

# MHSLA

## NEWS

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NEWSLETTER OF THE MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

## President's Message: Our Outreach Crusade

*By Jennifer Barlow  
Library Manager, Borgess Library*

**I**s your library like mine? We have excellent resources, a wide range of services, and a talented, dedicated staff. While we focus on clinical materials, we also collect in other subject areas that are relevant to our users. We work hard to meet our users' stated needs, and to anticipate the needs they have not yet articulated.

Yet we are still faced with a considerable gap between what we offer, and what's being used. There's a widespread lack of awareness of our services. We see this in responses to our customer satisfaction surveys, such as:

"The library is locked when I'm at work. I can't get in."  
(Actually, employees have 24-hours access via badge-reader locks.)

"I've worked here for twenty years, never knew we had a library."  
(Actually, it's been here longer than you – how did we miss each other?)

"I never use the library, I have no need for it." (Well, some people are beyond reaching, but most folks are willing to acknowledge that they don't know it all. And the library offers more than just clinical materials; truly, we have something for everyone.)



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We see the lack of awareness in the surprised reactions of employees who come to our Open Houses. They are amazed to learn that they have 24-hour access, that we are here for ALL employees – not just physicians, that we are happy to help them obtain needed material, whether or not it's on our shelves. Our response to this lack of awareness is an ongoing outreach crusade. As a team, we came to the realization several years ago that we can't ever slack off in our outreach efforts. The minute we stop making noise, they'll forget about us.

We are not committed to outreach because we want to be busier. Our crew is very productive, but it's still all we can do to keep



up with the current workload. We are committed because we believe so strongly in our message. There is no one in our organization

who wouldn't benefit from using the library. We can help with clinical questions, business decisions, career advancement, and self-improvement. The library is an outstanding resource for employees, and we don't want to be the institution's best-kept secret.

We've found some outreach activities that work for us, and we're always on the lookout for new ways to promote our services. Here are some of the things we've tried:

**Open Houses.** We have three every year – one during the day, one in the evening, and one in the middle of the night. That way, we hit all three shifts. We offer munchies, deco-

rate the library with colored lights, and put out displays. We ask people to sign a visitor book, so we can gauge attendance and get a sense of which departments were represented. We make our visitors take a guided tour of the library before turning them loose on the buffet.

**New Employee Orientation.** We are included in the orientation process for new hires. We give them tours of the library and provide them with our brochure. Resident & medical student orientation. Medical students get a guided tour of the library when they arrive. Library staff make a presentation at resident orientation.

**Library Newsletter.** We produce a quarterly newsletter, Library Line, that's distributed in interoffice mail and posted on the intranet.

**In-House Communications.** We regularly submit items for the intranet and the weekly Borgess employee newsletter. Fortunately, the newsletter's editor is a faithful library user who values our services. He is great about making space for us whenever we have something to say.

**Skills Fair.** We exhibit at our hospital's semi-annual Skills Fair, where nursing competencies are reviewed.

Storyboards in the cafeteria. From time to time, we reserve space at the cafeteria entrance and put up a storyboard advertising our services.

**Book Return.** We placed a book return in a distant lobby, as a strategy to help retrieve circulated materials. It had the unexpected side benefit of raising our visibility. Now we've mounted a brochure holder on the book return as a further advertising tool.

**Inservices.** We visit departments at Borgess Medical Center, and travel to regional affiliates, to offer inservices. We tailor each presentation to the audience, stressing the resources and services they're likely to find useful.

**Brown Bag Lunches.** We give brown bag lunch presentations entitled "Discover the Library" to promote our services to non-users.

**Current Awareness Services.** We scan the tables of contents of key journals when they arrive. We forward articles of interest to specific patrons. This is successful to the extent that we're "in the loop" and aware of our users' activities, projects, and research interests.

**Patient Information Packets.** We've had a section about our Patient Resource Room added to the "guest information" book that's located in every patient room.

**Committee Work.** Serving on interdisciplinary committees, especially those involved in JCAHO compliance, helps raise our profile and demonstrate our value.

