

MDMLG NEWS

Winter 2015

President's Message from Nancy Bulgarelli



As I write this, my second President's message, I can't help lamenting a common refrain: where does the time go? Halloween is past, Thanksgiving is just around the corner, and there are less than 50 shopping days until Christmas. (Did you know that there are several web sites that count down the seconds until Christmas? Seriously! If you're feeling brave, checkout www.xmasclock.com. It's terrifying.)

All of us are so busy with work and family obligations that it is important to take the time to reconnect with friends and colleagues. I hope you will all be able to attend the upcoming MDMLG meeting on November 19th in Ann Arbor. I know it will be a long drive for many of us, and that it is difficult to get away – we all have so many tasks and responsibilities to see to! But this is a wonderful opportunity to see a brand-new library, to get ideas, to talk and laugh, to re-energize ourselves, so that we can take these new ideas, this new energy back to our libraries. Our October 8th meeting in Dearborn was remarkable in that the business portion of the meeting actually ran over! We had so much to talk about! One topic of business that we will carry over is a discussion of MDMLG's relationship with the WSU School of Library and Information Science Program. Dean Stephen Bajjaly has reached out to us, asking to discuss ways that we could partner to support students in the health sciences track.

So, I hope to see you all on the 19th when we will find lots to talk about!

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Inside This Issue

- 2 [Business Meeting](#)
- 3 [What's in a Name?](#)
- 6 [Moving to eTextbooks](#)
- 8 [A Renovation in Thinking](#)
- 9 [Hospital Library Open House](#)
- 11 [Upcoming Events](#)

MDMLG Business meeting Thursday 11/19/2015

Location: Taubman Health Sciences Library
University of Michigan

[Map](#)

Parking:

Closest parking structure to Taubman Library is the Palmer Parking Structure. A 7-minute walk from the library, the rate is \$0.75 per 30 minutes.

Walking from Palmer Parking Structure to Taubman Library

Meeting Agenda:

11:30am - 12:00 - Sign In

12:00 - 12:30 - Lunch and Networking

12:30 - 1:00 - Lunch & Learn: "Renovating a Library for the Future" Nancy Allee, Deputy Director, Taubman Health Sciences Library & Library Faculty, Department of Learning Health Sciences, University of Michigan

1:00- 1:15 - Break

1:15 - 1:45 - Business Meeting

1:45 - 2:00 - Refreshment Break

2:00- 3:00 - Program: "But is an Emerging Technologies Informationist a Librarian?", Patricia F. Anderson, Emerging Technologies Informationist, Taubman Health Sciences Library

3:00-3:30 Tour of the Taubman Health Sciences Library

About the Presenter

Patricia F. Anderson is the Emerging Technologies Informationist for the University of Michigan Taubman Health Sciences Library at the University of Michigan. In a previous life she worked as the Head of the UM Dentistry Library, the Head of the Learning Resources Center for the Northwestern University Galter Health Sciences Library, and Artificial Intelligence Liaison/Library Associate for the UM Engineering Library. In her current position, some of the stranger things she does are to work and teach in Second Life, tweet up a fury as @pfanderson, support health comic design initiatives, create workshops on personal genomics and quantified self and online sex ed, and more.

Luncheon

Enjoy a boxed lunch from Panera.

Cost \$11 if ordering a boxed lunch.

[REGISTRATION FORM](#)

What's in a Name? A Librarian by Any Other name... is still a Librarian? by Jill Turner

In 2012, *Oxford Words* guest blogger Sarah Hilliard wrote a posting entitled [Library 2.0: the changing face of libraries](#) in which she commented on the 2009 US News & World Report college rankings. In the top twenty Library and Information Studies graduate programs, only half had the word “library” in their name. However, all twenty included the word “information”. The 2013 rankings were identical. In fact, in 2013, three of the top five schools are labelled Information School, School of Information Studies, and School of Information. Some graduate schools are obviously distancing themselves from the word “library”, at least in what they are calling their programs/schools. Yet, two of the three still confer Masters of Library & Information Science degrees on their graduates. They may have removed “library” from their program/college names, but their graduates are still *librarians*. Why then should librarians not follow suit and refer to themselves as Informationists or some other moniker?

