Sustain...

Your Self, Your Profession, Your Planet

Conference Program

NCNMLG/MLGSCA
Joint Meeting

February 23-26, 2011
San Francisco, California

http://ncnmlg.mlanet.org/jtmtg2011/

Welcome, Friends and Colleagues,

Welcome to San Francisco! Famed forever for its progressive politics and much more recently for its winning baseball spirit, we hope and trust that the City by the Bay has many things to offer you.

We know that the conference will provide many ways to sustain your enthusiasm for our profession and for the planet. Our plenary speakers will address a range of themes, from thoughtful cooking (Laura Stec) to change management in libraries (Karen Schneider) to changes in medical education (David Irby). Continuing education courses will address a range of important issues as well, from the fundamentals of evidence-based medicine to strategies for managing information overload.

Papers and posters from your colleagues will provide another way to understand the opportunities and challenges currently before health sciences librarians. And there's more! The meeting will also offer a chance to hear from leadership of the Medical Library Association and the National Library of Medicine. Don't forget to stop by the booths of our many generous exhibitor partners.

Finally, a request to Bay Area locals. NCNMLG's region is large, and we're also entertaining colleagues from Southern California and Arizona. If you notice someone from further afield, take them for a shopping spin in Union Square or even hop on the 38 Geary for a bus ride out to the Richmond and a stop at Green Apple Books. Bop up to the Marina or down to Dolores Park. After all this sustainable discourse, everyone will need some time to relax.

Welcome.

Ysabel Bertolucci, Michelle Henley, Marcus Banks,
2011 Joint Meeting Chairs

Wednesday, February 23	Thursday, February 24	Friday, February 25	Saturday, February 26
Registration Open: **8 am – 6 pm**	Registration Open: **7 am – 12 pm** **1 pm – 4 pm**	Registration Open: **7 am – 12 pm** **1:30 pm – 3:30 pm**	Registration Open: **8 am – 2 pm**
9 am - 4 pm CE Class #1: EBM & the Medical Librarian POWELL I	**7:30 am - 9 am** Continental Breakfast MARKET STREET FOYER	**8 am - 9 am** Continental Breakfast MARKET STREET FOYER	**9 am - 4 pm** CE Class #4: Measuring Your Impact POWELL I
9 am – 1 pm CE Class #2: Teaching with Technology UCSF LIBRARY (offsite)	**7:30 am – 8:30 am** Sunrise Seminar: eMedicine POWELL I	**9 am - 10 am** Plenary Speaker: Karen Schneider EMBARCADERO	**1 pm – 5 pm** CE Class #5: Managing Information Overload POWELL II
1 pm – 5 pm CE Class #3: Copyright Essentials POWELL II	**8 am – 5 pm** Exhibits Open MARKET STREET	**10 am - 10:30 am** Break	
4 pm – 5 pm Library Tours Mechanics Institute OR San Francisco Public (Meet in Parc55 Lobby)	**8:45 am - 9 am** Welcome Address EMBARCADERO	**10:30 am – 12 pm** Contributed Papers POWELL I & II	
5:30 pm - 7 pm Welcome Reception & Exhibits Opening MARKET STREET	**9 am - 10 am** Plenary Speaker: Laura Stec EMBARCADERO	**12 pm – 1:30 pm** Lunch/MLA Update EMBARCADERO	
	10 am - 10:30 am Break/Visit Exhibits MARKET STREET	**1:30 pm - 3 pm** Plenary Speaker: David Irby EMBARCADERO	
	10:30 am - 12 pm Contributed Papers POWELL I & II	**3 pm – 3:30 pm** Meeting Wrap-up EMBARCADERO	
	12 pm - 1 pm Lunch/RML Update EMBARCADERO		
	1 pm - 2 pm Poster Presentations EMBARCADERO		
	2 pm - 3 pm NLM Update/Drawing EMBARCADERO		
	3 pm - 3:30 pm Break/Visit Exhibits MARKET STREET		
	3:30 pm - 4:30 pm NCNMLG & MLGSCA Business Meetings POWELL I & II		
	4:30 pm - 5:30 pm SFBLN Business Meeting POWELL I		
	4:30 pm - 5:30 pm MLGSCA Advisory Council Meeting POWELL II		
	Times TBD: Dine-Arounds		

We wish to express our gratitude to the following sponsors and exhibitors. This meeting would not be possible without their participation.

Sponsors

Exhibitors

AccessMedicine/McGraw-Hill
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INSIGHT: Research and Practice in Visual Impairment and Blindness
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Laura Stec
Cool Cuisine - Feed Your Body, Mind, and Planet

Laura Stec is a private chef, author and educator, trained at the Culinary Institute of America, the School of Natural cookery, and the Vega Macrobiotic Center. She is a culinary health educator for Kaiser Permanente, and offers on-site cooking classes, tastings and presentations for business and corporate wellness events. Additionally, she is a "forager-for-hire" who offers 1-2 day Green Cuisine workshops to food service personnel. *Cool Cuisine – Taking the Bite Out of Global Warming* is her first book (Gibbs Smith, 2008).

Karen Schneider
Change Management and the Sustainable Library

Karen G. Schneider is the director of Cushing Library at Holy Names University, a small private university in the Oakland Hills distinguished by its commitment to the liberal arts and its diversity. She has managed libraries and library projects of all types and sizes. She has published widely in both library literature and literary journals. A native San Franciscan, a year ago Karen returned to "the city" after 30 years living worldwide.