**Soliciting Input Regarding Book Purchases.** We sometimes ask for advice from clinical specialists regarding the best textbooks in their field. This practice helps us build a quality collection, reminds the clinical units that we're here, and shows them that we're trying to support their work.

So, what outreach methods work for you? What else can we do to trumpet our message? I'd love to read your creative ideas on the MHSLA discussion list. Let us all know what you're doing for marketing and outreach. It doesn't have to be elaborate! Sometimes the simplest ideas are the best. The important thing is to keep making noise.

## Our Experiences as Library Selectors for Doody's Core Titles

*By Maureen Watson, MS, AHIP*

*Michigan College of Optometry*

*Ferris State University*

*and*

*Gale Oren, MILS, AHIP*

*Kellogg Eye Center, University of Michigan*

When the discontinuation of the Brandon/Hill Selected List of Print Books and Journals for the Small Medical Library, a 40 year tradition, was made final in April 2004, Doody Enterprises announced its intention to publish a replacement list. A request went out via email through library listservs for volunteers to be subject selectors for the new publication called Doody's Core Titles (DCT).



Maureen volunteered to be a library selector for optometry and Gale volunteered for ophthalmology. We really weren't sure what we were getting into but decided it could be an interesting experience.

Within a few weeks we were emailed and told that we had been chosen as one of three library selectors for our areas of specialty. Each specialty had already been assigned a Content Specialist who generated a list of

core titles in our subjects. We were able to view this list online with a URL and password. The original lists, as presented to us, contained 11 titles for Optometry and 31 titles for Ophthalmology. We were not told how the Content Specialists were selected but we were told their names and places of work. The selection and scoring processes were explained, and we were given two weeks for each phase.

In Phase I of the project, the Library Selectors were instructed to review the list and add titles they thought should be on it. This was done through Doody's website and email. We could not eliminate any titles on the original list that the Content Specialist generated but we would have a chance to score each title in the next phase. As the initial title limit was quickly reached in ophthalmology, Gale had to request that the limit be lifted to accommodate a couple of subspecialties that had sparse coverage. Maureen and the other two library selectors also requested the addition of some titles in optometry. By the end of Phase I, there were 19 optometry and 39 ophthalmology titles on their respective lists.

In the second phase of the project we were directed to an online site where all of the suggested books in our areas were listed and we were able to rate each title from a zero, the lowest, to three, the highest, in several areas. We were also allowed to use the rating "NS", not able to score in this criterion, if it were a title with which we were unfamiliar.

The technical side of the scoring process was quite user-friendly. The five criteria for each book were authoritativeness of author and publisher, scope and coverage of the subject matter, quality of content, usefulness and purpose, and value for money.

When a question came up regarding the value criteria, Gale communicated directly with Dan Doody, who was very responsive and helpful – obviously quite personally involved in this project. After we were done rating all titles in our specialty, the results were sent in and tallied.



Lastly, there was an email feedback form regarding the various steps and components of the process, encouraging suggestions and comments. Doody's seemed very open to improving the process.

The final list was published on schedule in December 2004 and contained 1,912 titles for 119 specialties including clinical medicine, allied health, basic sciences, and nursing. This was a tremendous feat considering the short time frame and that over 170 professionals, including 92 Content Specialists and 82 Library Selectors, worked on this project. The composite scores, usually between 2 and 3 points, provide the relative merit for each title, placing each book in the

category of “core title”, “key core title” or “essential core title”.

Selectors were not given free or discounted access to the final result; access to the Doody’s Core Titles’ website runs \$49.50. Doody’s did invite us in February to a tea in Chicago as a thank you but it was a little too far for us to travel. We also received a nice certificate thanking us for our efforts. Recently we were invited to be Doody’s guests at a reception at MLA in San Antonio, and are looking forward to meeting other selectors there.

All in all it was a positive and worthwhile experience; on the feedback form we both indicated that we would be willing to stay on as selectors for the 2005 edition. The website for those who are interested in more information about Doody’s Core Titles is : <http://www.doody.com/dct> .

