

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

Message from the Chair

Danny O'Neal

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Winter 2010

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Next Reporting Deadline:
March 15, 2010
Next Publication Date:
April 15, 2010



Wow! Since becoming Chair on October 31, the time has just flown by. Memphis has come and gone, also Thanksgiving, Christmas, New Year's, and MLA in D.C. is already on the horizon. In order to wrap up the final business of last year, let me say that it would be difficult to overstate the quality of the content and venue of SCMLA 2009, Jammin' with the Information Flow, in Memphis.

The speakers, CE's, presentations and panels, the Peabody, Skyway rooftop banquet, great Memphis food and music, the Duck Master, Mighty Electric St. Jude Band, and Vulcan and Elvis, created a stimulating social and learning experience. Our thanks to Tom Singarella, Richard Nollan, and the many up-front-and-personal and behind-the-scenes volunteers who made it all happen.

My first job as incoming Chair was to appoint committee chairs where they were needed and to have all of the chairs fill their committee vacancies from the membership. Committee service is a fun, easy way to learn about and contribute to the chapter while networking and meeting new friends and colleagues. You can volunteer to serve on a committee when you renew your membership. Membership renewal began January 1. Serving on a committee is your opportunity to be a part of something that is important for you and the profession. You can truly make a difference. So when you renew your membership, don't forget to indicate a preference for a committee. Right after you enter your personal information comes question #2, Are you interested in serving on a Southern Chapter Committee? You may select two committee preferences or you can cast caution to the wind and sign up for 'any.' I encourage you all to get involved and volunteer for a committee.

In the coming months, the chapter website will be completely redesigned. Two new website administrators, Neal Smith and Scott Denlinger, will work with the board and membership to update and enhance our site with a new look and additional member services. We greatly appreciate the previous administrators, Justin Robertson and Andrea Wright, for maintaining the chapter's website. If you have suggestions for consideration contact me or the new administrators. Look on the second page of this issue of Southern Expressions for a

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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.

Message from the Chair (cont)

full list of the new officers and committee chairs. Southern Expressions also has new editors, Jan Haley and Lin Wu, starting with the next issue, in April. We offer great thanks to Nicole Mitchell and Jason Baker, outgoing editors, for producing the chapter newsletter since volume 22, issue 3, the summer of 2006. Southern Expressions is the voice of the chapter. I encourage you all not only to read about events in the chapter, but to submit your ideas and happenings for publication.

Finally, Southern Chapter 2010, will be here before we know it. The annual meetings are a huge undertaking and always come faster than we can get ready for them. This is the time of year for you to give us your suggestions for speakers, events, CE topics, and any 'inside information' about things to do and great places to visit in beautiful St. Petersburg, Florida. This will be our 60th Annual Meeting, and will be held at the beautiful, historic Renaissance Vinoy Resort on Tampa Bay.

Several new chapter projects are underway but there is much to be done before my term ends, and it will take a lot of effort and contribution from the board and membership to keep the Chapter moving forward. I am honored to serve as Chair for our organization's 60th year, 2010.

