



**Michigan Health Sciences Library Association
Annual Conference
October 15-17, 2014**

**Soaring Eagle Casino and Resort
Mount Pleasant, MI**

2014 Conference at a Glance

| Wednesday 10/15/2014 | | Thursday 10/16/2014 | | Friday 10/17/2014 |
|--|---|--|---|---|
| 7:00 - 8:00 Breakfast Three Fires Room | | 8:00 - 9:00 Breakfast Black River Room Sponsored by JAMA Network | | 8:00 - 9:00 Breakfast Ojibway Room Sponsored by Ebsco |
| 8:00 - 12:00 | 8:00 - 12:00 | 9:00 - 10:00 | 9:00 - 5:00 | 9:00 - 10:45 |
| Grey Lit 4 hr CE | Third-Party PubMed Tools 4 hr CE | Opening Keynote Frank Boles Three Fires Room | Exhibits & Posters Black River Room Posters will be staffed from 3:00-5:00 ONLY | Lightning Rounds and Discussion Three Fires Room |
| Beverage Break 9:45-10:00 Three Fires Room Sponsored by Wiley | | Beverage Break 10:00-10:15 Black River Room Sponsored by McGraw-Hill | | Beverage Break 10:45-11:00 Ojibway Room |
| Sarah Bonato Ojibway Room | Holly Burt Anishnabeg Room | 10:15 - 10:30 GMR Update | | 11:00-12:00 Tech Speed Dating Three Fires Room |
| Lunch 12:00 - 1:00 Three Fires Room Sponsored by Elsevier | | Lunch 12:00 - 1:00 Black River Room Sponsored by Ovid | | Lunch 12:00 - 1:00 Ojibway Room |
| 1:00 - 5:00 Intro to Bibliometrics 4 hr CE | 1:00 - 4:00 American Indian Health Resources 3 hr CE | 1:00 - 3:00 Asset Based Community Development Kathy Methner Three Fires Room | | Michigan Health Sciences Libraries Association 2014 Education Conference Registration Desk Hours: Tues. 10/14: 6pm-8pm Wed. 10/15: 7-8:30am, 11:30am-1pm & 4-5pm Thurs. 10/16: 7-9am, 11:30am-1pm, & 4-5pm Fri. 10/17: 8-9am *Registration Desk also open during breaks* |
| Break 3:00-3:15 Three Fires Room | | Snack Break 3:30 Black River Room Sponsored by Matthews Books and EOS International | | |
| Judy Burnham Ojibway Room | Samanthi Hewakapuge Anishnabeg Room | 4:30 - 5:00 Exhibits Raffle MUST BE PRESENT TO WIN | | |
| 6:00 - 9:00 Welcome Reception Three Fires Room Sponsored by Cengage/Gale | | 6:00 - 8:15 Special Event Charles V. Park Library, CMU | | |
| | | Bus leaves Park Library at 8:15 | | |
| | | Bus leaves Soaring Eagle for Park Library at 5:45 | | |
| | | 3:00 - 5:00 Free Time For Networking | | |

- | | | |
|---|---|--|
| MHSLA Event | Food Event | Vendor Event |
| CE Event | Education Event | Free Time |

Message from MHSLA President Merle Rosenzweig

Welcome to the 2014 Michigan Health Sciences Libraries Association Annual Education Conference!

The Annual Conference is a great opportunity to expand your knowledge of the changing landscape of health sciences librarianship. At the conference you can learn about these changes by taking the CE courses offered, attending the presentations, viewing the outstanding posters, and networking with fellow librarians.

Each year the committees review the information received from the conference surveys from the years before to plan the next conference that will meet the needs and suggestions of the attendees. Please be sure to fill out your post conference survey when you receive it by email shortly after the conference.

I hope you enjoy your visit to Soaring Eagle Resort in Mount Pleasant, Michigan, and the program of the 2014 conference.

Thank you for attending.

