

mhsla news

MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

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PRESIDENT'S COLUMN

I would like to take this opportunity to comment on the 1990 Medical Library Association conference in Detroit and the outstanding success that is enjoyed. This success was due, in the most part, to the efforts of all of the Michigan health sciences librarians who contributed their time and effort on the many local arrangements committees.

The conference was a major event, first envisioned ten years ago when the invitation to MLA was issued. The Local Arrangements Committee, with its many subcommittees, began its work two years ago.

MHSLA and its members were involved from the beginning. The \$1,000.00 that MHSLA denoted helped the Promotions Committee make its booth in Boston in 1989 one of the most eye-catching and successful ever seen by MLA. MHSLA members helped to staff that booth as they helped in all of the other committees that supported the conference: Facilities, Tours, Hospitality, Donations and Newsletter.

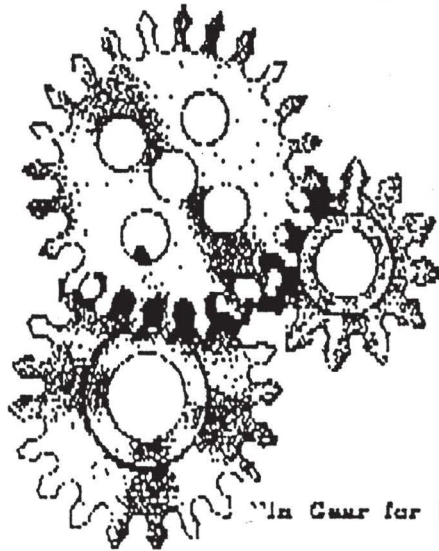
The conference was a bigger success than MLA ever envisioned with an attendance figure that rivaled the Boston conference. The special events all had a high attendance and were real crowd pleasers. Michigan librarians led the way in friendliness, helpfulness and dancing skills!

I extend congratulations to everyone who shared in the success of MLA 1990. We certainly showed

the Association what we Michigan librarians have known and practiced for years. Through our cooperation and networking, there is nothing that we cannot accomplish successfully.

Diane M. O'Keefe

MHSLA 17th. ANNUAL EDUCATIONAL CONFERENCE UPDATE



Plan Come for the 90's"

It's not too early to begin planning your trip to Davison, Michigan for the October 3, 1990, MHSLA annual conference.

This year's conference, entitled "In Gear for the 90's", will be a one day conference. The conference will include a keynote speaker, the annual business meeting, and a choice of workshops for continuing education credit.

The IMA Potter Lake Lodge will be the location of the conference.

The Lodge is in a rustic setting east of Flint in the Potter Lake Park grounds. A map will be included with the registration packet. Registration cost includes a continental breakfast, lunch, and an afternoon break.

The keynote address will be presented by Margaret E. Auer, Director of Libraries, University of Detroit. Her presentation will focus on presenting a positive library image through a public service oriented staff. The focus will be on techniques to use when meeting your library's public.

Workshop #1, entitled "Yes! You Can!" will be presented by Maurita Peterson Holland and Patricia B. Yocum. This program on career development has the following goals:

- 1) provide the participant with objective measures of his/her skills in selected areas.
- 2) provide framework with specific positive views of skills already in place.

They will use the lecture / discussion method with considerable group participation.

Workshop #2, entitled "Techniques for Training..." is a workshop to help you:

- 1) compare different learning styles used by adults.
- 2) write training methods that are clear and measurable.
- 3) design audio-visual materials to support

training.

- 4) assess different evaluation methods in training.

The cost for the conference is \$35.00 for MHSLA members and \$40.00 for non-members.

A \$10.00 late fee will be charged for registrations received after the September 7, 1990 deadline.

Registrations can not be accepted after September 28, 1990.

Any queries about the conference may be directed to:

Education Committee Chairperson
Nancy Nicholson
(517) 771-6846

or

Local Arrangements Chairperson
Ria Lukes
(313) 762-8519

AN ANNOUNCEMENT FROM GMRMLN

"Consortia/Local Groups in the 90's - Grants and Issues" is the theme of the workshop being presented by the Greater Midwest Regional Medical Library Network on Wednesday, October 24, 1990 at the Marriott City Center in Minneapolis immediately following MC/MLA. Frances E. Johnson, the Program Officer of NLM's Extramural Programs, will present an update on the state of NLM's new Resource Grant Programs.