Around the South: News from Our Regional Libraries

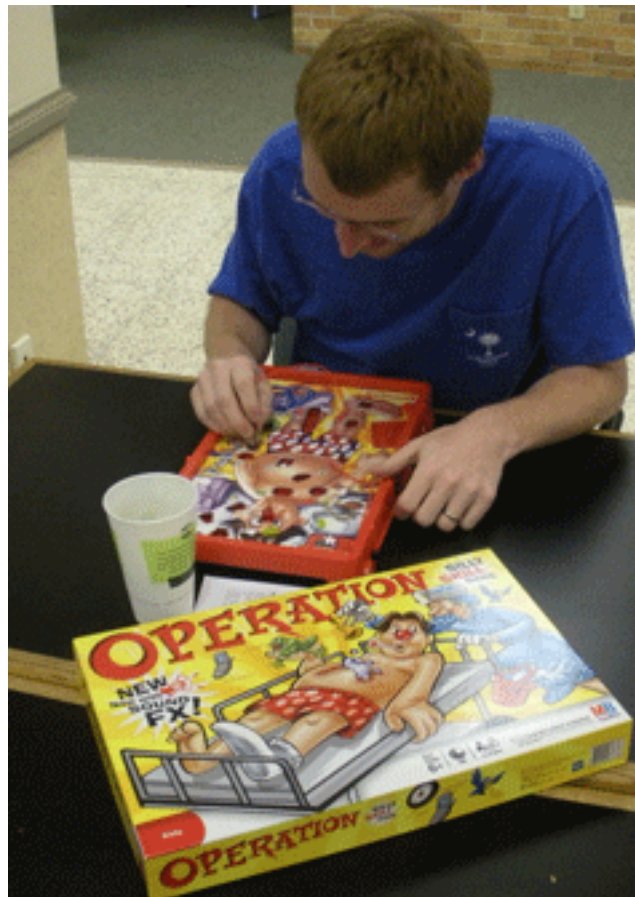
A L A B A M A



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

Gone Fishin' - Come Wii With Us on October 23, 2009, was the seminal event of the University of South Alabama Biomedical Library's busy National Medical Librarians Month exhibits and webinars. Community vendors and the USA Biomedical librarians provided a free lunch and refreshments for students, faculty, and staff from the Colleges of Medicine, Nursing, and Allied Health.

Two Wii stations and several game areas (Operation, Twister, Go Fish) were set up for fun during the afternoon event. The University's recreational services sent over a Zumba instructor and belly dancers to entertain and to give lessons to our guests. We had more than 100 persons attend the event throughout the afternoon.



FLORIDA



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

The Shimberg Health Sciences Library presented its 1st annual October Scholarly Activity Fest in conjunction with National Medical Librarians Month. The main focus of the Fest was to instruct, promote, and motivate House Staff, USF Health Researchers, and junior faculty to start their research and get it published. Numerous lecturers were invited and over 200 people attended the event. The event was the brain child of Kristen Morda & John Orriola. For more information and videos of presentations visit <http://library.hsc.usf.edu/october-scholarly-activities-fest-videos.html>.



Rose Bland received a 2009 Leadership Scholarship from the Association of Academic Health Sciences Libraries (AAHSL). She used the scholarship to conduct site visits of two academic health sciences libraries, at Duke and the Medical University of South Carolina, to expand her knowledge of health science library administration and organization.



Kristen Morda, Randy Polo, Rose Bland, Danny O'Neal, Beverly Shattuck received third place in the Research Award for their poster "The State of Reference Services: A Look at the Big Picture."



Danny O'Neal, Kristen Morda, Rose Bland, Randy Polo

Shimberg Library received a NN/LM SE/A Digitization Award. The staff of the Shimberg Health Sciences Library will purchase equipment to enable the digitization of the donated historical materials about the medical history of the Tampa Bay area and founding of the University of South Florida Colleges of Medicine, Nursing, Public Health and School of Physical Therapy. Once digitized, the materials will be available from the library's website.

University of Florida Health Science Center Libraries, Gainesville and Jacksonville, FL

The University of Florida has been awarded a \$12.2 million grant from the National Institutes of Health to lead the project entitled "VIVO: National Network for Biomedical Researchers." VIVO is a discovery platform created to facilitate the identification of discipline-specific researchers. This open source Semantic Web network of institution-specific databases will allow any interested party to identify potential collaborators and retrieve contact, publication, funding, resource, professional association, and other locally determined information. Installations have been implemented at partner institutions Cornell University (initial developer of VIVO in 2003), Indiana University, Ponce School of Medicine, Scripps Research Institute, Washington University in St. Louis Medical School and Weill Cornell Medical College; a national platform will be created and evaluated by the end of the grant period (2011). VIVO was brought to the University of Florida from Cornell by two librarians at the Marston Science Library: Val Davis and Sara Russell Gon-

zalez. UF Health Science Center Libraries' faculty partially funded by the grant include **Cecilia Botero, Ellie Bushhousen, Nita Ferree, George Hack, Rae Jesano, Nancy Schaefer, and Michele Tennant**. The library-based support model for VIVO employed by the University of Florida provides many roles for library faculty and staff, including metadata and ontology creation, data curation and management, IT development and support, publicity, instruction, usability testing, and help desk services.