Merle Rosenzweig, AMLS
President, Michigan Health Sciences Libraries Association, 2013-2014

Vendor Sponsorship

Exhibits

Basch Subscriptions

EBSCO

EOS International

Elsevier-Clinical Key

The JAMA Network

McGraw-Hill

Midwest Collaborative for
Library Services

National Networks of Libraries
of Medicine-Greater Midwest
Region

Ovid-Wolters Kluwer

Rittenhouse Book Distributors

Stat!Ref

Thieme Medical Publishers

Truven Health Analytics

Breakfast/Lunch and Learn presentations

EBSCO

Elsevier-Clinical Key

The JAMA Network

Ovid-Wolters Kluwer

Welcome Reception

Gale

Breaks

EOS International

John Wiley & Sons

Matthews Book Company

McGraw-Hill

Exhibits are open between 10 am and 5 pm in the Black River Room

2014 Conference Planning Committee

Conference Planning Chair: Keith Engwall

Local Arrangements Chair: Sheila Bryant

Education Chair: Andrea Kepsel

Accomodations

Sheila Bryant
Nancy Lucas
Abe Wheeler

Audiovisual

Abe Wheeler
Mike Simmons

Education

Andrea Kepsel, Chair
Melanie Bednarski
Diane Hummel
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Alexandra Sarkozy
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Hospitality

Nancy Lucas

Publicity

Sheila Bryant
Susan Kendall
John Coffey
Andrea Kepsel

Registration

Heidi Schroeder
Susan Murphy

Special Event and Welcome Reception

Brad Long
Robin Sabo
Abe Wheeler

Vendors

Sandy McCarthy, Chair
Toni Janik
Alison Konieczny

Registration Desk Hours

Tuesday, October 14

6:00 pm - 8:00 pm

Wednesday, October 15

7:00 am - 8:30 am
11:30 am - 1:00 pm
4:00 pm - 5:30 pm

Thursday, October 16

7:00 am - 9:00 am
11:30 am - 1:00 pm
4:00 pm - 5:00 pm

Friday, October 17

8:00 am - 9:00 am

Note: The Registration Desk will also be open during breaks

Wednesday, October 15

7:00-8:00 am

Breakfast

Three Fires Room



8:00-12:00 noon

Continuing Education

Third-Party PubMed Tools

Presenter: Holly Burt

4 hr. CE, Anishnabeg Room

This four-hour workshop will introduce and evaluate several popular and free third-party PubMed tools, as well as comparing and contrasting them with the PubMed.gov interface. We will review the freely available PubMed API (application programming interface) which makes it possible for programmers from outside of the National Library of Medicine to develop alternatives to PubMed.gov for searching NLM's vast database of biomedical journal literature citations. Through case studies, group exercises, and hands-on practice, participants will become familiar with the strengths and limitations of search tools and apps such as PubGet, Quertle, eTBlast and others. This workshop is intended for intermediate and advanced PubMed searchers. Participants are encouraged to bring their own wifi-enabled devices to explore the mobile sites and apps.

Holly Ann Burt, MLIS, AHIP, MDiv, is the Outreach and Exhibits Coordinator for the National Network of Libraries, Greater Midwest Region (GMR), an educational and outreach arm of the National Library of Medicine (NLM). An experienced teacher, Ms. Burt develops and teaches classes focusing on PubMed, patient safety, emergency preparedness, and the NLM toxicology databases. In addition to teaching, Ms. Burt creates and maintains supplemental materials on the NLM databases, including tutorial brochures on PubMed which are freely available online. Ms. Burt also exhibits National Library of Medicine products and services at national and regional conferences and manages sections of the GMR website. Prior to joining the GMR in 2005, Ms. Burt worked as the Information Resources Manager for the National Patient Safety Foundation and received her Master of Library and Information Science (MLIS) from Dominican University. Her publications include the book "The Patient Safety Perspective: Health Information and Resources Online and In Print" published by the Medical Library Association and the "NLM E-Minute" column of the UIC E-pendix newsletter.

Wednesday, October 15

8:00-12:00 noon

Continuing Education

Grey Literature: Google it and More

Presenter: Sarah Bonato
4 hr. CE, Ojibway Room

Finding and incorporating grey literature search results along side with published literature is becoming an increasingly essential step of the searching process. More granting agencies are requiring such grey literature publications as government documents to be searched in the grant proposal literature review. However, grey literature can also be quickly searched and disseminated for all types of reference requests. The inclusion of grey literature search results can benefit information requests from a wide range of health professionals, including allied health professionals—a grey literature search need not be just for a systematic or scoping review. This course will provide an overview of the types of grey literature, introduction and demonstration of selected searching tools for locating grey literature, evaluating the best searching grey literature searching process for particular types of reference requests and different types of search methods to locate diverse grey literature documents from both national and international sources. As well, participants will learn how to quickly apply quality filters to search results and critical appraisal of grey literature publications. A special focus will be on the importance of actively searching for grey literature sources from diverse geographical locations.