A panel of librarians who have applied for funding under the new program will present their experiences. Discussion groups will focus on issues important to Consortia/Local Groups.

Registration for the half-day workshop is \$38.00. The Committee is applying for MLA CE credit.

For more information contact: Kim Goldman, GMRMLN Management Office, University of Illinois, Library of the Health Sciences, P. O. Box 7509,

MHSLA STRATEGIC PLANNING EFFORT

MHSLA members will soon be asked to review and comment on a three year Strategic Plan for the Association. The Ad Hoc Committee on Long Range Planning has been working since December 1988 to complete its charge.

The first year was spent reviewing the structure of the Association and commenting on selected areas of concern. Two important actions which resulted from this study were the creation of a Research Committee and an overhaul of the dues structure with the creation of an Institutional Member category.

The Committee began the work of writing a Long Range/Strategic Plan by examining the mission statement of MHSLA, drawn from the Constitution. Upon review, the Committee felt it necessary to evaluate the statement for relevance in the current environment.

As a way to re-invent the Association, the Committee held a one day focused planning session on March 20, 1990, facilitated by a professional long range planning expert. The proposed plan currently under review is a result of that effort.

Upon the advice from the facilitator, the Committee limited the scope of the Plan to three years. With the rapid change in both health care and information technology, anything longer than that is just speculation. In addition, three years is conveniently the entire term of the President-Elect, President and Immediate Past-President who will be called upon to implement the Plan.

It is called a "Summary Plan" because the Committee chose not to go to the level of detail of some strategic planning efforts, most notably that

of the Medical Library Association.

In our type of organization which is closer to its membership, it was thought more appropriate for the Executive Board to assign specific, operating level committee objectives and strategies.

The Plan is driven by an overriding Statement of Purpose and Vision, further supported by Goals and Critical Success Factors for Goal Achievement. It was presented to the MHSLA Executive Board at their April 27 meeting. Discussion will take place at the summer Board meeting on July 20.

The Bylaws Committee has been charged with re-working the Statement of Purpose in the Bylaws to conform with the philosophy of the Plan. Both the Strategic Plan and Bylaws changes will be mailed to the general membership late this summer. Please review them carefully for discussion at the Annual Meeting in October. Questions and comments may be addressed to the Chairperson or any member of the Committee.

Lynn Sorensen Sutton, Chair Person
Ad Hoc Committee on Long Range
Planning

RESEARCH COMMITTEE REPORT

The Research Committee thanks our members who took the time to return our questionnaire. Of 40 respondents, 39 felt MHSLA should maintain a committee on research. Sixty-nine percent of the respondents felt coordination and initiation of research should be a function of the Research Committee; sixty-two percent felt education and support of research appropriate functions; fifty-four percent felt performance of research appropriate; only thirty-six percent thought screening of research a legitimate function of the Committee.

Data on areas of research were ranked by number of first place choices and by number of first through third place choices. Both methods indicated that as a group the respondents felt that research on the impact of our services was of most interest with the cost/benefit analysis of patron services the second most chosen area. Almost half (47%) of the first place choices went to these two items with the most of the choices scattered across several categories. Other items receiving a substantial number of first through third place choices in descending order include the unmet need for services, who does not use us and why, evaluation measures for patron services, and quality assurance.

Many respondents took the time to write comments. These ranged from specific suggestions for research to reminders of the time pressures already on health science librarians and the need to be sure any research performed is both targeted and important. All comments are appreciated and will be considered in formulating future directions of the Research Committee.

If any of you would like copies of the aggregated data, please let me know. Thanks again for your support.

Lea Ann McGaugh

**EXTRA!, EXTRA!, HEALTH SCIENCES
LIBRARY GETS ADDITIONAL STAFFING!**

Yes, that is news. In today's health libraries climate we are called upon to continually prove our worth to our administrators while balancing budgets and dealing with limited staffing.

Here are a few points to ponder from a librarian successful at acquiring additional staffing in spite of personnel cutbacks.

While the data collected on levels of service are important, appearances of the library and your users reactions to your services are equally important to your success in demonstrating staffing needs.