Nancy Schaefer was granted tenure and promoted to Associate University Librarian. A graduate of the University of Washington's graduate library science program, she is currently serving on the MLA Books Panel and Public Health/Health Administration section's Client Relations Committee, Southern Chapter/MLA Research Committee and as President of the Florida Health Sciences Library Association.

Marina Salcedo, Ellie Bushhousen, and Kathryn Summey recently received a \$4,500 mini-grant entitled "The Smart Phone in Medicine: Creating a Mobile Accessible Website for Clinical Practice." The goal of the project is to build a mobile accessible website organized into categories of reviewed applications that can be used in various clinical settings and on multiple platforms. Kathryn Summey is the Principle Investigator. The grant runs through October 2010.

In October, the HSC Libraries co-sponsored the fifth Florida Genetics Symposium, an annual meeting of some of the top scientists in genetics, bioinformatics, and biotechnology. It featured a keynote address by Leroy Hood from the Institute for Systems Biology in Seattle, Washington. Michele R. Tennant is a founding member of the Florida Genetics Symposium organizing committee.

Michele Tennant attended the Biomedical and Library Informatics Review Committee meeting at NLM November 5-6. Prior to that she presented four posters at the International Congress on Medical Librarianship held in Brisbane, Australia, August 31-September 4, 2009:

- Learning from Users to Create Intuitive Resources: Not Seeing the Forest for the Trees
- Library-based Support for Clinical and Translational Science Initiatives: The University of Florida Experience
- Reporting Structure of Academic Health Science Libraries
- Using "E-Learning" Technology and Presentation Software to Enhance Genetics

Tennant also attended the Biomedical and Library Informatics Review Committee meeting at NLM November 5-6.

Rae Jesano presented a talk entitled, "Instruction for Preceptors at UF" as part of a panel discussion on distance education for the Library and Educational Resources section at the Annual Meeting of the American Association of Colleges of Pharmacy July 17-22, 2009. She also presented on accessing library resources to distance site facilitators (faculty) for the UF College of Pharmacy's Working Professionals PharmD Program at their winter conference in Las Vegas, Nevada on December 5, 2009.

Finally, with great sadness, the HSC Libraries family mourns the loss of our dear friend, Ms. **Gloria London**, who passed away on Thursday, October 29, 2009. Gloria was the warm and friendly face that greeted everyone who came into the library. For over 17 years, students, faculty and staff benefitted from her patience and her genuine desire to ease the way for people to the best of her ability. Gloria's spirit remains an inspiration to her family and friends.

✎ **Louis Calder Memorial Library, University of Miami, Miami, FL**

Brenda M. Linares joined the Calder Library on August 31, 2009, as Manager, Finance and Administrative Librarian in Medical Library Administration. Ms. Linares was awarded a BS in Finance from the California State University-Northridge and a Masters in Library and Information Science from the University of California, Los Angeles in 2007. Prior to library school, Ms. Linares worked for several years in the financial sector. Following library school, she was accepted as a Fellow in the prestigious and highly competitive National Library of Medicine (NLM) Associate Fellowship Program. The first year of this two-year fellowship is spent at NLM. Ms. Linares then selected the Calder Library to spend her second year in Medical Library Administration. In addition to her financial responsibilities, Ms. Linares will continue to participate in the Library's outreach activities.



Brenda M. Linares

Emily J. Vardell joined the Calder Library on September 1, 2009, as Community Engagement Librarian and Collections Liaison. Ms. Vardell received a BA from Wellesley College with majors in Biological Chemistry and German Studies and a Master of Library Science from Texas Woman's University in 2007. Prior to her library degree, Ms. Vardell did graduate level coursework at the University of Vienna as a Fulbright Scholar. Following her library degree, she was accepted into

the NLM Associates Fellowship Program. She spent her second year of the fellowship at the Health Sciences Library at the University of North Carolina, Chapel Hill where she worked with on the university's global health initiatives and with North Carolina public health practitioners and students. In her new position, she will be involved in the library's outreach activities and collection development.