## Nominations Encouraged for MHSLA’s Librarian of the Year Award

*By Jennifer Barlow  
MHSLA President  
Library Manager, Borgess Library*

**M**HSLA is soliciting nominations for its Librarian of the Year award. This award was developed to recognize a colleague from the Association’s ranks who has made a significant contribution to our profession. Last year’s recipient was Sandy Swanson, in acknowledgement of her outstanding performance as STAT!Ref group purchase coordinator, and her many

other activities on behalf of MHSLA and Michigan libraries.

Who will be honored in 2005? Criteria and guidelines for nominations are available at [http://www.mhsla.org/members/procedures/librarian\\_year.pdf](http://www.mhsla.org/members/procedures/librarian_year.pdf).

Now is your chance to recognize a respected colleague for his or her accomplishments. Nominations must be submitted

by July 1, 2005 to MHSLA President Jennifer Barlow, [jenniferbarlow@borgess.com](mailto:jenniferbarlow@borgess.com). Let’s shine a spotlight on excellence!

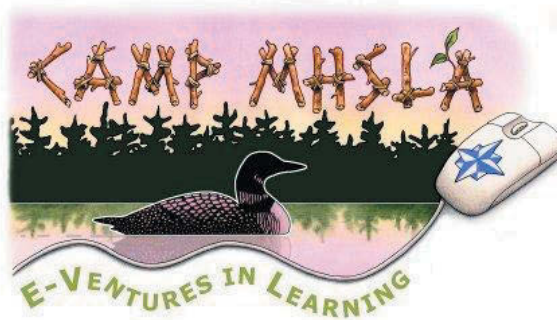


## 2005 Fall Education Conference: Pack Your Bags for Camp MHSLA!

*By Chris Allen  
Community Health Library  
Munson Health Care*

**P**ack your bags and head North for “Camp MHSLA: E-Ventures in Learning”, the Michigan Health Sciences Libraries Association Fall Conference. The 2005 Conference will be held at the beautiful Crystal Mountain Resort in Thompsonville Michigan, thirty miles southwest of Traverse City, Michigan.





Programming for the three day conference will include an opening keynote address by Jean Chabut, Chief Administrative Officer of the Michigan Department of Community Health and a closing keynote address by clinical psychologist, Vince Cornellier, Ph.D. entitled: Information as energy - from Dewey Decimal to Quantum: Is the Librarian the motherboard?

MLA continuing education courses are scheduled for Wednesday, September 21:

**Recreating services with New Technologies: Service Strategies for the Millennium**

(#2004, 8 contact hours)

Stephen Abram, Dysart & Jones Associates, Toronto, ON

**Copyright and Electronic Licensing Issues**

(#4021, 4 contact hours)

Marilu Goodyear, Lawrence, KS

**Teaching Evidence-Based Health Care Resources**

(#6611, 4 contact hours)

Jan Glover

Other sessions include: Link Resolver, Technologies for Personal Information Management, Human Animal Bond, GMR Update and Contributed Posters and Papers.

In addition to networking, education and speakers, special events centered around the outdoor beauty of Fall in Northern Michigan will be part of the experience. Mark your calendars and plan to attend an exciting and stimulating conference. Registration materials will be mailed in early June.

For more information and registration packets, consult the MHSLA website, <http://www.mhsla.org>, or contact

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## Active Librarians: Northern Michigan and Upper Peninsula Members at Work

*By Barbara Platts*

*Manager, Department of Library Services  
Munson Health Care*

**T**he NMHSLG and UPHSLA librarians are an active group that deserve to see their activities highlighted:

**Keweenaw Medical Center**

Janice Heather reports that the Keweenaw Medical Library is in the process of reducing its serials holdings from 10 years to 5 years. The decision was initiated by hospital administration because of a space crunch. The resulting extra space may be allocated for use by hospital staff.

The Upper Peninsula librarians are planning to participate in "Library Day at Comerica Park" on May 15, 2005, when the Tigers play Anaheim. The Tigers will donate \$10 of every \$20 ticket sold, to support public libraries in Michigan. This is part of a state-wide initiative started by Ernie Harwell and Alan Trammel. The goal of this initiative is to create an endowment fund for every public library in Michigan. Ernie's brother Richard was a librarian.