Participants will have opportunities for hands on practice and will be provided sample exercises.



Sarah Bonato is a health science librarian at the Centre for Addiction and Mental Health in Toronto, ON and is a graduate of Kalamazoo College and the University of Toronto. At the CAMH Library her professional activities include research, instruction, search coaching, collection development and writing for the CAMH Library blog—but her favorite activity is to indoctrinate students to the gente art of searching. Her current research interest include the promotion of open access journals and outreach Web 2.0 applications. When not at work, you may find Sarah either at the opera, in her garden, or reading yet another Italian cookbook.

9:45-10:00 am

Beverage Break

Three Fires Room
Sponsored by John Wiley & Sons

12:00-1:00 pm

Lunch & Learn

Presenters: Brandon McCune and Tera Robison, Elsevier-Clinical Key
Three Fires Room

Clinical Key's new platform upgrade will be presented which includes a cleaner, mobile-optimized design for discovering clinical content on the go; 1400+ new topic pages that offer quick access to point-of-care content, including risk factors, treatments, and more; a new browse feature with a searchable, filterable list of sources that highlights new books and journals, and a new search history feature enabling one to view and retry recent queries.

Wednesday, October 15

1:00-4:00 pm

Continuing Education

American Indian Health Information Resources

Presenter: Samantha Hewakapuge
3 hr. CE, Anishnabeg Room

According to the 2010 US Census, approximately 5.2 million people stated that they were American Indian or Alaskan Native. A recent study shows that American Indian use of the Internet to find health information is lower in comparison with the adult U.S. population. This three-hour program will introduce a variety of governmental and non-governmental Internet resources that have health information for American Indian populations. Students attending will be able to practice their skills in finding health information using web resources in this hands-on program. Students who complete this program will be able to: identify and describe the National Library of Medicine's American Indian health databases, compare strengths and weaknesses of American Indian health websites, and utilize websites to obtain health information resources for American Indian populations.



Samantha Hewakapuge has served as the Consumer Health Coordinator at the National Network of Libraries of Medicine, Greater Midwest Region since May 2008. She is responsible for coordinating the consumer health program within the GMR's 10 state region, including

developing instructional materials, training librarians to provide consumer health information services, and promoting NLM's consumer health resources. Samantha has past experience doing similar outreach work for the Southwest Environmental Health Sciences Center, at the University of Arizona. She also oversees consumer health subcontracts awarded to libraries and community-based organizations. Her consumer health information workshops are mainly targeted for public libraries, but she also presents at meetings organized by community based and non-profit organizations that have health outreach as part of their mission.

Prior to joining the GMR, Samantha was the Health Sciences & Outreach Librarian at Ohio University. She earned her MLS from the University of Arizona and holds a second master's degree from Ohio University in Communication and Development Studies.

1:00-5:00 pm

Continuing Education

Introduction to Bibliometrics

Presenter: Judy Burnham
4 hr. CE, Ojibway Room

The course will introduce participants to the bibliometric research method, identify uses of the method for collection management and allow class members to participate in practical exercises involving bibliometric research. By the end of the session, participants will be able to: outline the history of bibliometric research, define bibliometrics, identify use of bibliometric research and research topics explored using this method, describe uses of bibliometric research for librarians, describe advantages and disadvantages of using bibliometric

Wednesday, October 15

research, identify steps in the bibliometric research method, define laws used in interpreting bibliometric data including Bradford's Law of Scatter, identify use of altmetrics, and use knowledge of the bibliometric method to complete a practical exercise.

Participants are encouraged to bring their own computer so they can take part in the practical exercise.



Judy Burnham is Director of the University of South Alabama Biomedical Library. Judy has been active in the Southern Chapter/MLA, serving as Chair and other positions; in the Nursing and Allied Health Resource Section, serving as Chair and other positions; and in MLA serving on various committees and Juries as well as serving as Section Council Chair and member of the MLA Board. In 2004-2005 she participated in the NLM/AAHSL Fellows program and in 2014 was selected as an MLA Fellow. She has numerous presentations and publications included on her CV, including several on bibliometrics.

