

# MDMLG NEWS

Fall 2009



[www.mdmlg.org](http://www.mdmlg.org)

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## President's Message from Gina Hug

I'm really excited about the upcoming year and about my role as the MDMLG President. It is truly an honor to be elected President and I thank you for your support. I'm looking forward to great programming and networking opportunities and working with my colleagues on the MDMLG Board and MDMLG at large.

One of my goals for the year is to take a good look at our budget and project how we are doing over the long-term. Our membership is declining and I want to take action now if need be to maintain a fiscally strong organization in the years to come. In order to continue to be sustainable we may need to make some changes. For example, at the Board Meeting on June 4, 2009, the Board passed a motion to start charging a nominal fee for lunches associated with a General Business meeting. By charging a nominal fee for lunch we can save money on food costs. Other methods of paying for lunches are vendor support or brown bags. I think that the October 15, 2009 General Business Meeting is the first General Business meeting where we are charging for lunch. Please let me know what you think about this. Also, in terms of saving money, the last membership drive was handled entirely online. This saves on postage. If you have any ideas about other ways to save, please feel free to call me at 313-916-2550 or email me at [ghug1@hfhs.org](mailto:ghug1@hfhs.org).

In addition to looking at savings, we also need to look at growing our organization. All of us are ambassadors for MDMLG. Let's encourage our non-member colleagues to join because of the great benefits associated with a membership to MDMLG.

Thank You,  
Gina Hug  
MDMLG President



## Save the Date for the MDMLG General Business Meeting and Program

The topic for this meeting's program is "Return on Investment for Libraries: Learn how to assess and communicate your library's value and contributions to the organization."

**When:** Thursday, October 15, 2009  
11:45am – 3:30pm

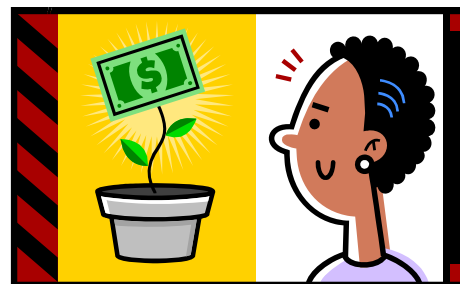
**Where:** Shiffman Medical Library, Wayne State University  
Mazurek Medical Education Commons  
320 E. Canfield Street  
Detroit, MI 48201  
\*\*\*Directions and map are available at <http://campusmap.wayne.edu>

**Speaker:** Judy Field, Senior Lecturer, WSU School of Library and Information Science, and past SLA president

**Agenda:** 11:45 – 12:15 Registration  
12:15 - 1:00 Lunch and Roundtable discussion on ROI  
1:00 – 1:45 Business Meeting  
1:45 – 2:00 Refreshment Break  
2:00 – 3:00 Program – ROI for Libraries  
3:00 – 3:30 Library Tour with Sandra Martin

**Cost:** For lunch - \$5.00 MDMLG member / \$10.50 non-member

**RSVP and payment must be received by October 8, 2009.**  
Visit the MDMLG website for additional registration information:  
<http://www.mdmlg.org/meeting.htm>



## It Has Been a Busy Summer for MDMLG Members!

**Jill Van Buskirk** is now the Health Sciences Librarian at MidMichigan Medical Center in Midland. Jill started in the position on July 1, 2009, replacing Pat Wolfgram who retired on June 30. Jill is very happy to be living and working in Midland. She is in the process of implementing EOS Web, acquiring more online databases, and designing a new library location set to open in three years.

**Nancy Bulgarelli** has left Henry Ford Hospital to accept the position of founding director of the medical library for the new Oakland University William Beaumont School of Medicine. The OUWBSOM is preparing for its LCME accreditation survey and anticipates admitting its first class in 2011. Nancy can be reached at [bulgarel@oakland.edu](mailto:bulgarel@oakland.edu) or 248-370-2481.

Congratulations to **Toni Janik** at Hotel Dieu Grace Hospital and **Audrey Bondar** at Henry Ford Hospital for receiving AHIP certification at the Senior Level.