Staff at UPRLC (Upper Peninsula Region of Library Cooperation), and Superiorland Library Cooperative (multi-type libraries), are planning a trip to Comerica Park via Debbie Tours motor coach. Information is available online at <http://www.uplibraries.org/GoTigers/GoTigers.html>. There is a fact sheet for Libraries that explains how to donate the price of a ticket to send a child to the game.

### **Marquette General Hospital**

Janis Lubenow reports that the Health Science Library at MGHS has once again donated medical and nursing textbooks to clinics in Iraq (13 boxes/150 textbooks). Janis reports that they are thrilled to get them not only for clinical information but also for teaching.

Linda Winslow reports that Marquette General Health System will be migrating from the current integrated library automation system, DYNIX, to SIRSI. The "go live" date is scheduled for June 24, 2005. The new system will replace the old system for the regional library organizations in the entire Upper Peninsula. There will be 37 institutions with 61 branch locations connected to the SIRSI system. The installation fees for the project are being funded, in part, by a grant from the Library of Michigan.

### **Munson Healthcare**

Barb Platts reports that the Department of Library Services hosted the March 9th MLA teleconference on Public Health.

The department also prepared for National Library Week (April 10-16) and National Nurses Week (May 8-14).

In conjunction with Munson Healthcare and Northwestern Michigan College, the Depart-

ment of Library Services will begin studying the feasibility of implementing a community wide health literacy project. A community group will meet to determine the next steps.



The Community Health Library

provided programming on the following topics in January, February, and March: ADHD, Pregnancy & Postpartum, Tai Chi, and Walking. The library also participated in a community wide heart fair and women's expo. The library is also a regional center for the "Let's Get Moving Northern Michigan" campaign.

### **Mercy Hospital Cadillac**

Kim Benz reports that she is gearing up for the "Let's Get Moving Northern Michigan 2005 Campaign". Health care providers across Northern Michigan are teaming up with local sponsor organizations and city governments to develop a yearly program to improve physical fitness and lower the incidence of sedentary related disease in surrounding communities.

Let's Get Moving Northern Michigan (LGMNM) is designed to encourage adults, children, long-time exercisers, and especially "newcomers to exercise" to set some personal goals and exercise on a regular basis. Participants are encouraged to become, or continue to be, physically active during a 100-day period and keep track of the number of "aerobic miles" they have earned. For more information visit the website at: <http://www.lgmnm.org/>.

### **Mercy Hospital Grayling**

Kay Petrie reports that the library has recently undergone a renovation. The library was painted, new carpeting was installed, and the floor plan was reconfigured. Additional computers were added as well. New resources have also been purchased. Circulation of library resources has moved from a manual process to an automated process.

### **Northern Michigan Hospital**

Anne Foster reports that she has initiated an intensive one-on-one library orientation program for physicians. The orientation introduces physicians to the library's services and emphasizes online resources. Anne reports that she has met with 20% of the medical staff so far.

Ann also reports that as part of the computer based learning program, which is under the direction of the library, all employees must complete 30 hours of online training.

## **Helpful Web Page: How to Find Free Bio- medical Literature**

*By Arlene Weismantel*

*Head, Main Library Reference  
Michigan State University*

The National Library of Medicine has developed a Web site to help librarians and health professionals locate sources of free biomedical literature: <http://www.nlm.nih.gov/docline/freehealthlit.html>.

This brief and helpful page links to a description of PubMed icons that indicate free full text is available, [http://www.nlm.nih.gov/pubs/techbull/mj03/mj03\\_icon.html](http://www.nlm.nih.gov/pubs/techbull/mj03/mj03_icon.html), and provides instructions on how to restrict your PubMed search results to free articles, [http://www.nlm.nih.gov/pubs/techbull/mj03/mj03\\_technote.html#linkout](http://www.nlm.nih.gov/pubs/techbull/mj03/mj03_technote.html#linkout).

Full-Text collections like PubMed Central, the NCBI Bookshelf, the Public Library of Science, BioMed Central and the Directory of Open Access Journals are also featured.



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