3:00-3:15

Break

Three Fires Room

6:00-9:00 pm

Welcome Reception

Three Fires Room
Sponsored by Gale

Everyone is welcome at the Welcome Reception! It will feature a light meal and a cash bar. Native American dancers from the Ziibiwing Center of Anishinabe Culture and Lifeways will be performing.

Thursday, October 16

8:00-9:00 am

Breakfast & Learn

Presenter: Sakia Bolore,
The JAMA Network
Black River Room

Building on a tradition of editorial excellence, The JAMA Network brings JAMA together with an array of specialty journals to offer enhanced access to the research, reviews, and viewpoints shaping the future of medicine. Through a variety of innovative tools, The JAMA Network provides the insights that matter most to medical research and practice.

9:00- 10:00 am

Opening Keynote Address:

Frank Boles

Three Fires Room

Central Michigan University's Clarke Historical Library is one of the state's small treasures. A special collections library, it documents three rich, interesting areas:

- The History of Michigan and the Old Northwest Territory
- The history of children's books, with an emphasis on how children learn to read
- The history of Central Michigan University

Frank Boles will discuss the people and stories documented in the library's stacks:

- America's longest lived kit home manufacturer (it was not Sears)
- The nation's only railroad with more mileage covered on water rather than on land
- A rare collection of Native American portraits

- A Michigan woman who made her fortune by ignoring geologists and drilling for oil where her fortune teller instructed
- An exchange student from Istanbul, who, after arriving at Central in 1946, wrote in her first letter home, ""Mount Pleasant is the smallest and dullest place I have ever seen in my life. There is nothing whatsoever here, no concerts, no theater, no opera."

Join in listening to these and many others stories documented by the Clarke Historical Library showing that the resources found in Isabella County today are considerably improved from those found sixty-eight years ago.



Frank Boles has served as the director of CMU's Clarke Historical Library since 1991. Prior to that he worked at the University of Michigan, the Chicago Historical Museum and the National Endowment for the Humanities. He is primarily known for his contributions to the archival professions where he has published and spoken regularly. He has also served in a variety of positions including president of the Society of American Archivists. Frank received a bachelor's and master's degree from Wayne State University, and was granted a doctorate by the University of Michigan.

Thursday, October 16

10:00 am-5:00 pm

Visit the Exhibits & Posters

Black River Room

See poster abstracts on pages 15-16.

10:00-10:15 am

Beverage Break

Black River Room

Sponsored by McGraw-Hill

10:15-10:30 am

GMR Update

Three Fires Room

10:30-12:00 noon

MHSLA Business Meeting

Three Fires Room

12:00-1:00 pm

Lunch & Learn

Presenters: Kelly Barcus and Kathi Grainger, Ovid-Wolters Kluwer
Black River Room

What's new with Ovid and Wolters Kluwer? We want to take this lunch and learn opportunity to give you highlights on all the new and exciting products that are now being offered from Wolters Kluwer via OvidSP or an external link. We are excited about being able to provide you with so many additional resources to help you and your

clients with their everyday workflow challenges and understand the importance for you and your groups to be kept up to date and informed. Everything from ebooks, oncology and anatomy products to our Ovid MD Advantage will be discussed

1:00-3:00 pm

Workshop/Program

Community Assets

Presenter: Kathy Methner, Michigan Works!

Three Fires Room

The first hour will be a discussion on community assets and how to identify them, with the second hour being an interactive session where the participants work together to develop their own assessment, per the Michigan medical librarian community. Sometime after the session, a community asset profile will be provided to MHSLA.

3:30-4:00

Snack Break

Black River Room

Sponsored by Matthews Books and EOS International

4:30-5:00 pm

Exhibits Raffle

(Must be present to win)

Thursday, October 16

5:45-8:15 pm

Special Event

Charles V Park Library, CMU

The special event will be hosted in the Baber Art Gallery at the Charles V Park Library on the Central Michigan University campus. It will feature a buffet dinner, dessert, open bar and a jazz trio. Optional tours of the CMU College of Medicine and the Clarke Historical Library will be available.

Busses to the special event will leave from the hotel lobby at 5:45 pm and will leave from the Park Library at 8:15 pm

8:30 pm -

Informal socializing and networking

Three Fires Room

The Three Fires Room will be available for informal socializing after the special event. Purchase a beverage from one of the establishments within Soaring Eagle and bring it with you.