David Irby
From Flexner to the Future: Recommendations of the Carnegie Reports of 1910 and 2010

David Irby, PhD is Professor of Medicine; Vice Dean for Education and Director of the Office of Medical Education at the University of California, San Francisco School of Medicine; and was a Senior Scholar at the Carnegie Foundation for the Advancement of Teaching, where he co-directed a national study on the professional preparation of physicians (*Cooke M, Irby DM, O'Brien BC. Educating Physicians: A Call for Reform of Medical School and Residency. San Francisco: Jossey-Bass, 2010*). For his research in medical education, he has received numerous national and international awards including the 2010 Karolinska Institutet Prize for Research in Medical Education. He earned a masters of divinity from Union Theological Seminary, a doctorate in education from the University of Washington and a postdoctoral fellowship in academic leadership from Harvard Medical School.

Wednesday, February 23

9 am - 4 pm	CE Class #1: EBM & the Medical Librarian *Powell I*
9 am – 1 pm	CE Class #2: Teaching with Technology *UCSF Library*
1 pm – 5 pm	CE Class #3: Copyright Essentials *Powell II*
4 pm – 5 pm	Library Tours: Mechanics Institute OR San Francisco Public *Meet in Parc55 Lobby*
5:30 pm - 7 pm	Welcome Reception *(Sponsored by New England Journal of Medicine)* & Exhibits Opening *Market Street*

Thursday, February 24

7:30 am - 9 am	Continental Breakfast *Market Street Foyer*
7:30 am – 8:30 am	Sunrise Seminar: eMedicine *(Sponsored by eMedicine)* *Powell I*
8 am – 5 pm	EXHIBITS OPEN *Market Street*
8:45 am - 9 am	Welcome Address *Embarcadero*
9 am - 10 am	Plenary Speaker: Laura Stec *Embarcadero* **Cool Cuisine - Feed Your Body, Mind, and Planet**
10 am - 10:30 am	Break/Visit Exhibits *Market Street*
10:30 am - 12 pm	Contributed Papers *Powell I & II*

Paper Session 1:Powell I

Taking a Block Curriculum Online: Moving Integrated Library Instruction for a Nursing Curriculum to an Online Environment
Xan Goodman, University of Southern Nevada

The University of Southern Nevada nursing program graduated its first class of Bachelor of Science in Nursing students in 2007. In 2010, the university undertook a new challenge to offer an accelerated Bachelor of Science in Nursing to candidates who already earned a four year degree. These online students will matriculate through a fourteen month program instead of our standard eighteen month block program. Reference and instruction librarians are integrated into four blocks within the nursing curriculum. To continue this integration it was decided that an online library course would be developed. This online course has been developed to include pre-tests and post-tests, hands on activities, and integrated questions dispersed throughout the online modules. Six modules were developed for the library course. The library director developed module one focusing on library orientation. Modules two thru six were developed by the reference and instruction librarian. Module two covers

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**10:30 am - 12pm
Contributed
Papers
Session 1 (cont.)**

APA 6th edition instruction, module three covers nursing databases, module four examines nursing theorists resources, module five reviews how to locate pending nursing legislation, and module six covers Google search tips, Google Scholar and how to evaluate websites using a rubric. This paper will discuss the process of collaborating with nursing faculty, Orbis the online learning environment provider, and using Captivate 4.0 to create an online library course. Conclusions regarding student feedback for module one and module two will be discussed. This paper is relevant to university medical reference and instruction librarians who strive to integrate themselves within a curriculum.

Sustaining Networks of Researchers: Experiences of the VIVO Collaboration at the University of Florida and The Scripps Research Institute
Beth Auten, Reference and Liaison Librarian, Health Science Center Libraries, University of Florida–Gainesville; Paula King, Director, Kresge Library, The Scripps Research Institute; Linda Butson, Consumer Health and Community Outreach Librarian, Health Science Center Libraries, University of Florida–Gainesville; Hannah Norton, Reference and Liaison Librarian, Health Science Center Libraries, University of Florida–Gainesville; Michele R. Tennant, Bioinformatics Librarian and Assistant Director, Biomedical and Health Information Services, Health Science Center Libraries and UF Genetics Institute, University of Florida–Gainesville; Mike Conlon, Principal Investigator, VIVO: Enabling National Networking of Scientists, University of Florida–Gainesville; VIVO Collaboration, Gainesville, FL.

At institutions around the country, librarians are leading the effort to implement and support adoption of VIVO, a tool that facilitates connection and collaborative opportunities for researchers across all disciplines. VIVO is an open source semantic web application which offers information about researchers' publications, grants, research interests, service, professional affiliations, and more. Originally developed at Cornell University in 2003, VIVO is being expanded through a $12.2 million NIH grant to the University of Florida and six other institutions. The VIVO collaboration is composed of library-based teams which enable and sustain research networking and collaboration within their individual institutions. As the name VIVO implies, the overall network is a viable and growing organism, both in the number of institutions joining the network and the data added to local systems. This large-scale project requires communication linking all participants to the project goals. In order to sustain VIVO locally, VIVO working groups are structured on multiple scales: departmental, institutional, and national. The network has been created and will be sustained by combining its information technology foundation with the active participation and interest of users. This presentation will highlight efforts underway at the University of Florida and The Scripps Research Institute to engage our faculty and capture feedback that can improve the system. We will also address plans for the future of VIVO at our institutions and outline our sustainability plan for after the current grant period.

