

MHSLA

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NEWSLETTER OF THE MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

President's Message: Our Strategic Plan

*By Jennifer Barlow
Library Manager, Borgess Library*

At last year's annual membership meeting, a Strategic Planning Committee was formed to develop a long-range plan for MHSLA. Committee members include Joan Emahiser, Sandy Swanson, Marilyn Kostrzewski, Diana Balint, and Mary Carr. I am currently serving as Chair. We met several times over the past year and made good progress on the plan. We've developed a draft document outlining our top-level strategic priorities, but before we take it any farther, we need feedback from you, the membership.

The draft strategic plan is available on the MHSLA web site in the "Members Only" section. It speaks to our overall vision for MHSLA. We want to recognize what we do well, and identify where we could do even more to further our Association's mission.

Serving on the Strategic Planning Committee has been an energizing experience! We've analyzed the big issues affecting our workplaces and our profession. We started by examining the mission statement from the MHSLA bylaws, and found it still speaks to who we are and what we're trying to do. Next, we performed a strategic analysis using the SWOT method: strengths, weaknesses, opportunities and threats.

From the SWOT chart, we used a gap analysis to identify the issues that are most critical to MHSLA's future success. These issues represent the gaps between where we are and where we



CONTENTS

President's Message	1
MHSLA's Librarian of the Year	2
Camp MHSLA!	3
Conference Scholarship Winners	4
Fill Out Those Evaluation Forms	4
New: Presented Papers	4
Go Local	5
New GMR Education and Outreach Coordinator	6
Member News	6

want to be. The critical issues we identified are:

1. Lack of awareness among members of what MHSLA does.
2. The need to reach potential members.
3. Proliferation of information resources for librarians.
4. Ongoing changes in technology.
5. Hospital and academic cutbacks/closures.
6. Health literacy.

To address these issues, we present the following strategic priorities:

- Communication/Marketing/Outreach & Advocacy
- Adapt to changing information landscape
- Build coalitions to promote health literacy

The next step in the planning process involves setting long-term objectives for each of the priority areas. But before we start to get specific, we need to hear from you. Are we on the right track? Do you agree with the Committee's analysis and priorities? Are you excited about this plan?

We will have opportunities at the Crystal Mountain conference to discuss the draft strategic plan and to begin brainstorming long-term objectives. It will be on the agenda for the annual membership meeting. Also, there will be a table set aside at breakfast one day for informal discussion of the plan.

I want to encourage area groups to get together in the coming months to review the plan as well. We need broad participation from members across the state to turn our vision into a reality.

Please bring your thoughts and suggestions regarding MHSLA's future to the conference. You can also email me with feedback: jenniferbarlow@borgess.com. Let's take

MHSLA from strength to strength!

MHSLA's 2005 Librarian of the Year

*Submitted by Jennifer Barlow
2004-2005 MHSLA President
Library Manager, Borgess Library*

The MHSLA Board has selected Christine Allen from Munson Healthcare as MHSLA's 2005 Librarian of the Year. Chris is the Coordinator for Munson's Community Health Library in Traverse City.

Chris's nomination was supported by her colleagues at Munson Healthcare's Department of Library Services, as well as by other local librarians. Her qualifications were eloquently presented. Following is an excerpt from the nomination form.

"As anyone who has ever worked with her knows, Chris Allen is the consummate professional. She is steadfast in her effort to provide each and every patron with helpful, reliable and current health information. Her leadership qualities and contributions to the field of Library Science make her an outstanding candidate for the MHSLA Librarian of the Year award.

Her contributions to MHSLA are numerous. Having served on the Education Committee, Nominating Committee, and co-chair for the Support Staff Training Workshop, Chris is currently chairperson for Marketing and Publicity for the 2005 MHSLA Annual Conference. Additionally, Chris participated in the MHSLA/GMR grant for outreach at the Michigan Library Association meeting. She

has recently published an outcome evaluation study in the *Journal of Hospital Librarianship* and attained AHIP certification.

Chris has demonstrated her leadership abilities when involved in Munson Healthcare and community related projects including: the Munson Employee Health Initiative, Community Health Education Task Force, Let's Get Moving Northern Michigan, Traverse City Reads, 2-1-1 Initiative, and the Grand Traverse Regional Health Care Coalition, to name just a few.