**Metta Lansdale**, long time medical librarian turned public library director, has accepted the position of Director of the Traverse Area District Library effective November 1<sup>st</sup>. Metta was manager of library services for St. Joseph Mercy Hospital Ann Arbor until 1994. From University of Michigan and the Library of Michigan she developed the online health information library, MeL Health. For nine years she served as the Director of the Chelsea District Library (2008 Library Journal Small Library of the Year) and since 2006 has served as Director of Royal Oak Public Library. Metta was a founding member of the Michigan Health Sciences Library Association.

## The Value of an MDMLG Institutional Membership

Why do I purchase yearly institutional membership for my library in addition to the professionals having individual memberships?

I feel this membership is a good value to the corporation, but even a better value for me, as a manager. With the increasingly reduced budgets within hospitals available funds for education are minimal, if non-existent.

This membership allows me to provide my paraprofessional staff the opportunity to participate in continuing education programs at the member rate thus keeping them up to date in the areas of databases, technology or procedures. Of equal value is the networking that can be accomplished, too. Often times staff remain in the hospital only communicating via phone or email with their peers in the local area or region. In-person participation creates new connections and, I believe, often results in better peer relationships. This cooperative connection ultimately produces improved customer service within the individual library.

A second plus of this membership is the ability for all staff to attend the summer Education Program at the member rate. Again, I can do nothing to provide better pay or benefits in this depressed climate. However, in appreciation for all their contributions to making the library a great department, I can either provide a paid afternoon for them to attend the annual program and/or pick up the cost of attendance. Lunch, education and networking are a win/win for all of us.

As an aside: I was pleasantly surprised and pleased that my administrators saw the value in training and networking of staff, locally, by approving a half day closing of the library, for staff development, this one day per year.

The way the medical library is perceived, in the corporation, is not shaped greatly by the manager's reports. It is a result of the level of customer service and care provided at the front line that creates the majority of the impressions. These positive outcomes need to be acknowledged. I believe I have found a small way to do this with substantial results in employee satisfaction.

Our staffs want opportunities to develop and grow. It is our responsibility to give them these chances within the limits of each individual library. It may be an offer to participate in a class or on a committee where their special talent can be utilized, or it may be attending a professional organization meeting where they can represent your hospital or corporation. Whatever the option, their attendance and participation promote a sense of value and pride for their role within the medical library profession.

Cost: \$40.00.

Results: Priceless!

[Marilyn Kostrzewski](#), BSN, MLIS  
Oakwood Hospital

### October is National Medical Librarians Month!

MLA celebrated the first NMLM observance in 1997 to raise awareness of the important role of the health information professional. Acknowledgements go out to all medical library staff that do a great job not only in October, but all year long!

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## MHSLA 2009 – Conference Report

The 36<sup>th</sup> annual MHSLA Education Conference took place in Holland, MI September 23<sup>rd</sup> – September 25<sup>th</sup>, 2009. The conference theme of “Harness the Energy! Power Up!” was a perfect fit for the dynamic and exciting educational opportunities, keynote speakers, presentations, special events, and overall conference attitude.

This year’s MHSLA Conference provided some great CE courses – all of which were included with the registration price. The following classes were offered:

- Geeks Bearing Gifts – taught by Max Anderson, NN/LM Greater Midwest Region (6 CE credits)
- Measuring Your Impact: Using Evaluation for Library Advocacy – taught by Ruth Holst and Jacqueline Leskovec, NN/LM Greater Midwest Region (6 CE credits)
- Emergency Preparedness: A 10 Step Approach to Service Continuity Management – taught by MHSLA’s own Barb Platts, Munson Medical Center (1.5 CE credits)
- PubMed for Experts – taught by Deborah Lauseng and Merle Rosenweig, University of Michigan (3 CE credits)



*Shirley Langebartels stops by Jennifer Bowen's MDMLG poster.*

The two keynote speakers from fields outside of medical librarianship gave excellent presentations. Dr. Stephen Cohle, Forensic Pathologist and Chief Medical Examiner for Kent County described the details surrounding several unusual deaths. Although many of the facts and photos presented were quite gruesome, the cases were extremely interesting. As the closing keynote speaker, Judge Sara Smolenski, Chief Judge of the 63<sup>rd</sup> District Court in Grand Rapids, stressed the importance of humor in any profession. Her hilarious stories and demeanor had the audience doubled over with laughter throughout her entire presentation.