There are at least two reasons for the divergence of job titles. First, libraries and librarians desperately need an image upgrade. Libraries and librarians are not considered cool or exciting. The library is stereotyped as a place of dusty smelly books, musty carpeting, and overflowing bookshelves with a slightly cranky staff maintaining it all. Although my branch library was one of my most favorite places in the world growing up, that is how I remember my childhood library. And librarians... we are all aware of the unflattering pop culture image of our profession. It is no wonder the profession is trying to distance itself from those stereotypes. The second reason behind the creation of more complicated and esoteric job titles is a quest for a higher salary. Much of the general public do not realize that librarians are master's degree educated. After all, why would we need a master's degree to use the Dewey Decimal System? (How many times have you heard that from one of the unenlightened?) The thought is that if we use important sounding titles such as Information Architect, Research Data Specialist, or Metadata Asset Administrator, administrators might be more willing to pay librarians a salary commensurate with our graduate degrees. Because being a “Librarian” simply isn't cutting it.

Are we “Librarians” by any other name?

Several months ago San Jose State University School of Library & Information Science

published a study online entitled [Emerging Career Trends for Information Professionals: A Snapshot of Job Postings](#) where they culled and analyzed library job postings from February to April 2015. Researchers searched general employment websites ([monster.com](#), [careerbuilder.com](#), etc.) as well as library specific sites ([ala.org](#), [getlibraryjobs.com](#), etc.) for library-type jobs using such search phrases as “library science” and “information science”. They limited the results to those listings that required a LIS degree for employment. The study determined that resulting jobs fell into one of three categories: traditional, evolving traditional, or emerging. 38% of the resulting job listings remained “traditional” (cataloging, reference desk services, circulation, etc.). “Emerging” jobs made up 37% of the results, and “evolving traditional” (a combination of the two) rounded out the list with 25%. The study found that the most common duty across all jobs is intra/inter organizational collaboration; approximately 37-38% of jobs listed liaising as a responsibility. The next highest responsibility is training/instruction at approximately 17%, followed by collection development management at 16%. This study seems to suggest that even with a plethora of new titles, a librarian by any other name is still a librarian.

What other names?

[Real Job Titles for Library & Information Science Professionals](#) is a website developed by Michelle Mach. Mach lists 373 distinct job titles on her site. She found some of the job titles in the *American Libraries*, *College and Research Libraries News* job listings. Others were submitted by librarians with that title. This site was last updated in 2003. There were 373 job titles twelve years ago!

I thought I would highlight some of the more interesting ones from her list:

- *Weekend Librarian* and *Sunday Librarian* – these titles are pretty specific. I find it rather amusing that an institution would feel the need to create a job title that signifies the day a librarian works. No need to waste time creating a schedule.
- *Knowledge Analyst* – from one extreme to the other. A broad title that could mean almost anything.
- *Off campus Librarian* - do these librarians work off campus or are they today’s electronic resources librarians?
- *Information Librarian* - as opposed to what? Cataloging librarian, perhaps? Yet, don’t all librarians deal in information in one way or another? We are either doling it out, gathering it, displaying it, creating it, or ... you get the idea. This title seems rather redundant, akin to mail-delivery postman.
- *Gateway Librarian* – a “gateway” provides a means of access or entry. Therefore, aren’t all librarians a gateway?

- *Digital Library Officer* – probably has job responsibilities similar to a Digital Librarian. I think I would rather be the *Digital Library Officer* though. It sounds more impressive and authoritative.
- *Cybrarian* – simultaneously retro and futuristic. I had not realized this was a real-life job title. I always assumed some librarian invented it tongue-in-cheek.
- *Wired for Youth Librarian* - sounds like a lot to live up to. Certainly more interesting than Youth Services or Young Adult Librarian.
- *Solo Librarian* – many of you are solo librarians. I don't think I have ever met a librarian with the actual job title Solo Librarian however.
- *Chief Librarian* – reminds me of the TV show *Get Smart*. It might be nice to be called "chief".
- *Bioterrorism Librarian* – ok, wow. Now that's a title. I wonder where this librarian works, if he/she is busy, and how well he/she sleeps at night.

