papers we all had to deal with during our academic pursuits? I hate to admit it but I actually liked those types of assignments. To me, benchmarking is simply the numeric complement to those scholarly drills. Per our MLA Benchmarking guru, Kate Corcoran, the data from the 2007 MLA Benchmarking Network's Interactive Report Site survey is in the final testing stages. 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.

In closing I particularly want to thank those who have volunteered to serve on the SC Benchmark-

ing Committee. Many thanks to Tracy Powell (AL), Sue Felber (FL), Edie Lacy (GA), Karri Swagart (MS), Elsa Lopez (PR), and Kay Smith (SC)!

Please feel free to contact your state representative or me via jhaley@stthomas.org with your benchmarking suggestions, questions, and concerns.

Financial Update

As of March 1, 2009, our checking account balance was \$16,376.43. This figure is based on the February 2009 bank statement. In March, we received a check from the SCMLA 2008 annual meeting for \$3715.91. That check represented the return of \$2000.00 in seed money provided to the Conference Committee for upfront costs and \$1715.91 in SCMLA 2008 annual meeting income. This deposit will appear on our March 2009 bank statement and is therefore not included in the above balance. Congratulations to the SCMLA 2008 Conference Committee for being able to turn a profit on the 2008 meeting!

Our two CD accounts matured on February 28, 2009. The SCMLA Scholarship Fund CD was re-invested in a 12-month CD that will pay 2.75% APY. The current balance in that account is \$24,925.27, which includes \$1775.00 that was donated to the scholarship fund in 2008. This CD will mature on 03/05/2010. Our long term goal is to endow the Scholarship Fund CD to cover the costs of all SCMLA awards.

The SCMLA General Fund CD was reinvested in a 9-month risk free CD that will pay 2.5% APY, maturing on 12/05/2009. Since it is risk free, we can withdraw and/or reinvest it at any time without paying a penalty. This will provide us with some flexibility without sacrificing much in interest, since there is only a 0.25% APY difference between it and the 12-month CD. If the economy should improve and interest rates go up between now and December 2009, we can reinvest it at a higher rate. The current balance in that account is \$26,612.31. This CD was set up to provide a 'rainy day' account to shelter the association during tough economic times.

Submitted by
Pam Neumann
SCMLA Bookkeeper

SC/MLA in Memphis! Jammin' with the Information Flow!
October 28–November 1, 2009
<http://library.utmem.edu/scmla09>

Come join us in Memphis for the Southern Chapter annual conference! We will have everything ready for a supportive and beneficial connection with colleagues and friends.

The theme this year is a repeat of the last conference in Memphis. Two speakers will talk about information technology and ways medical librarians can use it to professionally enhance themselves and their libraries. A third speaker will give some perspective on the role that Memphis has played in the history of health care.

We are also mindful of the hard economic times that have affected all of our institutions and organizations. Scott Plutchak will moderate a special panel of speakers from hospital, special, and university libraries on Surviving Hard Times. After short a presentation by the panelists, listeners will be able to comment and ask questions about ways to promote themselves and their libraries when the importance of the library is challenged.

We'll have continuing education classes, contributed papers, and a roundtable lunch to make sure that everyone has an opportunity to make the best use of the conference. There will be many chances to jam on the latest ideas and trends that are affecting our field.

The call for papers has gone out. If you have never presented a paper or a poster, this would be a great opportunity to get your feet wet. And even if you have, this is a great way to share your experience with other health care librarians.

If you can make it to only one conference this year, make it the Southern Chapter annual conference in Memphis!



Call for Papers and Posters

All submissions must be received by June 15th, 2009

Online Abstract Submission <<http://library.utmck.edu/scmla09/submissions/>>

The 2009 Program Committee cordially invites you to submit proposals for contributed papers and posters for the 2009 SC/MLA meeting in Memphis, Tennessee, October 28 - November 1. We are seeking creative, innovative, and dynamic people to share their experiences, research, and ideas! Whether you are a seasoned presenter or a novice, we encourage you to consider this opportunity.

Proposals are solicited on (but not limited to) the following topics:

- Focus on PEOPLE - How do you connect with people? Are you starting a new program? Have you discovered an effective teaching method? How do you market, promote, evaluate, and gauge the quality of your services and programs?
- Focus on CAREER - How do you stay motivated and stay 'unstuck'? How do you lead when you aren't a supervisor? Have you got vita/resume/interview advice? Do you have a mentoring experience to share?
- Focus on TECHNOLOGY - Are you using an old technology in a new way or a new technology in an old way? Have you discovered any new tips or tricks? How are you using social software to connect with people?

Abstracts will be evaluated on originality, innovation, organization and clarity of presentation, and relevance to improving service or practice.

Paper & Poster Submission Instructions

Online Abstract Submission <<http://library.utmck.edu/scmla09/submissions/>>

Proposals must be submitted in the form of a structured abstract not more than approximately 300 words in length. You may use the e-form <<http://library.utmck.edu/scmla09/submissions/>> to submit your proposal or, if the form doesn't fit your needs, you may e-mail your abstract proposal as a Word attachment to Sandy Oelschlegel <soelschl@utmck.edu> (for paper abstracts) or to Suresh Ponnappa <ponnappa@mail.etsu.edu> (for poster abstracts).

In order to follow a blind review process, all submissions will be stripped of any information identifying the authors or institutions and given to a panel of reviewers. The primary author will be notified of the reviewers' decision by July 15. Additional information (i.e. time, location, setup instructions, etc.) will be sent with acceptance notification.

Those presenting in Memphis must be registered for the meeting.

Contributed papers are oral presentations; a complete text of the paper is not required.

Poster presenters should plan to be stationed at their posters during a one-hour poster session.

Structured Abstract Resources

A structured abstract is a way of organizing your proposal. For more information on writing a structured abstract, please see MLA's Research Section's "The Structured Abstract: An Essential Tool for Researchers." For information on how to classify research, see "Inventory of Research Methods for Librarianship and Informatics," published in the January 2004 issue of *Journal of the Medical Library Association* and available at PubMed Central. Please also consult the *MLA Style Manual* for guidance on style, spelling, and grammar.

Contact information

If you have any questions please do not hesitate to contact Sandy about papers at soelschl@utmck.edu or 865-305-6615 and Suresh about posters at ponnappa@mail.etsu.edu or 423-439-6355.

The Final Word



Once again, it has been our pleasure to edit *Southern Expressions* for your enjoyment. We appreciate all of the submissions and enjoy learning what all the libraries are doing. Please consider writing a column or an article. The next issue will feature a technology column, so stay tuned!

In Birmingham it has been in the upper 40's the past few mornings, which is much less like May and much more like October and has us thinking about the annual meeting.

Take a look at the SCMLA 2009 Web site and get your plans together to make the trip to [Memphis](#) and the [Peabody Hotel](#).

Click the links in the previous sentence to see filming locations. Memphis is a town with lots of character and characters--you can visit [Sun Records](#), [Arcade Restaruant](#), and [Grace-land](#). Do you think Elvis will make an appearance? Do you care, maybe you want to see Memphis's many filming locations....whatever your reasons please come and enjoy the weather and the people.

Jason and Nicole



Photo by: [tpholand](#)