MHSLA members showcased their various library projects and experiences through the poster presentations and the Pecha Kucha Dutch presentations. Both sessions were very well received by conference attendees.

At breakfasts, lunches, and in the Exhibits Hall, MHSLA libraries had the opportunity to learn about the latest news and resources from vendors. Nancy Robertson, the State Librarian for Michigan, and Charniel McDaniel of the Greater Midwest Region, National Network of Libraries of Medicine, also presented updates.

The annual MHSLA Conference always provides members with opportunities for networking and socializing but this year was especially fun. At the Welcome Reception, the Lazy Blue Tunas band played plenty of hits that got (and kept) MSHLA members dancing. The dinner cruise on the Holland Princess the following evening was also a blast. MHSLA members traded in their dancing shoes from the previous evening for microphones and sang karaoke until the boat returned to shore. Who knew medical librarians were singers *and* dancers!

Everyone involved in planning the 2009 annual MHSLA conference deserves a very enthusiastic thank-you for putting on such an energetic and valuable conference!

[Heidi Schroeder](#)

Michigan State University Libraries

## The MLIS Student Perspective

Hello everyone and welcome back from summer! I can't believe that the new semester of school is already underway. New teachers, new students, new subjects. I am really excited to be back at school. Currently, I am working on my MLIS at Wayne State University with high hopes of becoming a medical librarian. I would like to thank MDMLG for extending this wonderful opportunity to me: contributing to MDMLG's newsletter. My hopes are to share my perspective as a student as I research and consider my options in the field of medical librarianship, so please...be gentle.

As graduation looms in the near future, I have begun searching for and bookmarking websites that have links for job searches, basic and medical references, and much more. Here are some links that reflect my recent searches:



I bookmarked this website because it provides links to some good starting points: <http://www.nursingschools.net/blog/2009/100-useful-websites-for-medical-librarians>. It lists associations and organizations that I might consider joining, LIS-specific career websites, blogs, blogs, and more blogs, among other interesting resources. One really neat website <http://lcp.douglashasty.com/>, lists all upcoming conferences, both North American and international. I like the drop down menus at the top of the page for airlines, hotels, currency converters, and more. When you select a hotel or an airline, you are taken directly to that website. For me, the conference novice, this is a great resource!

Although I will be completing a practicum for my graduate degree, I still want to find out more about collection development, management and administration, and technology. I checked out the National Network of Libraries of Medicine: <http://nnlm.gov/rsdd/management/index.html>. There is a link to a medical librarian job description on this page, but it redirects to the MLA's website for their description, which I cannot say is necessarily helpful for the beginning medical librarian. Thus, my search for a more apropos description continues. I did find some good articles on marketing and budgeting under **Additional Resources**, but I noticed that none of them were more recent than 2004. This definitely needs updating given the current economic time. Medical librarians are probably becoming more creative and visible as they market themselves, their skills, and the necessity of the library.

The thought also crossed my mind to check out the blogs of medical librarians. This seemed like a perfect way to find valuable information, firsthand experience, advice, points of view, etc., until I realized how many librarian blogs are actually online! The word 'inundated' comes to mind. How can I sort through them all? Input is welcome! I did find one interesting blog post about blogs: <http://davidrothman.net/2007/10/24/what-do-hospital-librarians-have-against-blogs/>. David Rothman listed these three blogs as fairly popular, so I think that I will start with them:

- Mark Rabnett – <http://www.shelved.blogspot.com/>
- Dean Guistini – <http://blogs.ubc.ca/dean/>
- Michelle Kraft – <http://kraftylibrarian.com/>

So, I admit that I might feel slightly overwhelmed, but here is a great example of a medical librarian who has developed a unique interest outside of the [library](#).