Chris has worked on outreach and publicity to raise awareness of the Munson Healthcare Community Health Library services and resources. She is a talented marketer who has tirelessly promoted the services available to the community through the Munson Department of Library Services.

Chris continually develops innovative and informative educational programs and publishes a quarterly patron newsletter. She has demonstrated strong management, marketing and customer service skills in all aspects of her work.

Chris is an unassuming, compassionate, and creative individual who reluctantly accepts recognition for her accomplishments. She welcomes collaboration and the opportunity to share ideas and her technological expertise with colleagues. She supervises a small but fiercely loyal group of staff and volunteers who appreciate her guidance and appreciate the opportunity to work with this talented professional."

Chris will be presented with her award at MHSLA's general membership meeting during the annual education conference at Crystal Mountain. Congratulations, Chris!

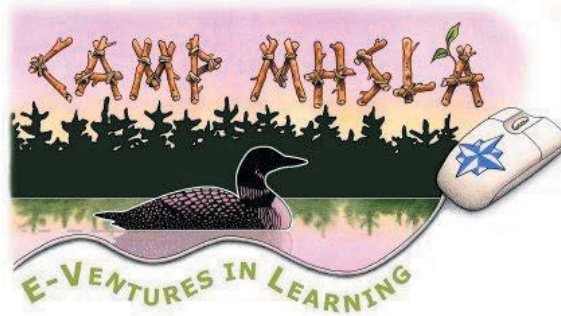
Fall in Northern Michigan: Camp MHSLA

By Chris Allen

Community Health Library

Munson Community Health Center

The Local Arrangements Committee is ready for Camp MHSLA: E-Ventures in Learning to get underway at Crystal Mountain Resort in Thompsonville, Michigan. While it may be a four hour drive for some members, experiencing the Fall colors along the way will enhance this mid-week excursion.



The three days of the Conference are packed with wonderful speakers, classes and events. Here are a few other sights to consider while up in our neck of the woods.

- Interlochen Center for the Arts: theater, concerts. <http://www.interlochen.org/>
- Frankfort/Elberta: Lake Michigan, lighthouse, pier, marina, bike trail, Farmer's Market. <http://www.frankfort-elberta.com/>
- Beulah/Benzonia: Crystal Lake, fishing, bike trail, shopping. http://www.benzie.org/calendar_events.htm
- Traverse City: theater, music, shopping, restaurants, water sports, wineries. <http://www.mytraversecity.com/>

- Crystal Mountain Resort: golfing, hiking, biking, water park. <http://www.crystal-mountain.com>

If you have any questions about the Conference or need information, please call Munson Department of Library Services at 231-935-6170 or email Library-HealthSciences@mhc.net. See you soon!

2005 Conference Scholarship Winners!

*By Valeria Long
MHSLA Education Chairperson*

Congratulations to Bonnie Fortin, Jill Turner, and Jessica Rush, winners of scholarships to this year's MHSLA conference. Bonnie and Jill were selected for the student scholarships, and Jessica, a Ferris State University librarian, was awarded the member scholarship.



The student scholarships are traditionally awarded to one student each from Wayne State University's MLIS program and the University of Michigan's School of

Information program. However, as there were no applicants from the University of Michigan, both scholarships were drawn from the nine applications received from Wayne State

students. The member scholarship is awarded to a MHSLA member who has not previously attended the conference. Jessica was the only applicant this year.

Make a point to introduce yourself to the scholarship winners during the conference. They will be spending some time staffing the hospitality table so if you don't run into them during conference sessions, look for them there. And look for their conference reports in the next MHSLA News.

Fill Out Those Evaluation Forms!

*By Valeria Long
MHSLA Education Chairperson*

A major part of the Education Committee's work is to develop programming for the annual conference. It can be a challenging task, but having input from conference evaluation forms helps the committee focus on topics of interest to MHSLA members. The Copyright and Electronic Licensing Issues and Teaching Evidence-Based Healthcare Resources continuing education classes, as well as the sessions on link resolvers and personal information management, were all suggestions from the 2004 conference evaluation forms. So make it a point to complete the evaluation form for this year's conference and either return it to the hospitality table or pop it in the mail.