Emily J. Vardell

GEORGIA



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

David King, PhD, Interim Director of Libraries, attended the AAMC Annual Meeting in Boston, Nov 6-11. Dr. King serves on the AAHSL Charting the Future committee, which met during the conference.

Darra Ballance, Lindsay Blake, and Kevin Bradford co-taught the CE class "Evidence-Based Nursing: A Seminar in Integrating Literature, Clinical Practice, and Patient Education" at the Southern

Chapter conference in Memphis. 14 librarians attended the 4-hour class. We will be teaching this course again at the MLA 2010 Annual Conference in Washington DC, as well as at the Special Libraries Association 2010 Annual Conference in New Orleans. Darra Ballance also presented the following paper at the Memphis conference: "Video Conference Technology for Distance Education: HealthtecDL" (co-authors Scott Denlinger, MLIS, Magnolia Coastlands AHEC; Skye Bickett, MLIS, Foothills AHEC; Michelle Huskey, MS, RRT-NPS, SOWEGA AHEC).

Darra also spoke as a panel member at the Georgia Rural Health Association annual conference in September. Kent Guion, MD and Jan LaBeause led the panel discussion on Georgia Health - Go Local titled "From GRID to Georgia Health - Go Local: Evolution of a Rural Health Care Services Locator."

Clinical Information Librarian, **Kevin Bradford**, is leaving MCG in December to join the staff of Emory's Grady branch in 2010. Good luck Kevin!

Medical Library, Gwinnett Hospital System, Lawrenceville, GA

Mary Ellen Nolan, MLS, AHIP, medical librarian for the Gwinnett Medical Center and current President of the state-wide professional organization the Georgia Health Sciences Library Association, received from Governor Sonny Perdue the exciting news that Friday, October 30th, 2009, was declared Georgia Medical Librarians' Day. Mary Ellen has done this to recognize the hard work Georgia's medical librarians perform assisting doctors, nurses, patients and consumers with their research and health-information needs. Governor Perdue's official proclamation will be framed and displayed in the GMC-L Medical Library.

Memorial Health University Medical Center, Savannah, GA

Carolyn Klatt received a Safety Star award on December 15, 2009 at Memorial University Medical Center in Savannah, GA. Carolyn is Electronic Services Librarian at Mercer Medical School - Savannah Campus, which serves both the school and the hospital.

The hospital had gone for over 200 days without a patient safety incident, when the word went out that a sponge had been left inside a patient's surgical site. Carolyn promptly did a search on retained surgical foreign objects and sent the search to the hospital's Chief Medical Officer. He was so impressed that she had gone the extra mile without being asked, that he recommended her for a "Safety Star" award. The award was presented at the hospital managers' meeting. "Not all of us physically touch a patient," the CMO said, "but here's a great example of someone who supports those of us who do. Everyone can make a difference in patient safety!"

Thanks to Carolyn for a good example of how librarians can be proactive in demonstrating our worth and supporting the issues that are important in our organizations!

Mercer University School of Medicine invites applications for its Educational Services Librarian position for the Savannah campus. Responsible for planning and implementing user instruction

in the classroom, small group, and one on one. Liaisons with faculty to organize resources and prepare a framework for library instruction. Works with librarians on the Macon campus to insure comparable student instruction on both campuses. Monitors and updates access to educational online resources. Assists with reference, circulation and information services to medical students and other learners on campus, as well as to the medical staff and hospital employees. This position requires being a team player and a willingness to have a flexible schedule. The successful applicant will hold an ALA-accredited masters degree in library science and have teaching experience as well as demonstrated electronic resources competencies. The applicant should be able to balance varied responsibilities and work with diverse constituencies in a fast-paced environment. Preferred qualifications include: excellent interpersonal skills, project implementation abilities, AHIP membership (or eligibility), and excellent oral and written communication skills.