To Beta or Not to Beta: Considerations for Medical Libraries
Megan Curran, Head of Metadata & Content Management, Norris Medical Library, University of Southern California

For libraries beta testing new products, technical knowledge, staff time, and patience are key, but often difficult to muster in tough economies. But for those libraries that can manage the logistics, beta testing can provide tangible benefits and sustain a library's role as technology leader for its patrons. Early beta testers influence vendors to build the products they really need, not merely what vendors think they need, adding useful features and weeding out problematic or useless ones. Time spent on beta can result in saved staff time later by the early adoption of helpful tools that fulfill libraries' previously unmet needs. By beta testing, beneficial relationships with vendors can be forged, with libraries and vendors working together to push market forces towards mutual goals. This paper details a university medical library's beta experience with Pubget's PaperStats statistics gathering tool and the evolving nature of beta testing in the Internet age. Important issues that libraries must carefully consider before committing to a test are also addressed to provide medical libraries with a framework for action.

PubMed/Medline Recipes for a Federated Search
Marcia Henry, Health Sciences Librarian, Reference & Instructional Services Dept, Oviatt Library, California State University, Northridge

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**10:30 am - 12pm
Contributed
Papers
Session 1 (cont.)**

Abstract: The Medline database has spanned my entire career of 40 years in librarianship. In 1968 I spent 6 intensive months being trained at National Library of Medicine to index and search the MED-LARS database. Today, our patrons can stumble into a PubMed record from a variety of federated search engines. My current interest is to look at Government Printing Office's new Metalib service just announced in October 2010. My presentation will address why you may want to search PubMed using GPO's Metalib. The initial release of GPO's MetaLib contains fifty-three Federal Government databases, including PubMed, NIH, and the NIH gateway. The study uses several search examples: a disease, a chemical/drug, a current health topic. What resources does the GPO's Metalib uncover? What skills and understanding does a searcher (librarian, health practitioner, general public) need to search GPO Metalib effectively? GPO has a growing list of full text documents, and this study investigates if the use of the new federated search interface will offer quicker access to readily available full text. This is very relevant to libraries facing budget and staff cutbacks. Are there tools out there we can promote to our users that offer rapid delivery of authoritative full text?

Leveraging Partnerships in a Tight Economy
Sandra J. Crumlish, Manager, Library & Resource Center, St. Jude Medical Cardiac Rhythm Management Division, Sylmar, CA

Objective: To leverage the services offered by existing vendors to create value-added services to our customers without additional cost or staff. Methods: Changes in the organization and continual downsizing threatened the retention of existing services, especially those that overlap information provided. New management requested justification for all resources the library offered and the value of keeping those resources that carried the same or similar information. We met with the experts from each service, exploring every aspect and challenging them to prove their service offered something more unique and valuable than other services of the same type. Results: Service experts came through with providing unique value-added services that benefit library users. A partnership developed between vendors and the library to provide specialized services the short-staffed library would never have been able to provide, and at no extra cost. The library was able to demonstrate value-added services at no additional costs for all resources, which were then retained and renewed for the next year. Conclusion: In this tight economy a lightly staffed library needs to leverage the specialized services vendors offer in order to retain and provide value-added resources to their customers. Vendors are facing losses, too and need to retain their customers so they are more willing to go the extra mile in assisting libraries in keeping the services they sell.

Paper Session 2: Powell II

Emerging Technologies Committees:Exploring Potential, Improving Services
Jin Wu; Emily Brennan; Amy Chatfield; Megan Curran, Norris Medical Library, University of Southern California

With the ever-developing nature of social and information technologies, medical libraries must strive to sustain their role as technology leaders for their communities. In April 2010, USC's Norris Medical Library formed an Emerging Technologies Committee to better evaluate and implement new educational, reference and research technologies. The committee is chaired by the Emerging Technologies Librarian and comprised of the Metadata Librarian and three Reference Librarians. Committee members liaise with our primary user groups and show an aptitude for technologies as well as an interest in technology trends. The committee leads coordinated efforts to identify, examine and implement appropriate technologies into the library environment, therefore improving library services. Thus far the committee has evaluated new products such as online reference statistics software and mobile-friendly library apps and sites, and has formulated purchase, implementation, and best-use recommendations. The committee has also created a marketing plan to promote the library's online presence, including concrete strategies for maintaining and updating library Facebook and Twitter pages. Meanwhile, committee members share ideas and bring technological knowledge back to their departments. For instance, Technical Services plans to integrate QR codes on the bookshelves which lead to relevant subject-specific resource guides; Reference will use Animoto to create promotional materials, with librarians collaborating via Skype and GoogleDocs. This session will describe Norris Medi-

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**10:30 am - 12pm
Contributed
Papers
Session 2 (cont.)**

cal Library's experience in forming this committee, our challenges and accomplishments, and tips for other libraries to create and manage their own Emerging Technology Committees.

Developing Just-in-time Instruction Using Embedded Videos in a Virtual Chat Educational Intervention
Terry Henner, Library Director, Savitt Medical Library, University of Nevada School of Medicine

OBJECTIVE: This paper describes the intersecting use of two technologies—screencasting and chat reference—to deliver an embedded, user-centered instructional program in the context of case-based learning experience. The aim of the program was to create a mechanism whereby a single librarian could interact with multiple small groups simultaneously and provide customized, rapid-response videos to aid students in selecting and using health information resources. SETTING/PARTICIPANTS: A cohort of medical students participating in a two-semester, problem-based introductory course in clinical reasoning in a first year medical school curriculum. DISCUSSION: This gives an overview of the software utilized in this project and illustrates how these tools, when used in conjunction, can be an effective means for providing a remotely administered instructional intervention. The discussion emphasizes a simplified approach to screencasting to remove barriers and expedite the process of putting video online to facilitate "just-in-time" learning needs.