Friday, October 17

8:00-9:00 am

Breakfast & Learn

Presenters: Diana Hickey and Tim Heiges, EBSCO Information Systems Ojibway Room

EBSCO's newly launched Nursing Reference Center Plus™ is an evidence-based information resource designed specifically for nurses. With Nursing Reference Center Plus™, you get all the content in Nursing Reference Center and much more including videos, images and new topics covering nursing management and leadership. EDS Discovery Health is a discovery system which is open, flexible and interoperable and ensures a clinical researcher's online destination of choice, away from the open web, is central to delivering legitimate and effective research outcomes. EDS Discovery Health can aid in redefining the virtual front door of your library

9:00-10:45 am

Lightning Round and Discussion

Three Fires Room

See Lightning Round abstracts on pages 17-19.

10:45-11:00 am

Beverage Break

Ojibway Room

10:30-12:00 noon

Tech Speed Dating

Three Fires Room

Join us during the technology speed dating session to talk with and learn from fellow MHSLA members about technologies they find helpful and interesting.

How does technology speed dating work? During the session our experts will be stationed around the room ready to talk about their technology to small groups of attendees. Each small group will have seven minutes with an expert, at the end of which a signal will be given for groups to move on to their next station. Each expert will determine the best way to present and discuss their technology, with the goal of the session to be a fun and informative way to introduce MHSLA members to new technologies they may find useful in their own professional duties. A brief wrap-up discussion with all attendees will take place at the conclusion of the tech speed dating.

Our tech speed dating experts and their technologies are:

Sandra Swanson, Mercy Health Muskegon – Patron Driven Acquisition (PDA) in a Hospital Library

Stephanie Swanberg, Oakland University William Beaumont School of Medicine – Literature Tracking Apps (BrowZine, DocWise, QxRead)

Keith Engwall, Oakland University William Beaumont School of Medicine – Pocket (anything else?)

Michelle Bass, University of Michigan Taubman Health Sciences Library – Cloud Storage (Google Drive, Dropbox, Box)

Andrea Kepsel, Michigan State University Libraries – Virtual Note Taking (Notability, OneNote, Evernote)

12:00-1:00 pm

Lunch

Ojibway Room

Poster Abstracts

A Clerkship Model for Training Future Health Sciences Informationists

Author: Michelle Bass

Affiliation: Taubman Health Sciences Library, University of Michigan

This presentation will provide an overview of the Taubman Health Sciences Library University Library Associate (ULA) Clerkship model. The main learning goals of the clerkship model are to expose the ULA to all organizational units at the library and skills-based experience and project creation. Clerkship objectives include providing the ULA with meaningful skills-focused experience in the unit's field through involvement with instructional activities and projects and initiatives, observation of and involvement with advanced information searchers, and the completion of at least one dedicated project with appropriate deliverables. The presentation will highlight clerkship projects completed to date.

Engaging the Future: Changes in staff training and functions at the Taubman Health Sciences Library (University of Michigan)

Authors: Rafael Becerra, Mark Chaffee, Kelly Price, Hollie Wheeler, Nadia Lalla

Affiliation: Taubman Health Sciences Library, University of Michigan

Over the past several years the model of service at the Taubman Health Sciences Library at the University of Michigan has been changing. Specifically, as use of ebooks and other online resources has increased the nature and extent of the Library's deployment of resources for tasks such as public service and the processing of print materials has been continually reviewed.

These changes led to ongoing questions about the roles and functions of the staff whose primary responsibilities involved public service and materials processing. Adapting to this new environment has led to significant changes for these staff members during this period. Staff functions

have been rethought and altered, leading to necessary changes in work schedules, assigned tasks, and the nature and amount of training for individual staff members.

These issues became especially acute over approximately the past calendar year. In April and May of 2013 the Taubman Library's print collections were moved to an offsite storage facility. At the end of 2013 our library building was closed for an anticipated 18 month renovation project (scheduled for completion by mid-summer 2015). With the print collections now no longer in our possession and public service taking place only over the phone or by email, once again staff members with responsibilities in these areas have been faced with the necessity of revising their roles and updating their skills.

This poster illustrates how significant changes in the service environment at one academic health sciences library led to alterations in training and job functions for staff.