[Kristen Cleary](#)  
WSU MLIS student

## Implementing an IM Reference Service

The University of Detroit Mercy Libraries/Instructional Design Studio recently started an Instant Messaging reference service. We're using [Pidgin](#) as the IM client along with [LibraryH3lp](#), an IM/web chat platform developed for library use. It allows receipt of messages from different IM networks, such as Yahoo!, GoogleTalk, AIM and MSN. Several reference librarians can log into their Libraryh3lp account at the same time. When a question comes in, anyone available can respond and the others logged in know that it has been answered. Internet links and files can be sent to the questioner. Incoming messages are put in a queue if there are more than one at a time.

We were using Spark for instant messaging among the staff for about a year and found it useful. Since we're on two different campuses, chat provides a quick method of contacting a co-worker with a simple question. We had previously conducted a trial of IM reference during the same time, but for very limited hours. [Meebo](#) was used because it could also accommodate different IM accounts, however Meebo does not allow multiple users.

Starting with the Fall semester, the IM reference service is available during hours the libraries are open through a chat box on our webpage headed "Ask a Librarian." Alternative methods of getting help are offered in the same spot during off hours.

Even though it has only been a few weeks, we're already seeing some similarity in questions. Many students are asking for help to access the electronic resources off campus. This is to be expected at the start of a new semester. Some of the questions I've responded to include those looking for help in selecting a database to search a specific subject or the best search strategy for a topic.

One concern is how quickly some questioners are leaving the chat screen if they don't get a response. I've seen students disappear after 15 seconds. I'm trying to respond at least with a quick "Hi" so they know someone is there. I've thought about coming up with some standard phrases to save and do a quick cut & paste. And I've set up Pidgin on my office PC to ring when a new message comes in. I admit that after IMing for a while there's the expectation that everyone will answer you immediately, no matter what the method of communication. Isn't everything instantaneous?

Sometimes it's more difficult to answer a question in writing that could easily be addressed in person. The pressure of trying to think - and type - quickly is actually fun. For the most part, the experience has been a positive. Maybe once the novelty wears off it won't be as exciting, but so far it has been an added service that has allowed us to reach patrons we might otherwise have missed.

[Marilyn Dow](#)

University of Detroit Mercy

### Apply Today for the MLA Research, Development, and Demonstration Project Grant

The MLA Research, Development, and Demonstration Project Grant is awarded annually to support projects that will promote excellence in the field of health sciences librarianship and information sciences. Grants range up to \$1,000 and more than one grant may be awarded in a year. Applications due December 1, 2009.

An application and details about the grant can be accessed at [www.mlanet.org/awards/grants/](http://www.mlanet.org/awards/grants/). Please contact Misa Mi, Jury Chair at [misa.mi@utoledo.edu](mailto:misa.mi@utoledo.edu) if you have additional questions.

# ANNOUNCEMENTS

## Register for the Free CE Class – Screencasting: Creating Online Tutorials

MDMLG invites you to attend a screencasting class November 4, 2009, taught by Greater Midwest Region's Max Anderson. The course will cover the basic and more advanced features of screencasting; and the class is hands-on. There will be 4 MLA CE credits given for this course. The same course will be offered in the morning or afternoon session. Access the registration form and additional information at the MDMLG website:

<http://www.mdmlg.org/Screencasting%20CE%20Class%20November%204,%202009.doc>.

Hosted by: Wayne State University

Location: David Adamany Undergraduate Library, WSU Campus, Detroit

When: November 4, 2009, Morning session: 8:00am-12:15pm, Afternoon session: 12:45pm-5:00pm

For more information contact Juliet Mullenmeister ([mullenmj@hfhs.org](mailto:mullenmj@hfhs.org)) or Melanie Bednarski ([ilibrary@genesys.org](mailto:ilibrary@genesys.org))

Registration must be received by October 21, 2009. Space is limited to 20 persons per class, register early!

### Upcoming Dates to Remember

**October 3-6:** Midwest Chapter MLA Annual Conference, Columbus, OH

**October 15:** MDMLG General Business Meeting

**November 4:** Screencasting CE Class, WSU

**November 12:** MDMLG Executive Board Meeting



### Newsletter Committee 2009-2010

MDMLG News is under direction of the Newsletter Committee and is published four times a year. Please send comments, suggestions, or article ideas to JoAnn Krzeminski at [jkrzemi1@hfhs.org](mailto:jkrzemi1@hfhs.org). The members of the Committee are:

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