There are many job titles that are worded very similarly. There are Web Development Librarians and Web Developer Librarians and Web Content Librarians. Which begs the question why create a new title? Why not just use an established one? Are the job responsibilities different? Perhaps various areas of the country refer to the same job differently, rather like the whole "pop" vs. "soda" vs. "Coke" conundrum. Perhaps Texas uses Distance Education Librarian, New York uses Distance Learning Consultant, and Pennsylvania uses Distance Learning Librarian. It must be the librarian in me that wants to standardize the job title terminology.

The new titles just keep coming. Newly minted titles are being created to encompass the new directions in which librarianship is headed. The *Library Journal* published an article in 2012 entitled [Placements & Salaries 2012: Emerging Jobs, New Titles](#). The article reported an increase in the number of emerging technology job titles. It is logical to expect new job titles for those who work with emerging technologies since these jobs did not previously exist. Titles such as data assets manager, digital initiatives librarian, and digital curator are advertised. Other unique job titles included market insights analyst, taxonomy manager, and impact evaluation specialist.

There are a lot of job titles which we can use to label our professional responsibilities. Some are simple and traditional and others are a bit more complex and provide a bit of ambiguity to what the job actually entails. Then there are the unofficial cheeky names we call ourselves behind closed doors or on the listservs. EduHacker published a posting entitled [The Secret Titles of Librarians](#) that listed a few: Expert on All Things Mobile, Doer of Whatever Needs to Be Done, Shoutreach Librarian, Comics Crusader, XML Alchemist, Book Boss, and Chat Ninja.

My title (Associate Librarian) is not included in any of the lists I examined. With all of these jazzy options, “Associate Librarian” seems rather boring. Perhaps I will request to have my title changed to something like Collegiate Bibliothecary Intermediary for the Lyceum of Well-Being Practitioners. Think the dean will go for it?

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A Short Story on One Campus's Transition to eTextbooks

by *Ann Harris*

About 4 weeks ago, at the start of the Fall Quarter here at South University – Novi, the transition from hard-copy textbooks to electronic textbooks began. All undergraduate courses had fully integrated eBooks into their curricula; graduate courses will undergo the shift to eBooks in January 2016. Other South University campuses (there are 11 total) had switched or are currently switching to eBooks for their classes, which are included in the students' tuition. There was an unfortunate effect of this transition: most of the University's campus bookstores are no longer in business. Novi's bookstore, however, will remain open until at least the end of the current quarter since graduate students can actually purchase hard copies of their textbooks for the time being.

Now, every campus has an “eBook Guru” – someone who has been educated in the ways of eBooks, and is therefore qualified to train others on eBook retrieval, use, and downloading. Our guru organized and taught several training sessions and information packets for faculty, library staff, tutors, and students alike. Each session fully details eBook retrieval and use through the online classroom and with the VitalSource Bookshelf app, as well as licensing and downloading the books to different devices such as smartphones, tablets, and home computers.

So how have our students reacted to this? It's a mixed bag of positive and negative feedback. Some students like the concept of electronic textbooks and being able to download and view them on their iPhones and laptops; basically, their books are always with them and are accessible anytime. Others simply don't care for them at all, and we've heard quite an earful from those that absolutely loathe them.

Many students still prefer paper-based textbooks; they like being able to write notes and highlight information in them. Of course, that can be done with their eBooks as well. Although students can purchase hard copies of their books online, those that decide to do so should at least give their eBooks a try; after all, they are already paid for. Needless to say, it was very rough at the beginning of the quarter. It's still rough, but some students are starting to get the hang of this new technology; some, not all.

Knowing that the library would play a rather large role and be a go-to for student inquiries about accessing their textbooks, we decided to be at the ready, attending numerous seminars and passing on what we've learned to our students. A few Kindle Fires were purchased for the library and set up for students to use if they wanted to read their eBooks before or during class. Student and library staff training is a given, but faculty training is of critical importance as we move forth with this transition; instructors need to be proactive and able to address any student questions and concerns about eBooks. Hao and Jackson (2014, p. 243) stated that "the field of education is going digital, and instructors are the only ones who can make this trend a successful complement to students' learning experience."