Faculty appointment with full benefits and responsibilities. Salary based on qualifications and experience.

Interested candidates will need to complete the brief online application at <https://www.mercer-jobs.com/> and attach a current resume, letter of application and the names and contact information of three references.

MISSISSIPPI



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

Susan Clark, former head of reference services, was named to succeed Ada Seltzer as director of the Rowland Medical Library in July. A native of Atlanta, Susan received her undergraduate degree from the University of South Florida in Tampa and her Master of Librarianship from Emory.

SOUTH CAROLINA



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

The Library welcomed **Sarah Fletcher** as Web Services Librarian on November 16. Sarah was previously the Digital Collections Assistant at Thomas Cooper Library, University of South Carolina.

Roz Anderson and **Steve Wilson** won second place in the Research Paper Award competition at the Annual Meeting of the Southern Chapter of the Medical Library Association in Memphis for their contributed paper, "Tutorial Design: Is Interactive Better Than Passive?" Congratulations!

Felicia Yeh, Assistant Director for Collections Management, and **Melanie Huggins**, Executive Director, Richland County Public Library have been awarded a \$6,000 Planning and Assessment Award grant from the National Network of Libraries of Medicine Southeastern/Atlantic Region for the project entitled: "Building Partnerships Between Libraries and Community Emergency Management Personnel in South Carolina." The School of Medicine Library will be partnering with Richland County Public Library to plan and host a state-wide emergency preparedness conference in Spring 2010 for public library leaders and community emergency management personnel in South Carolina.

Felicia Yeh, and **Christine Whitaker**, Collection Development Librarian, have been awarded a \$4,800 grant from the National Network of Libraries of Medicine Southeastern/Atlantic Region for the project entitled: "Digitization Project for the History of Medicine Collection." This project's objective is to digitize selected materials from the Library's Charles S. Bryan History of Medicine Room collection and make them freely available online.

TENNESSEE



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

Recently the University of Tennessee Health Science Center (UTHSC) Library received an Express Planning and Assessment Award from the National Network/Libraries of Medicine, Southeastern/Atlantic Region to begin a SMARTT project. SMARTT (Smart Methods for Accessing Reliable Information Using Telephone Technology) funds will be used to determine the feasibility of offering workshops that explore uses and features of smartphones and their ability to access reliable sources of healthcare information. Brenda F. Green, MLS, Coordinator for Instructional Services, is the project manager. Zachary E. Fox, BS, Computer Information Specialist in the department and currently a MSIS student, is the technology consultant and assists with training. Following a multidisciplinary literature review, research and analysis of current applications, and input from key planning participants, a focus group will be convened to assist in the design, delivery and evaluation of a smartphone workshop. A pilot workshop will be offered, evaluated, and analyzed

for strengths, weaknesses and opportunities for future implementation. Based on those findings, a modified workshop will be offered to a target group. Following review and analysis of the modified workshop, recommendations will be made concerning the feasibility of hosting smart-phone workshops for campus and community partners. Interested libraries will be able to sample a model workshop. If you are interested in implementing a similar project or want to receive UTHSC's project results, contact Brenda F. Green at bfgreen@uthsc.edu.

Preston Medical Library, University of Tennessee, Knoxville, TN

Recent publications at Preston Medical Library are:

Oelschlegel, S; Earl, M; Taylor, M; Muenchen, R.A. Health Information Disparities? Determining the Relationship between Age, Poverty and Rate of Calls to a Consumer and Patient Health Information Service. *Journal of the Medical Library Association*. 2009; 97(3): 225-27.

Vaughn CJ. "Evaluation of a New Clinical Librarian Service." *Medical Reference Services Quarterly*. 2009; 28(2): 143-53.