Designing an Online Learning Environment in WordPress

Author: Keith Engwall, MLS, AHIP

Affiliation: Oakland University William Beaumont School of Medicine

Course Management Systems are fine for online instruction when your audience already knows how to use them, but in some situations, they are much too large and cumbersome for the task at hand. As a component of the Bioengineering Biomedical Summer Program, I sought to create a protected online environment where the participants, high school students, could find details about the program, connect the faces and names of their numerous instructors, ask questions and provide reflections on their experiences.

After evaluating several free resources, I found that the best solution was to design one using WordPress along with several plugins. This poster will outline the requirements, the results of my evaluations, and the details of my home-grown solution.

Poster Abstracts

What the Heck do those PubMed Citation Tags Mean?

Authors: Merle Rosenzweig, Kate Saylor, Mari Monosoff-Richards
Affiliation: Taubman Health Sciences Library, University of Michigan

Have you ever wondered what those citation tags mean when you pull up results from a PubMed search? This poster will reveal their meaning and other notations that are listed within the citation tag.

Information Literacy Integration into Central Michigan University's College of Medicine Curriculum

Authors: Bradley A. Long, MLS, Medical Librarian, Francisco J. Martinez, MD, PhD, Associate Professor of Pathology
Affiliation: Central Michigan University

Information literacy is a key component of modern medical practice, thus there is a need to effectively train medical students on how to utilize medical literature and other online resources as part of their life-long-learning process. As a direct result, Central Michigan University's College of Medicine (CMED) has begun implementing information literacy instruction into its group oriented case-based learning curriculum. Additionally, the Medical Librarian and CMED Faculty are taking a team approach to providing this instruction. This poster outlines the evolution of this process from CMED's inaugural year of this academic program into its second year of existence.

Why Research Doesn't Happen: Suggestions on Moving Yours from Concept to Publication

Author: Holly Ann Burt, MLIS, AHIP
Affiliation: National Network of Libraries of Medicine Greater Midwest Region

Our medical world encourages finding evidence to back up guidelines, standards, and policies. Yet, too often a literature review reveals a lack of research in the area of interest. This poster explores rea-

sons why this is so and challenges each of us to participate in research. Discover the perils, pitfalls and possibilities of pursuing a research project. Key steps in the research process are highlighted and include both warnings of that which could halt the process and tips for moving forward. Our topics include: Concept (framing your question), Research (finding the background), Methodology (exploring the how), the IRB (getting it approved), Action (making it happen), Evaluation (looking at results), and Publication (sharing the story). The process is not easy, which is why it often fails; but research creates evidence and evidence point toward solutions and solutions can heal our world.

Nursing LibGuide Reboot: Using Data and Design to Create a More Meaningful, Usable, and Educational Online Library Experience

Author: Alexandra Sarkozy
Affiliation: Wayne State University

LibGuides is a flexible and intuitive content management system for sharing library resources with patrons. In light of a changing program, increased understanding of faculty and student information needs, and a desire to better serve the WSU nursing community, I decided to revamp the Nursing Research Guide to incorporate changes informed by use data, design and usability principles, and the information needs of the College of Nursing. Before and after screenshots, sources of data, and design changes incorporated into the new Research Guide will be highlighted in this poster.

Lightning Round Abstracts

Hip Deep in Electronic Alligators **Author: Sandra Swanson, MLS, MPA** **Affiliation: Mercy Health Muskegon**

First we subscribed to a few databases and dipped our toes in the water. Then publishers offered "print plus electronic" and we went wading. Now we're hip deep in alligators looking for the "online library." Is there terra firma somewhere in this swamp? Don your waders for a look at the state of the e-library in one West Michigan hospital.

Using Padlet in Nursing Instruction Sessions: Risky Wager or Sure Bet? **Author: Heidi Schroeder, Health Sciences Librarian** **Affiliation: Michigan State University Libraries**

In an ongoing effort to make nursing instruction sessions more interactive, engaging, and fun, the nursing librarian at Michigan State University (MSU) has recently introduced Padlet (often described as a virtual wall or bulletin board) into several instruction sessions. This presentation will: explain what Padlet is, show several examples of how it has been used in nursing instruction sessions at MSU, describe lessons learned and share future plans.

ORCID Not ORCHID **Author: Merle Rosenzweig** **Affiliation: Taubman Health Sciences Library, University of Michigan**

What is ORCID? This presentation will answer that question. It will provide information about ORCID and its purpose. You will learn how you can set up your own ORCID and how to assist your patrons in registering and managing their ORCID profile.