LibGuides: A Hospital Perspective
Eve Melton, Kaiser Permanente Central Valley, Modesto, CA

Purpose: This paper discusses the implementation of LibGuides, a content management tool, which allowed Kaiser Permanente librarians to organize and present library collections, build a flexible home page, and integrate librarian-selected content and resources into related organizational sites. Brief description: After exploring alternatives in early 2009, Kaiser Permanente Libraries selected LibGuides as a tool to direct patrons to high quality resources, selected by librarians, including multimedia formats. Using LibGuides librarians built easy and standardized topical pages without having to learn more complex and time consuming web design tools. Specialty pages – clinical topics, research tutorials and how-tos, and pages of current interest such as H1N1 - were quickly constructed and enriched with videos, podcasts and other interactive media, and made the library system more responsive to patron needs. Patrons could also give instant feedback on the value of the pages, suggest topics, and connect to other elements of the library system. Librarians could get quick statistics on use for management reports and consequent support. Results: LibGuides have been popular with both patrons and librarians. The ease of use, and ease of page creation and updating, prompted us to use a LibGuide for our home page, rather than a specially built traditional webpage. We see significant use of the pages we have built, and look forward to building more Libguides to help our patrons find what they need. Conclusions: This project has successfully allowed Kaiser Librarians to gather unique resources from existing subscriptions, print collections and free online resources, and bundle them into topic specific guides. It has also allowed us to integrate our services better with the larger Kaiser Permanente Intranet and clinical services. This integration has given our patrons better access to our services, increased usage of our online and traditional print resources, and provided us with an easy to update home page.

LibGuides for Instruction and Outreach
Emily Brennan, Medical Librarian, Norris Medical Library, University of Southern California

Librarians created LibGuides as subject guides for many of the schools, programs, and departments on the Health Sciences Campus in 2008. Based on the low usage of these guides, the library liaison to the School of Medicine knew that the potential outreach and instructional opportunities afforded by LibGuides were not being realized. Prior to the start of the fall 2010 semester, she migrated the content of the library's student portals to LibGuides, allowing greater flexibility in content and format, as well as the ability to gather usage statistics. Envisioning an opportunity for faculty outreach, she contacted faculty members to ask for their input on the guides. As she received feedback, she immediately implemented changes and added organ-specific guides tailored to the school curriculum. LibGuides have given the librarian a reason to contact faculty members, leading to new collaborative opportunities in instruction, research and committee work. Feedback from faculty and students on

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Thursday, February 24	
10:30 am - 12pm Contributed Papers Session 2 (cont.)	LibGuides has significantly improved content, and allowed the librarian to identify preferred resources. Faculty who realize the value of LibGuides often invite the librarian to instruct students and other faculty about their content. Usage of guides has increased dramatically, from negligible to over 6,000 hits on one guide in a three-month timeframe. LibGuides have improved relations between the librarian and students by providing a centralized place for students to access relevant resources, as well as providing a variety of means by which they can contact the librarian. LibGuides are an effective instruction and outreach tool for any library. **1404 and Counting: Sustain Your Medical Library Through the Contributions of Near-Peer Institutions** Paul B. Drake, User Services & Document Delivery Librarian, University of Guam / Unibetsedat Guahan While not pure medical or research collections, near-peer institutions such as non-medical academic libraries can make a valuable contribution to "the nation's health professionals and of the general public," though historically not many participate in NN/LM. This case study analyzes the contributions of several non-medical academic libraries in NN/LM and Docline, beginning with a subject analysis of one institution's first year in Docline where 1404 requests were received. Its analysis validates the decision to include all Serhold holdings, regardless of subject, into Serhold and reflects the wide information needs of the medical community. The contributions of comparable non-medical academic libraries are analyzed to provide broader implications of near-peer participation to the medical network. These Near-Peer institutions are in a position to provide information resources outside the traditional health area. From business and social work, library science to education, and even The New York Times have been provided.
12 pm - 1 pm	Lunch/RML Update *Embarcadero*
1 pm - 2 pm	Poster Presentations *Embarcadero*
2 pm - 3 pm	NLM Update/Drawing *Embarcadero*
3 pm - 3:30 pm	Break/Visit Exhibits *Market Street*
3:30 pm - 4:30 pm	NCNMLG & MLGSCA Business Meetings *POWELL I & II*
4:30 pm - 5:30 pm	SFBLN Business Meeting *Powell I*
4:30 pm - 5:30 pm	MLGSCA Advisory Council Meeting *Powell II*
Times TBD	**Dine-Arounds**

Friday, February 25

8 am - 9 am	Continental Breakfast *Market Street Foyer*
9 am - 10 am	Plenary Speaker: Karen Schneider *Embarcadero* **Change Management and the Sustainable Library**
10 am - 10:30 am	Break
10:30 am – 12 pm	Contributed Papers *Powell I & II*

Paper Session 3: Powell I

Technology Lunch Series: Sustaining Technological Knowledge and Relationships
Emily Brennan, Medical Librarian, Norris Medical Library, University of Southern California