Announcements

SC/MLA Scholarship Fund

Submitted by Jan LaBeause

The SC/MLA Scholarship Fund began as a memorial to honor Martha Watkins. Martha was a founding member of the Southeastern Conference of Hospital Librarians (SCHL) and a life-long leader, friend and mentor of SC/MLA. The scholarship fund was begun with the SCHL treasury after the organization disbanded in 1995, and has grown each year through donations. Originally, the fund was established to help a hospital librarian take a course or workshop at the Southern Chapter annual meeting by applying for the Martha C. Watkins Memorial Scholarship (<http://www.scmla.org/mom.htm>). However, that award is now endowed, so the scope of the scholarship fund has been expanded. We are hopeful that it will eventually provide funding for all SC/MLA Awards and Grants.

Donations can be made throughout the year, at the meeting or with your annual membership renewal. Donations may be designated to the general scholarship fund, or can be specified for one of the awards or grants: Research Grant, Academic Librarian of the Year Award, T. Mark Hodges Outstanding Service Award, Martha C. Watkins Memorial Scholarship, Hospital Librarian of the Year Award or Annual Meeting Scholarship Award (for First Time Attendees).

During the 2009 Southern Chapter Annual meeting \$695 was raised for the Scholarship Fund, with another \$430 donated since then for a total of \$1,125! As has become our tradition, for each \$10 donation (or three for \$25), members could honor a mentor; or receive a thank you gift - a commemorative handmade M.O.M. (Memories of Martha) Christmas ornament or a copy of the SC/MLA cookbook: You Say Cuisine; I Say Vittles. All donors also received a chance to win the scholarship fund door prize. The winner of this year's prize, a "quillow" featuring the 9-patch Southern Chapter logo, was Roxanne Nelson. Congratulations to Roxanne and thanks to all of the donors!

The following list reflects those who contributed to the Scholarship Fund at the meeting and since then:

Sandra Bandy • Janet Bishoff • Lindsay Blake • Lisa Boyd • Jane Bridges • Judy Burnham • Carol Burns • Pat Clark • Susan Clark • Nancy Clemmons • Marilee Creelan • Karen Dahlen • Cheryl Dee • Brenda Dowd • Sandra Franklin • Carla Funk • Brenda Green • Deanna Handley • Cynthia Henderson • Miriam Hudgins • Janice Kelly • Carolyn Klatt • Anna Krامل • Jan LaBeause • Edie Lacy • Sylvia McAphee • Kim Meeks • Maria Melssen • Kristen Morda • Roxanne Nelson • Pam Neumann • Danny O'Neal • Jan Orick • Jocelyn Rankin • Ruth Riley • Anne Robichaux • Pat Rodgers • Ada Seltzer • Barbara Shearer • Geneva Staggs • Joe Swanson • M.J. Tooley • Lisa Travis • Nelle Williams • Jill Witfield • Toni Yancey

The following lists donations to the Honor-a-Mentor Program:

In Honor of ...

Nancy Clemmons
Mary King Givens
Judy Johnston
Jan LaBeause
Jocelyn Rankin
Virginia Segrest Hughson
Ada Seltzer
Ada Seltzer

By ...

Jan LaBeause
Jan LaBeause
Barbara Shearer
Jane Bridges
Jan LaBeause
Susan Clark
Susan Clark
Jan LaBeause

In Memory of ...

Fay Evatt
Fran Golding
T. Mark Hodges
Jane Lambremont
Susan Selig
Nancy Van De Water
Frances Verble
Martha Watkins

By ...

Jan LaBeause
Jan LaBeause
Jan LaBeause
Jan LaBeause
Jan LaBeause
Jan LaBeause
Jan LaBeause
Jan LaBeause

The busy season, not what you're thinking

Sandra L. Bandy, Membership Database Manager

By December I'm already ready for the New Year. The new year for Southern Chapter that is. By now you should have received your 2010 membership renewal form in the mail.

This renewal form is for more than just returning updated contact information and 20 dollars for the yearly (January-December) membership dues. This form is packed with opportunities and I don't want you to miss out.

The membership form is the first step to getting involved in Southern Chapter by volunteering for a committee. Southern Chapter has eleven committees (Bylaws, Communications, History of the Southern Chapter, Honors & Awards, Hospital Libraries, Membership, Nominating, Professional Development, Program, Public Relations, and Research). See <http://www.scmla.org/committee.htm> for the list of committee pages. Most committees ask for one representative from each state and terms can last one to three years. AHIP (Academy of Health Information Professionals) points are also awarded for your service on a committee.