New This Year: Presented Papers

*By Valeria Long
MHSLA Education Chairperson*

While posters are a great way to share information, sometimes a message is better conveyed in a presentation. There hasn't been a presented papers session at MHSLA conferences in recent memory, so the education committee decided to see if there was interest this year. A call for papers was issued, and three papers were selected for this year's conference. Janice Heather, Arlene Weismantel, and Annette Healy, Linda Draper, and Ellen Marks are all presenting papers Friday afternoon. Plan to attend!

2005 Fall Education Michigan Go Local

*By Annette Healy
Information Services Librarian
Shiffman Medical Library, Wayne State U.*

The Vera P. Shiffman Medical Library at Wayne State University has partnered with the National Library of Medicine (NLM) to develop Michigan Go Local, the first comprehensive database of health services in the



state of Michigan. Each health service will be indexed by geographic area, type of service and relevant health topics. Thus, consumers, librarians, and other health information and referral

providers will be able to locate relevant health services across the state. More information about NLM's Go Local projects can be found at <http://www.nlm.nih.gov/medlineplus/golocal.html>.

The Shiffman Medical Library has assumed

responsibility for much of the development of Michigan Go Local. Two staff members, Annette Healy and Linda Draper co-direct the project. We have elected to use the National Library of Medicine's hosted database to facilitate data entry and maintenance. A new Health Sciences Librarianship Internship program has been created for library and information science students; three students have recently joined the project and have begun identifying and entering programs and services. Annette Healy will be presenting a contributed paper describing this exciting project at the upcoming 2005 MHSLA Fall Conference



A comprehensive database of health services in Michigan will be of great benefit to all health science librarians in the state. To ensure that the database is comprehensive, accurate, and up-to-date, we encourage the participation of librarians from across the state. Michigan Go Local also provides an excellent opportunity for librarians to increase the visibility of the programs and services offered by their own hospitals and health systems.

Annette Healy and Linda Draper will be at the 2005 MHSLA Fall Conference to provide more information and discuss opportunities for participation. Levels of involvement include volunteers to serve on an advisory board, participants interested in entering information about their own hospitals, participants interested in focusing on a particular health topic or geographic area, and participants interested in reviewing existing records for accuracy. We are also interested in your knowledge of existing datasets of health service information that will benefit this

project. Please email us at the address below if you are interested in an informal “get together” at the conference to discuss how you can participate in Michigan Go Local.

To learn more about the Michigan Go Local project, contact Annette Healy at amhealy@wayne.edu or 313-577-9816. More information about Michigan Go Local is also available at our web site: <http://www.lib.wayne.edu/shiffman/migolocal>.

New GMR Education and Outreach Coordinator

*By Tammy Mays
Consumer Health Coordinator
NN/LM, Greater Midwest Region*

We are pleased to announce that Holly Burt has been hired for the position of Education and Outreach Coordinator within the GMR effective August 1, 2005.

Holly Ann Burt joined the Greater Midwest Region as the Education and Outreach Program Coordinator and the Ohio State Contact Librarian on August 1st. Previous to working for the National Network of Libraries of Medicine, she served as Information Resource Manager and internal webmaster for the National Patient Safety Foundation. She received a bachelor's degree in astronomy from San Diego State University and a Master of Divinity from Fuller Theological Seminary before earning her Master of Library and Information Science from Dominican University in 2002.

Holly's library experience includes cataloging antiquarian maps at the Newberry Library and

cross-country federal archive hopping as the family genealogist, as well as an internship at Northwestern University's Schaffner library. Holly taught science in high schools in California and Benin, West Africa; substituted in first grade through college classes in California, Oklahoma and Illinois; and continues to teach religious topics in church settings. She enjoys reading, singing, science and cats and is excited to be sharing in the vital NN/LM community. Holly may be reached at haburt@uic.edu or 312-996-8480.

Member News

Aimee Haley, after recently receiving her MLS from Wayne State University, has been promoted to the position of Medical Librarian at St. John Hospital & Medical Center in Detroit.



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