Norris Library conducts Technology Lunch Series, a series of monthly sessions intended to teach patrons about technology-related topics. At the inception, these sessions were taught primarily by one reference librarian, but are now taught by several reference librarians as well as the Emerging Technologies Librarian. Anyone is welcome to attend; as a result the audience is often a blend of students, staff and faculty with varying levels of expertise. Because these sessions are less academic than our traditional workshops, they have attracted users with whom we otherwise would not have had any interaction. The sessions occur during the lunch hour, with the library providing lunch in order to encourage attendance. To reach a variety of user groups, the library promotes the sessions through our blog, Facebook, Twitter, public computer desktop ads, QR codes, flyers, emails, faculty committees, and class announcements. Technology Lunch Series topics include mobile device apps, Skype, Facebook, social bookmarking tools, technological timesavers, and Google Reader, among others. Monthly sessions not only compel the librarians to keep up-to-date with new technologies, but the instructor often learns of new technologies through attendees. These sessions have also led to consultation and instruction opportunities. This paper discusses how the Technology Lunch Series has sustained librarians' knowledge and use of technology, led to collaboration opportunities, sustained relationships with otherwise unknown user groups, caused the library to increasingly be viewed as the technology hub of the health sciences campus, as well as provides useful tips for marketing and leading Technology Lunch Series.

Increasing Access to Information through Journal Club Participation
Mary A. Wickline, Instruction & Outreach Librarian to Nurses and Allied Health, UC San Diego Medical Center Library, University of California, San Diego

Scope: Discusses librarian involvement in users' journal clubs as both a mode of promoting access to information and as an outreach event to make librarians more approachable. Each journal club is different in its use of the librarian. The nursing & allied health librarian participates in several journal clubs at an academic medical center. One is as part of the team that produces 3-5 minute YouTube videos of a cancer nurse presenting an article for an online journal club. Another is a monthly in-person journal club where I am one of three co-hosts. We rotate presenting articles. I presented an article on "Reading the methods section" of research articles. The Nurse Practitioner co-host has presented an article on MRSA; the LVN co-host presented an article on using vital signs as a way to get people to stop smoking. Participation in a third journal club for our Critical Care Unit requires only literature searches on topics of interest on the unit, but I attend the meetings just to be more approachable. Conclusion: Stop waiting to be invited. Invite yourself! Willingness to be a little uncomfortable in their environment goes a long way toward advancing information literacy and expanding our user base. Relevance: Especially for those who work in a clinical environment, co-hosting or attending helps users defuse their fear of not already knowing how to use the library. Librarians are a bridge that brings evidence to practice, and journal clubs facilitate that.

Friday, February 25

**10:30 am - 12pm
Contributed
Papers
Session 3 (cont.)**

Information Literacy and Nursing Students: Librarians and Faculty Collaborating to Enhance Understanding
Jane Magee, Reference and Instruction, Liaison to the College of Health and Human Services, Henry Madden Library, Fresno, CA

Librarians struggle to make instruction sessions as effective as possible with limited class time, but what if we could reach nursing students (and faculty) in a different way? Go beyond the one-shot session in database searching and teaching the technical skills needed for research. Learn how we can work with teaching faculty to incorporate information literacy concepts into the curriculum, build engaging learning activities into assignments and research projects, and develop more meaningful relationships with departments and programs. Evidence-based practice (EBP) in nursing is a process of locating, appraising, and applying the best evidence from the nursing and medical literature to improve the quality of clinical practice. Information literacy skills are essential for nurses to be able to implement evidence-based practice, and will continue to be relevant throughout their professional careers. But are nurses prepared? Findings suggest that they may have difficulty engaging in EBP because they are unfamiliar with the skills and concepts necessary to identify, obtain, and critically evaluate information. One university library developed a project to enhance student information literacy by working with faculty and department chairs to embed these standards and skills into the syllabi for specific courses. Librarians and faculty collaborated on creating research assignments, pre- and post-tests, using mindmaps, and developing scoring rubrics for papers and projects. Come learn about what went well, what didn't, and hear about some of the unexpected results!

The Rewards of Communication: Methods for Reaching an Underserved Department
Amy J. Chatfield, Information Services Librarian, Educational and Research Services, Norris Medical Library, University of Southern California

The USC Norris Medical Library developed a collaborative relationship with clinically-oriented departments in the university's School of Pharmacy, but librarians were unable to communicate meaningfully with the pharmaceutics department. There was an annual reminder of this communication problem: 190 first year students requesting reference assistance with chemistry-focused pharmaceutics assignments. Librarians had little knowledge of chemistry and difficulty assisting students. Perceiving the library as unable to offer support, students and faculty turned to another campus library for instructional and research assistance. The assignments and the arrival of a new liaison librarian offered a good chance for the library to improve communication with the department. Undaunted by her slim knowledge of chemistry, the librarian used simple communication strategies to convince pharmaceutics faculty, students, and colleagues to educate her on pharmaceutical concepts. She then directed library efforts to improve collections, create websites and provide a hands-on class to aid students, and annotate assignments with suggested resources and tips for reference librarians. The communications efforts focused on this annual problem improved both collaboration with pharmaceutics and experiences with this assignment. Students heavily used reference services to aid them with the assignment; pleased with this assistance, they have returned to the library for additional support. Pharmaceutics faculty have responded to communications efforts by providing input on collections decisions, requesting classes and websites, and seeking the librarian's input on assignments. It was difficult to undertake this effort when the subject was unfamiliar, but the simple communication techniques used have lead to benefits for all involved.