Services which your users are unable or unwilling to provide for themselves, such as literature searches and interlibrary loans, are your key to rallying support. But, library functions such as shelving, cataloging, etc, if not done are physical evidence of staffing needs, have the least impact on service (the material is there, just not recorded) and rarely affect user attitudes to your efficiency if their other needs are being met.

Do those literature searches on a timely basis, market that library everyday, provide those interlibrary loans and offer your information services at every opportunity. These things are evidence that the library is essential to patient care, education, research and management policies.

Your clientele may seem to overwhelm you with requests, but they will also overwhelm you with support when you need it most.

In addition to catering to the medical staff of the hospital, your administrators, managers, supervisors, nurses and other hospital personnel should be encouraged to use the library services too. If managers, doctors, nurses and other hospital staff are talking about the library in a positive manner, i.e. able to overcome odds and still provide the materials they need, your administration will take notice sooner or later.

Meanwhile, the stacks of books to be cataloged, and other library materials clutter your office or workroom and the shelving cart fills up and overflows. These are physical signs that help is needed.

A word of caution, though, make sure you are able to put your hands on essential information to avoid looking disorganized.

If you complain you don't have time to do literature searches or interlibrary loans because you have to shelve or catalog, your users will go away disappointed. After all, your department is the only one in your institution that can do those things for them.

Don't let your users go to other institutions for support with their information needs or complain to your administrator that you don't provide service like Library X. Besides, if the library is neat as a pin when the big guys walk in, they may presume you have everything done and don't need help.

Always present a positive attitude and maintain patience even when dealing with the most difficult users. And treat everybody the same - with professionalism and courtesy. Little things make the difference. For instance, when you provide information to users, use the "Sears & Roebuck approach" - cover it with a note saying you are willing to redo the work if they are not pleased (i.e. "satisfaction guaranteed").

Studies have shown that clientele who are satisfied with service will tell 3 or 4 people. Those dissatisfied with service will tell 11 to 14. You cannot afford even one dissatisfied customer.

Survey your users as to the use of their information requests. This will help you document those services which affect patient care, management policies, etc. This question is included in my library's literature search and interlibrary loan request forms. And if they don't put it down or if you take the request, ask them. You should also be able to tell your administrator percentage of the services you

provide are done for management or medical staffs.

While it is important to keep statistics on the increased demands for service, it is also important to know how much time each task takes and what staffing levels are at different points in time. Comparing the levels of hours of service against the levels of hours staffed is very effective, especially when done in graphic form. Yes, administrators love graphs and charts.

Don't compare apples to oranges. If a service has changed in the way it is provided over the period of time surveyed, the data will be skewed. And, you don't have to report all statistics that you keep or keep statistics on everything you do. For my justification, I used only literature search and interlibrary loan statistics.

Monthly reports to your administrator are important. And written ones, not verbal. No one can express your needs the way you can. But, when you write your report, put the positive first, then let them know where problems lie. The positive first approach puts them in a frame of mind that the library is important and effective. In your report, compare this year's statistics with last year's, and give percentages of change, particularly if they are up. These monthly reports will also be helpful in writing your annual report and statement of objectives.

Above all, BE HONEST! Report statistics accurately and be truthful about praises as well as problems that arise.

Because of this style of management, the library was recipient of letters of commendations and awards for service, which put a positive image in front of my administrators on many occasions.

They soon came to realize that they had a valuable marketing tool that they could show off. And, they ate it up.

Being visible gave me the opportunity, image and data to support a justification for additional staffing. Supporting the justification with facts and figures in graphic form made the need understandable to my administration.

It worked! J.K.B.

ANNOUNCEMENTS FROM AROUND THE STATE

MHSLA RESEARCH COMMITTEE

The new Research Committee of MHSLA is asking all members to let the Committee know about any research they are engaged in or are thinking of undertaking.

Please send information to the following committee member:

Lois Huisman
Blodgett Memorial Medical Center
Medical Library
1840 Wealthy SE
Grand Rapids, MI 49506
(616) 774-7624

CE COURSE OFFERED BY WMHSLA

The Western Michigan Health Sciences Libraries Association is hosting a continuing education course: MLA CE-312, Development and assessment of health sciences library collection.

The program will be presented by James Bobick of Carnegie Library, Pittsburgh, at St. Mary's Hospital, Xavier Hall, Grand Rapids, September 11, 1990, 8:00am to 5:00 pm.