A Visible Fix: Promoting the Intangible Health Sciences eBook Collections **Author: Elizabeth Bucciarelli** **Affiliation: Halle Library, Eastern Michigan University**

The Halle Library at Eastern Michigan University launched a Physician Assistant (PA) program in 2014. The PA Program Director and the Health Sciences Librarian determined that a totally digital health sciences collection, accessible via mobile devices in the classrooms and at clinical sites, would best meet the needs of the program and the students. However, this collection was novel and quite costly, therefore a university-wide promotional campaign was created by the Health Sciences Librarian. This series of slides will demonstrate how awareness of this intangible health sciences ebook collection was cultivated via presentations at academic department meetings, LibGuides, library instruction sessions, electronic monitor displays, tangible displays, discovery tools, in course content, and through social media, e.g. Facebook and Twitter.

Branching Out: Serving as an Embedded Librarian in a Summer STEM Program **Author: Keith Engwall, MLS, AHIP** **Affiliation: Oakland University William Beaumont School of Medicine**

The Oakland University William Beaumont School of Medicine partnered with the Oakland University School of Engineering and Computer Science to conduct an eight day Bioengineering Biomedical Summer Program with 32 high school students. This lightning round will outline my experience in serving as an embedded librarian in the program - the benefits, challenges, and lessons learned.

Lightning Round Abstracts

Interdisciplinary Might is Magic: Melding Medical and Academic Librarian's Expertise to Craft an Outreach Series for Muggles

Authors: Stephanie Swanberg¹, Katie Greer² and Amanda Nichols-Hess²

Affiliations: ¹Oakland University William Beaumont School of Medicine, ²Oakland University Libraries

The Oakland University William Beaumont School of Medicine Library hosted the National Library of Medicine traveling exhibit, 'Harry Potter's World: Renaissance Science, Magic, and Medicine' in winter 2014. As Oakland University is home to a large undergraduate population and the library to a slew of aspiring wizards, medical librarians partnered with academic librarians specializing in art & art history, history, science, and literature to coordinate a series of events not only to promote the exhibit and the library, but also to explore the roots of the Harry Potter series from an academic perspective. This lightning round will showcase all the spells cast by the events including sorting Muggles into their Hogwarts house, a Lit to Film discussion, Quidditch demonstrations, and an expert panel on the influences of medieval & renaissance thought and science as well as literature on the creation of Harry Potter's World.

Identifying Opportunities to Collaborate and Partner with Faculty: The Taubman Library's MCubed Experience

Authors: MacEachern MP, Brandenburg M

Affiliation: University of Michigan Taubman Health Sciences Library

In 2012, the University of Michigan piloted the MCubed program, which funded interdisciplinary research projects on campus. To qualify for funding, research teams were required to have a) three faculty members, and b) representation from at least two units. Three librarians at the Taubman Health Sciences Library partnered with faculty and students throughout the University of Michigan and its Health System on such teams, resulting in meaningful research collaborations, networking opportunities, and referrals to

projects outside of MCubed. While MCubed is just one example of a successful collaboration between librarians and faculty, it is more broadly an example of successful and proactive liaison/informationist work. By seeking out unique partnership opportunities, librarians become deeply involved and embedded in the larger activities of their faculty peers, expanding both their own and their library's influence.

Transitioning to a new role: adapting to the current landscape

Author: Mark Chaffee

Affiliation: University of Michigan, Taubman Health Sciences Library

In the course of the current year my job responsibilities were substantially changed, from working primarily in traditional public service roles to being part of the Library's Enabling Technologies team. This change necessitated both the adaption of old skills to the new situation, and the development of new skills. Moreover it was necessary to change orientation from a reactive traditional public service mindset to a more proactive one. That is to say, instead of waiting at a service point for the public to come to me, it became necessary to look seek out opportunities to serve the needs of our patrons. This lightning round presentation will briefly discuss how this transition was negotiated, focusing on the following:

- What were the changes in outlook necessary to adapt to this new work situation?
- What could be brought and adapted from previous job duties to use in this new role?
- What actions were needed to develop the skills needed for the new position?

As the landscape of library work changes, more employees will go through transitions similar to this one. This presentation will give a helpful overview of how an employee can adapt to changes in Library structure in a constructive and successful way.