Hospital Libraries & Continuing Medical Education: How Librarians Can Add Value to Continuing Medical Education Programs
Michelle Henley, Library Manager, Saint Francis Memorial Hospital, San Francisco, CA

Hospital budgets are shrinking and administrators are ardently looking for ways to decrease costs. Reluctant to increase staffing, many administrators are asking hospital librarians to support continuing medical education (CME) programs in their institutions, along with their professional librarian activities. The support ranges from participating in CME planning meetings, to actively coordinating all CME activities in their hospital. Many librarians are reluctant to accept this role, as it takes significant time from their librarian responsibilities and can lead to a reduction in services to library users. But librarians can add significantly to the value of CME programs, and provide unique skills that the typi-

**10:30 am - 12pm
Contributed
Papers
Session 3 (cont.)**

cal, non-librarian CME planner is not trained to handle. Librarians already have a professional relationship with physicians, which can provide insight into the physician practice gaps which should be part of all CME activities. Librarians can also provide research support to determine how to best integrate information on cultural or linguistic disparities into CME activities, a legal requirement in California for accredited CME providers. They also can improve visibility of CME via electronic mailing lists, web sites, blogs and other media already used by the Library to reach physicians and other health professionals. Hospital librarians should understand (and embrace) the value they can provide in supporting CME. Those that do may have a better chance of sustaining their career in the hospital environment.

Paper Session 4: Powell II

Hospital Library Return on Investment Study
Judy Kraemer; Jill A. Crussemeyer; Katia G. Karadjova; Debby Quan; Elizabeth A. Mason, Long Beach Memorial Medical Center and Miller Children's Hospital, Long Beach, CA

Objectives: This study examines a hospital library's resource and service use over time: 2004-2010. It compares use from pre-automation to post-automation library period and analyses the hospital's return on library investment. Setting: Parks Medical Library at community based teaching hospitals, Long Beach Memorial Medical Center and Miller Children's Hospital, Long Beach, California. Methods: Mixed-methods study; Quantitative research; Three Services Evaluation and Needs Assessment surveys as follows; Pre-automation, 1). Summer 2004 – Stratified purposeful sample - Nursing Staff; 2). Summer 2005 – Stratified purposeful sample - Physicians and Health Service Managers; Post-automation, 3). Spring 2007 – In-house library client survey – purposeful sample; 4). Fall 2010 – Entire hospital population – in progress. Use Statistics Analysis. Qualitative research: Fall 2010 – In depth interviews – semi-structured – stratified purposeful sample. To be conducted after the survey. Results: Compilation of all results is in progress. 2010 survey and in-depth interview results in progress. Use Statistics Analysis – in progress. Library services were used for research, determine diagnosis, assistance in medical treatment decisions, evidence-based nursing information, patient education, and determine nursing treatments. Results also indicated that information acquired from Parks Medical Library was used to avoid unnecessary tests or procedures, reduce the length of hospital stay, avoid hospital admission and improve the quality of health care provided to patients. Conclusions: In progress. Pre and post library use statistics analysis so far provide evidence of the success and return on investment (ROI) of the integrated library access technology implementation project. Library clients have simplified secure access to needed information at the point-of-care, 24/7, on and off site, through the integrated library system the library staff named LIB*21. The library is not only "Providing Evidence-Based Knowledge to Save Lives," it is literally placing this knowledge at the fingertips of all hospital staff and physicians.

Under Pressure: Making the Case for Hospital Libraries
Rebecca Bayrer; Suzanne Beattie; Elizabeth Lucas; Dawn Melberg; Eve Melton, Kaiser Permanente Libraries

Purpose: This paper discusses the development and implementation of a system to qualitatively and quantitatively assess medical librarians' contributions to their hospital system. Participants: The project was initiated by a committee of librarians from Kaiser Permanente hospitals in Northern California. Brief description: The committee was asked to develop a way of measuring their libraries' impact on hospital activities. The committee created a new system for labeling and categorizing end-results achieved through librarian-mediated searches and other activities to augment traditional statistics-keeping, particularly focusing on how those results correspond with Kaiser Permanente's organizational goals. Committee members then created a post-interaction online survey for library patrons, in order to measure the success of their library experience and its impact on their clinical practice. This paper discusses the planning and implementation process for both segments of the project. Results: The categorizing system has provided language to use in the after-visit surveys and in other communications to library users and hospital personnel. The initial surveys have provided quantitative data that directly speaks to librarians' effect on their hospitals. All Kaiser Permanente Northern California

**10:30 am - 12pm
Contributed
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librarians will use the surveys beginning in January 2011. Conclusions: The effect of this project is twofold. Kaiser Permanente librarians can now produce solid evidence regarding their contributions to the hospital system and its staff, and they can present this evidence in specific language that speaks to organizational decision makers. The methodology is simple and easily adaptable to any medical library setting.