When you choose one or two committees you would like to serve on, you are actually volunteering for the next year. Committee appointments turn over at the close of the fall business meeting during the annual meeting.

The membership form also gives you a special opportunity to give back to the Association as Southern Chapter supports seven grants and awards <http://www.scmla.org/grants.htm>. Many librarians from our Chapter have benefited from the awards given out during the annual meeting and throughout the year.

Our membership is strong with a growing number of new members and librarians like you who support the Association each year. I look forward to receiving your dues for 2010. Please e-mail Sandra Bandy at sbandy@mcg.edu if you have any questions. A confirmation e-mail is sent upon receipt of membership dues.

Research Award Winners

Papers

1st place, \$300: All Shook Up: A Randomized Controlled Trial to Best Promote Rural Outreach Services by Nakia Carter, Rick Wallace, and Kefeng (Maylene) Qiu

2nd place, \$200: Tutorial Design: Is Interactive Better than Passive? by Rozalynd P. Anderson and Steven P. Wilson

3rd place, \$100: Ain't Nothin' But a PDA: Measuring the Effectiveness of PDAs in Rural Practice by Rick Wallace and Nakia Carter

Posters

1st place, \$200: Comparing and Contrasting Physical Therapy-Related Article Tags from a Social Bookmarking Site to Library Database Terminology by Dennis Fell, Judy Burnham, K. Adams, K. Greathouse, and B. Shaw

2nd place, \$100: WIKI-PEDI-ATRICA: A Library - Department of Pediatrics Collaboration for a Morning Report WIKI by Laura K. Cousineau, Candace Moorner, David M. Mills, Sanjiv Pasala, and David B. McCabe

3rd place, \$50: The State of Reference Services: A Look at the Big Picture by Kristen Morda, Rose Bland, Danny O'Neal, and Beverly Shattuck

Highlights from the National Magnet Nursing Conference *Diane Rourke*

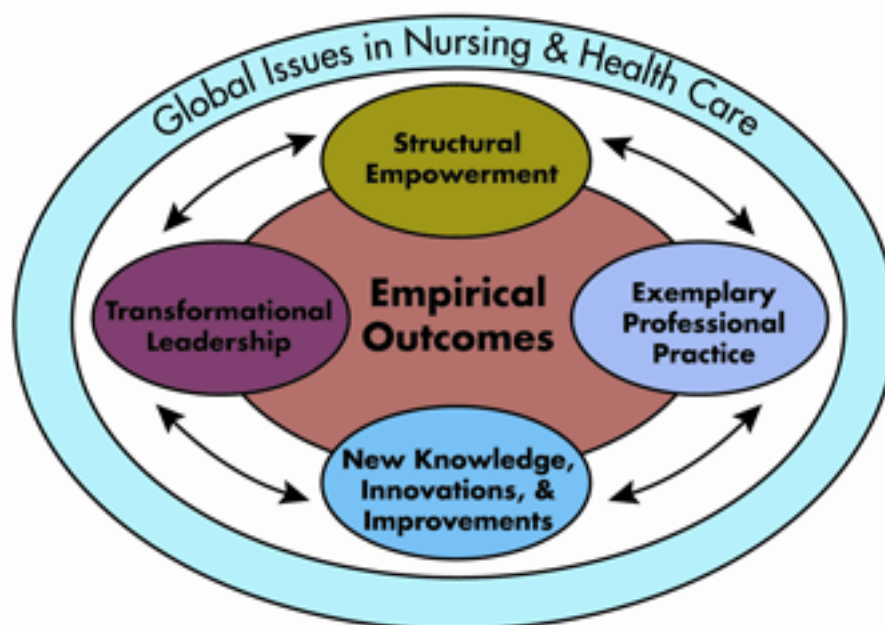
National Magnet Nursing Conference
Oct 1-3, 2009
Louisville, KY