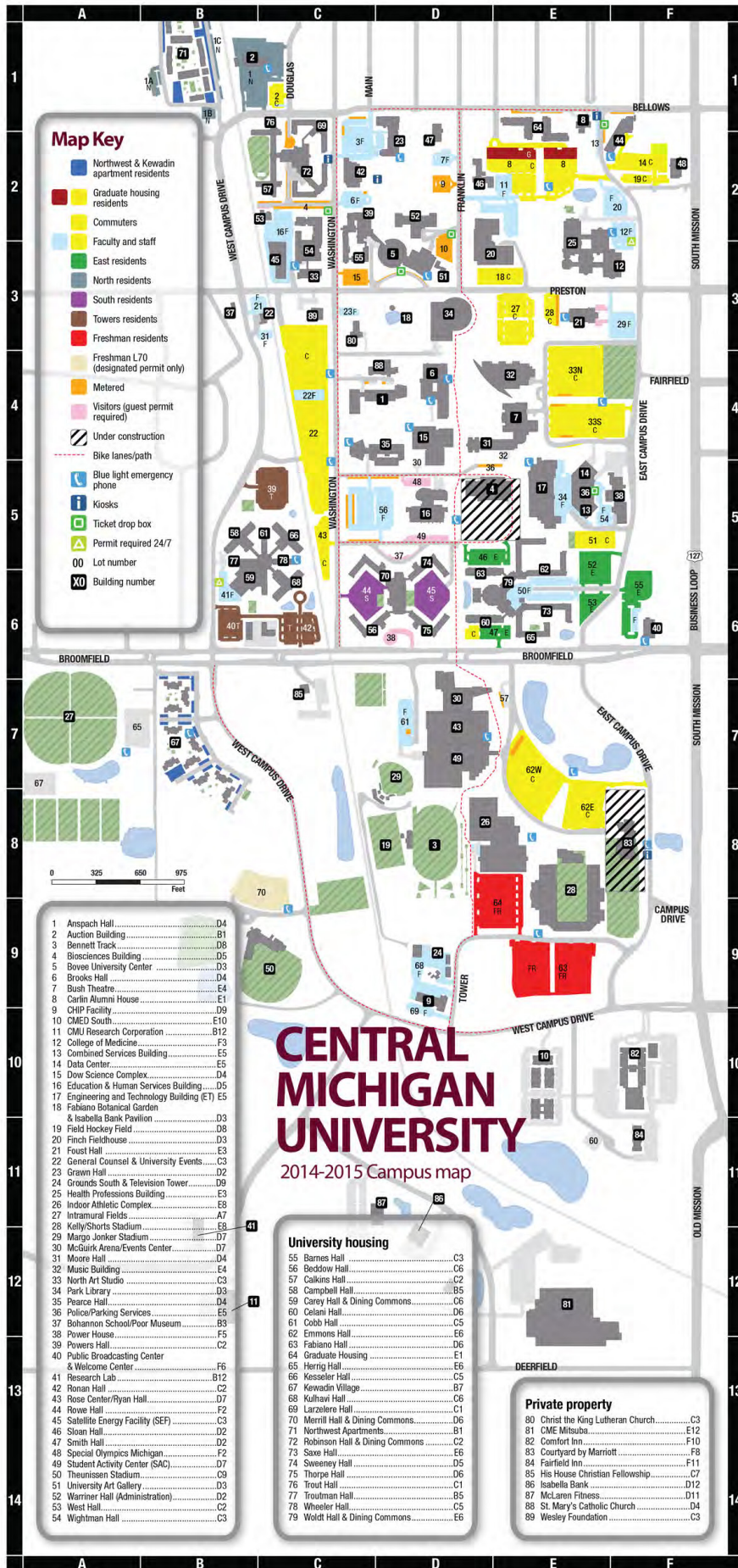
Lightning Round Abstracts

Hospital Patient Education Rounding Program

Author: Janette Ransom, MLS

Affiliation: Munson Community Health Library

Last fall the Munson Community Health library began a pilot patient education rounding program in the hospital's in-patient rehabilitation unit. During the rounding, patients were provided with consumer health information and informed about the library's services and resources. Individual rounding experiences were documented in each patient's EMR. The rounding took place once a week and after about three months it was apparent this was a successful program. About a month ago this service was started in the cardiac unit of the hospital and the rounding in this unit is off to a great start. The purpose of the rounding is to provide information to patients about the library's services and resources to help prevent readmissions.



Note: The Park Library is #34