Assessing Reference Services Using the READ Scale (Reference Effort Assessment Data)
Penny Coppernoll-Blach, Reference Coordinator; Dominique Turnbow, Undergraduate Services Librarian; Biomedical Library, University of California, San Diego

The Reference staff at the Biomedical Library, University of California, San Diego, wanted a better method to assess our reference services. The READ Scale (Reference Effort Assessment Data) was chosen and implemented to record the statistics kept at our Reference Desk for a more complete evaluation. The six categories in the scale allow for recording the effort of each reference encounter, the time spent, and the expertise needed. The READ Scale was introduced to all of our staff, and training was given so that everyone felt comfortable using this new method of gathering statistics. All the forms used at the Reference Desk and the Circulation Desk were revised, READ cheat sheets were modified with more descriptions and examples specific to our library, and new forms were developed for the collection of the actual questions asked that were assigned at the Level 4 or higher categories. Gathering statistics with this new six-point scale has given us more complete data. This paper will present our findings, our plans for restructuring our reference services, and techniques we have discovered to use our shrinking staff more effectively.

A Strategy to Gather and Analyze User Feedback Quickly
Jill A. Crussemeyer; Judy Kraemer; Elizabeth A. Mason; Carol Schechter, Long Beach Memorial Medical Center and Miller Children's Hospital, Long Beach, CA

In a library setting, change is one aspect of the job that remains constant. As changes occur, we seek our users' opinions to guide the direction of change. However, a challenge in gathering and analyzing users' feedback is staff time and availability. Surveys are a popular method to quickly gather feedback but may require a time consuming analysis. Our library was slated for several changes and it was critical to utilize a method to quickly gather and analyze users' feedback. We identified five library related categories (information access, library services, patient care, physical space, and print vs. electronic format) and generated specific statements relating to each category. From these categories and statements, we developed a 23 question survey using Survey Monkey to gather demographic information and users' opinions of the specific library related statements. We asked users to rate the extent to which they agreed with each statement on a 5 point scale from strongly agree to strongly disagree. The survey link was distributed to hospital employees via email and we also distributed some surveys in paper format. Of the users that started the survey, 91.7% finished and we were able to analyze the feedback quickly. Although we recognize limitations with this method, we believe we were successful in obtaining the necessary information and completing the analysis in a timely fashion. We were also able to provide clear and concise information to hospital administrators to aid in their decision making process.

From the Ground Up: Rethinking Your Library Through Participatory Strategic Planning
Jeff Williams, Assistant Director, Collections, Access & Clinical Services, Biomedical Library; Mary A. Wickline, Instruction & Outreach Librarian to Nurses and Allied Health; UC San Diego Medical Center Library, University of California, San Diego

Background: Facing a minimum 25% budget reduction, the UC San Diego Libraries used a new method of strategic planning to gain the widest possible perspective on future library directions. Library administration viewed this method as the best opportunity to make "transformational change" in order to retain relevance in the transmission, discovery, and organization of knowledge within the university. Methods: Unlike previous strategic planning efforts that were focused and directed by library administration, this new process was large-scale, and from the ground-up. A strategic planning working group, led by a member of the Biomedical Library and composed of twenty-two staff members, at all levels across the organization, was charged with developing the new strategic plan. A col-

Friday, February 25

10:30 am - 12pm Contributed Papers Session 4 (cont.)	laborative and democratic process of information gathering, in multiple formats and from a broad array of stakeholders within and outside the library system was developed. Group members interviewed units, departments, and committees internal to the library, and faculty, students and other library users over a two-month period. Along with interviews, anonymous web-based and whiteboard feedback methods were also used. Results: Using the large amount of information gathered, the group distilled common themes that formed the basis of a proposed strategic plan. The plan was reviewed by stakeholders and approved. Using the same libraries-wide, participatory approach, action items supporting the plan were proposed and ranked by libraries staff. Relevance: Libraries looking for examples of engaging and participatory methods of strategic planning.
12 pm – 1:30 pm	Lunch/MLA Update *Embarcadero*
1:30 pm - 3 pm	Plenary Speaker: David Irby *Embarcadero* **From Flexner to the Future: Recommendations of the Carnegie Reports of 1910 and 2010**
3 pm – 3:30 pm	Meeting Wrap-up *Embarcadero*

Saturday, February 26

9 am - 4 pm	CE Class #4: Measuring Your Impact *Powell I*
1 pm - 5 pm	CE Class #5: Managing Information Overload *Powell II*

Thursday, February 24   1 pm - 2 pm   Embarcadero

A Chance to Wait is a Chance to Educate - Exploring Virtual Technology for the Delivery of Patient Health and Wellness Information at Mayo Clinic in Arizona
Carol Ann Attwood, Kay E. Wellik

Sustaining our Future through Innovation – VIVO: Library-Based Support for Researcher Networking
Beth Auten, Paula King, Linda Butson, Hannah Norton, Michele Tennant, Kaitlin Blackburn, VIVO Collaboration

Frontera Collaboration- a partnership of health sciences libraries in US-Mexico border states
Brooke L. Billman, Yamila M. El-Khayat, Annabelle Nunez, Jeanette Ryan, Keith Cogdill, Kathleen Carter, Graciela Reyna, Lorely Ambriz, Barbara Nail-Chiwetalu, Patricia Bradley, Patricia CiejkaBrett Kirkpatrick, Julie Trumble

Web-Based Computer and Health Literacy Program Tailored for Promotoras/Community Health Workers along the Arizona-Mexico Border
Brooke L. Billman, Yamila M. El-Khayat, Annabelle Nunez, Jeanette Ryan

Promoting Web Access to Health Information in San Diego
Naomi C. Broering, Gregory A. Chauncey, Stacy Gomes

Citation Analysis : Making Informed Collection Decisions and Learning about Faculty Research and Publishing
Marie Bronoel