The program has been approved for 8 MFA contact hours. Send enclosed registration form along with your check made out to WMHSLA for \$75.00 to:

Mary Griswold
Health Sciences Library
Bronson Methodist Hospital
252 E. Lovell Street
Kalamazoo, MI 49002

Please respond by August 20, 1990. A map will be sent to you along with your confirmation of registration.

MARY ANNE WALLACE CELEBRATES 25 YEARS OF SERVICE

At a party given by friends and co-workers, Mary Anne Wallace was honored for her 25 years of service to McPherson Hospital, Howell where she is currently managing the Library. Congratulations, Mary Anne.

NEW QUARTERS

Norma Powers tells us that Munson Medical Center's Library has been moved to new larger quarters following a flood that damaged a portion of the collection last fall. The newly designed and decorated quarters offers more space for growth.

Hackley Hospital Medical Library has also been moved to new quarters. New shelving and added space, along with office space for Betty Marshall and a work room for her assistant are included in the new area.

NEW STAFFING

The K. M. Baker Memorial Library of Lansing General Hospital is pleased to announce the appointment of Joan Bennett to the new full time position of Medical Library Technician, effective July 5, 1990. Joan comes to the Library with a significant library background and will assist Librarian, Judy Barnes with serials, interlibrary loans, literature searching and cataloging. We hope that you will join us in welcoming Joan back to the library community.

**APPOINTMENT OF HEALTH PROMOTION
CLEARINGHOUSE COORDINATOR**

To: Fellow Librarians

From: David G. Keddle, Director
Chi Medical Library and
Health Promotion Clearinghouse

I am pleased to announce the appointment of Mrs. Addie Heilbronn as the Health Promotion Clearinghouse Coordinator, effective, January 9, 1990.

Mrs. Heilbronn comes from a variety of medical library experience, namely St. Luke's Hospital in Saginaw, Saginaw Cooperative Hospitals and Midland Hospital of Midland, Michigan.

In your communications with the John W. Chi Memorial Medical Library, and the Health Promotion Clearinghouse, Please extend your welcome to Mrs. Heilbronn.

Thank you.

NEWSLETTER SUBMISSIONS

Please send all submissions for publication to Judy Barnes at Lansing General Hospital, 2727 S. Pennsylvania, Lansing, MI 48910-3490 [Fax (517) 372-0341].

DOES YOUR COMPUTER HAVE A VIRUS?
by Rich Barnes

What should you do to cope with this potential problem. Act now! The longer a virus is on a disk, the greater is the possibility of infection to other programs, other drives and the spread to other computers. The best course of action is to:

1. Remain Calm. Most viruses can be corrected and the damage repaired. Very few of the known viruses do irreversible damage to your hard disk.
2. Obtain a virus scanning

program to scan your present drives for viruses.

3. Scan your present drive and collection of floppy disks to insure that they are not contaminated.
4. Protect your drive using a virus protection program that monitors your file sizes to guard against a new infection.
5. Be very careful in using your disks in outside computers and in using modem connections to other databases and / or Bulletin Board Systems.

A virus is not a laughing matter. It is unauthorized machine code that attaches itself to an area or file on a disk or hard disk and usually has the ability to replicate itself on any disk inserted into the infected computer or by a modem link to another computer. The damage caused may only be a minor annoyance of a message flashed on the screen then allowing you to continue your task. However, some viruses have the ability to bypass any protective system and destroy the BIOS in a machine or make a hard drive impossible to reformat rendering it useless junk.

An excellent program provided through Shareware is produced by:

McAfee Associates
4423 Cheeney Street
Santa Clara, CA 95054

The version 64 package scans for 111 different virus strains and 189 viruses on any drive or combination of drives. They also have a network version. In addition to the scan program they have a clean (repair) program available as well as a virus shield program. Check, then protect. Don't wait till it's too late and your files are damaged.

If you have any questions give me a call at 517-483-1613 Daytime or at 517-349-0513 Evenings.

Bill Nelton
 Michigan Department of Public Health
 Library Resource Center
 3423 N. Logan; P.O. Box 30195
 Lansing, MI 48909

K. M. BAKER MEMORIAL LIBRARY
 Lansing General Hospital
 2727 South Pennsylvania Avenue
 Lansing, MI 48910-3490



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