First I would like to thank MLA and the Hospital Libraries Section for partially funding my attendance at this conference. I was not alone: recession or not, over 5000 nurses attended the conference this year as last year and the one before. There are now 352 Magnet hospitals; most are in the U.S. but there were representatives from all over the world attending. Hospitals in New Zealand and the Lebanon were “magnetized” this year. Though the Magnet model has been modified and the criteria tightened, institutions still covet their place in this inner circle of excellence in nursing care. This year 90 hospitals were recognized for Magnet designation or re-designation. The re-designations happen every four years, by application and site visit evaluation. Now the Magnet criteria are recognized by US News and World Report as a criteria for its “best hospitals” list, so it is quickly becoming a standard of health care excellence. Over the last eight years, the list of Magnet hospitals has grown from 18 to 352, an average growth rate of 32% annually. One of my Magnet hospitals was the eleventh in the country. We have a combined 5 Magnet nursing designations, with three other Baptist Health South Florida hospitals now also on the journey.

As in years past, the conference kicks off at 9:00 am with a local band; the site being Kentucky, this year it was a blue grass band. The awarded institutions sit in front rows. As their organization's slide appears on the screen and their hospital's name is called, the groups usually jump up, throw confetti, beach balls, candy, pom poms, and generally have a great time dancing and celebrating their successful Magnet journeys. The nurses wear t-shirts and funny outfits celebrating their organization or city...all this at 9:30 in the morning.

The conference may start out with fun and games, but it soon gets serious. General sessions include updates from ANCC Magnet leaders on implementation strategies and changes in the program; additionally, there are plenty of concurrent and poster sessions on the Magnet forces in action in

Magnet hospitals. This year Deniz Ender, librarian from Rex Healthcare in Raleigh, NC, presented a poster titled “Promoting Critical Thinking through Journal Clubs”) Last year I presented a paper titled: “Next stop on your Magnet Journey: the hospital library”. So the message is we librarians can get papers accepted for presentation at the annual Magnet nursing conference. Here is the new Magnet Nursing Model:



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All forces are expected to be reflected at the bedside as well as the board room. Following the directions of the revised application manual, what is said in the application must reflect what really is going on in these Magnet hospitals. The bedside nurse is expected to be a transformational nurse as much as the chief nursing officer. The nurse’s professionalism needs to be shown, in implementing changes, based on evidence based practice and research initiatives in their hospitals. More BSN prepared nurses are the expectation, especially at the nursing leadership level, including nurse managers. Chief nursing officers at Magnet hospitals now all have graduate degrees, BSN and Master’s degrees, for many, the Master’s degree is an MBA or MS in Health Care Administration. By 2011, 75% of nurse managers and directors in Magnet hospitals must have BSN degrees; by 2013 it will be 100%. So as the criterion tightens, there are many opportunities for hospital librarians to extend their role in these settings and assist their organizations on their journeys.

I know that many of our members work in libraries that are living laboratories for innovation and transformation. By connecting to this conference, we get a closer view of the ideas and expectations on how to integrate these forces into our professional library “magnetism”. There were so many papers this year on journal clubs and evidence based practice. Many hospitals have electronic nursing journal collections and resources: now is the time to push them out to our nursing staff on their Magnet journeys.

On October 14, I presented a webinar to the Southeastern Atlantic Region's hospital librarians on highlights of this conference and the new Magnet model. The presentation is available at their website. (<http://nnlm.gov/sea/services/webconf/hosplibrarian/index.html>) I recommend continuing the relationship with the ANCC Magnet Recognition program. Next year's conference is in Phoenix, AZ. October 2010.

The Final Word

I have really enjoyed editing *Southern Expressions* for the past three years. However, all good things must come to an end sometime and this issue marks the end of my tenure as editor for the chapter newsletter. Lin Wu and Jan Haley will be the new co-editors and I know they will do an excellent job and bring a fresh new look and feel to the newsletter. I hope they will enjoy putting together *Southern Expressions* as much as I have.

Sincerely,
Nicole