Screenr: Not Just Another Screen Casting Tool
Kathleen Carlson, Juliann Couture, Lisa Kammerlocher, Marc Mason, Olivia Sparks

A.N.T.S. : ANimated Tutorial Sharing Project. Libraries Working Together to Create Open Source Library Tutorials
Kathleen Carlson, Carmen Kazakoff-Lane

A Collaboration Story: Crafting a Resource from Concept to Completion
Kelli Ham, Candace Ford

Keeping Up with Technology: Using Agile Project Management for Mobile Library Services
Marcia Henry, Christina Mayberry

Framework for Medical Librarian Involvement in Magnet Accreditation
Monique Liston

Bringing a Consumer Health Cancer Library to Fruition: Year One at the John & Lowry Hench Library in the Roy & Patricia Disney Family Cancer Center
Lisa Marks

Under Pressure: Making the Case for Hospital Libraries
Eve Melton, Rebecca Bayrer, Suzanne Beattie, Elizabeth Lucas, Dawn Melberg

Professional Development Opportunities for ALL: Using MLA's Megameeting
Eileen Wakiji, Rebecca Birr, Lisa Marks

Wednesday, February 23

EBM & the Medical Librarian
Instructor: Connie Schardt, Associate Director for Public Services, Medical Library, Duke University Medical Center
Powell I   9am to 4pm   6 MLA CE

This class is an introduction for medical librarians to the practice of evidence-based medicine (EBM). EBM (also called evidence-based practice) combines clinical expertise, the preferences and values of the patient, and the best available evidence to make good patient care decisions. This course will focus on understanding the skills needed to practice EBM, such as how to formulate relevant questions, how to efficiently search the medical literature and how to evaluate the evidence for validity. The course will also discuss the roles that librarians can play to support EBM. After completing this class, participants should be able to:
1. Identify and explain the EBM cycle
2. Identify the parts of a well-built clinical question
3. Formulate search strategies from the well-built clinical question
4. Identify the basic criteria for judging the validity of studies for therapy and systematic reviews
5. Identify at least three roles that librarians can undertake in providing EBM training and support to health care professionals

Effective Training Design: Teaching with Technology
Instructors: Kay Deeney, Education Coordinator, NN/LM Pacific Southwest Region
              Sharon Dennis, Technology Coordinator, PSRML, MidContinental Region
UCSF Library   9am to 1pm   4 MLA CE

This course will acquaint attendees with information about using technology and social networking tools for teaching in-person and distance learning courses. We will discuss options and best practices for asynchronous and synchronous distance classes, as well as "blended" classes that offer both in-person and online options. Adult learning principles will be reviewed. We will examine and discuss examples of using social networking software in teaching (for instance, blogs, wikis, Twitter), as well as hardware that can be used during in-person classes (for example, Audience Response Systems (ARS) and student monitoring software).

Copyright Essentials
Instructor: Jan Carmikle, Intellectual Property Officer, UC Davis
Powell II   1pm to 5pm   4 MLA CE

This workshop provides basic information on copyrights – what they are, who owns them, and for how long - and how they fit in with the typical needs of an educational community. You won't leave as a copyright lawyer, but you will have a better sense of how copyrights work. The goal of the course is to provide a basic framework on copyright law for librarians to use in their daily work obtaining and sharing copyright-protected materials. With a better understanding of copyright law, librarians will be more likely to recognize and address situations requiring copyright compliance before problems arise. Following this workshop participants will:
• Understand the distinction between the four intellectual properties.
• Identify the copyrights, what materials are eligible for copyright protection, how to obtain copyright protection, and how long it lasts.
• Know how to protect one's own copyrights.
• Know when a license is needed for someone else's copyrights and how to obtain one, with particular emphasis on library-unique exceptions.
• Be familiar with the complications of the Internet on the world of copyrights, such as peer-to-peer file sharing.
• Understand copyright-related concern in the content of images.
• Know some online resources for further information.

Saturday, February 26

Measuring Your Impact: Using Evaluation for Library Advocacy
Instructors: Susan Barnes, Director / NN/LM Liaison, Pacific Southwest Region
Alan Carr, Outreach Coordinator, NN/LM Pacific Southwest Region
Powell I   9am to 4pm   6 MLA CE

Library users and stakeholders will recognize and value the importance of their library's services and of the librarian to the organization. That is the ultimate goal of this six-hour workshop. The outcome for the class is that librarians will be able to show the value of their library's services. Participants will become familiar with an evaluation process and will use and take away methods and tools for assessment, evaluation planning, creating logic models, data collection, data analysis and reporting. The workshop will feature group exercises that move participants through the steps of an evaluation process. There will also be student discussion and exercises in addition to lecture.

Managing Information Overload by Building "Places of our Own"
Instructor: William Jones, Research Associate Professor, The Information School, University of Washington
Powell II   1pm to 5pm   4 MLA CE

Information scattered and disorganized can overwhelm. The same information organized can be a thing of utility and even beauty. How then do we manage "information overload"? We ignore or eliminate information at our peril. Better is an approach that seeks to organize our information and our interactions with this information in accordance with the roles we mean to fulfill in our lives and the goals we wish to achieve. This is the point of personal information management or PIM. In this course, you will learn about PIM and how it can be applied in your life. The course will include a hands-on segment during which you will identify and refine a personal unifying taxonomy (PUT). Your PUT provides a basis for "placing" and organizing the information you need to lead the live the life you want to live.