There is a slight flaw in this statement, in my opinion. Yes, instructors can definitely help their students by teaching them how to correctly and effectively use eBooks and other electronic resources. However, that's one of the essential roles of the librarian, whether they're actual instructors/professors teaching formal classes for degree credit, or a reference librarian conducting a 30-minute library instruction session for a professor. Based on my experiences so far teaching students how to use eBooks and other electronic resources, let's rephrase that statement a bit: "The field of education is going digital; *librarians and instructors alike* can make this trend a successful complement to students' learning experience."

References

Hao, Y., & Jackson, K. (2014). Student satisfaction toward e-textbooks in higher education. *Jnl of Science & Tech Policy Mgmt*, 5(3), 231-246 [10.1108/JSTPM-04-2014-0016](https://doi.org/10.1108/JSTPM-04-2014-0016)

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A Renovation in Thinking

by Karl Ericson

There's been much debate over quite a few years now as to what the future holds for libraries. What will the library of the future look like? How will future librarians spend their time? Is there even a place for librarians and libraries in a world with ever increasing access to multiple streams of digital information?

One fairly recent initiative aimed at approaching these questions and more is the [Center for the Future of Libraries](#). The catalyst for this endeavor by the American Library Association was a summit held "on May 2 and 3, 2014 when eighty librarians and representatives that work with libraries met at the Library of Congress to discuss the future of libraries." This so called Summit on the Future of Libraries, Libraries from Now On: Imagining the Future of Libraries was expressly held in the hopes that the results of the various conversations would inform the development of the new Center ([Bolt, 2014](#)). The Center itself is modeled after the American Alliance of Museums [Center for the Future of Museums](#).

Is there even a place for librarians and libraries in a world with ever increasing access to multiple streams of digital information?

According to the website for the Center for the Future of Libraries, it's their intent to identify trends, promote innovation that helps professionals shape their future, and build connections. The website also identifies some of the more tangible work that the Center has done so far, including events, the last one coinciding with the 2015 ALA Annual Conference, a "Library of the Future Blog", a "[Manual for the Future of Librarianship](#)", and trends. Both the manual and the trends are participatory. The Center actively seeks out submissions. The manual is itself "Inspired by the [Long Now Foundation's Manual for Civilization](#)" and is an experiment to see if the Center can crowdsource the manual. These collections of resources are meant to be starting points and don't come without concerns of cultural bias, but if the effort manages to gain a multiplicity of perspectives and a broad range of analysis then there may be hope of success.

What I find most interesting about the work of the CFL is how it pushes the envelope of our thinking about what libraries will look like, what librarians will do and how we can help to shape both of these things. In a sense, this renovation in thinking is the necessary precursor to the actual renovation of our facilities, our collections, our skills and duties, the curricula of our education as librarians, and our ongoing professional training. This renovation in librarianship has been an ongoing process for quite a while, and it continues to this day. The CFL provides us with an opportunity to view and engage in the process of change we all are living through. They are providing an avenue for sharing our knowledge and our unique

experiences, while learning from our colleagues. If enough of us contribute, the resulting outcome is bound to be one worth paying attention to and is bound to help move us all into a successful and secure future within this profession.

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A Hospital Library Open House

by Courtney Mandarin

October was National Medical Librarians Month—what did you do to celebrate? Too often, we can let these kinds of recognitions go by unacknowledged as we try to keep up with our day-to-day tasks. Why add more work for ourselves? However, even a small amount of effort can really pay off, bringing new users into the library and reminding our institutions of what we have to offer. This year, the library at Beaumont Hospital Dearborn held an open house to celebrate National Medical Librarians Month. Drawing on past experiences with open houses, as well as recent projects and developments in the library, we were able to create an enjoyable event for very little cost.

First things first: treats. Few things draw people in quicker than free sweets (especially so close to Halloween). In addition to bowls of candy, our library technician baked cupcakes to bring in and the rest of the library staff helped to frost and decorate them. We also had the classic “guess how many candies in the jar” game, substituting a plain jar for a decorative glass bottle full of M&M’s. Small goody bags seemed to go over well and included a few freebies from our vendors, one of our staff’s business cards, and some additional candy. We set out various library brochures, vendor fliers, and other informational handouts for visitors to take home as well. Library staff was on hand throughout the event to answer questions and give an overview of our resources and services.

We also spotlighted the hospital archives at our open house by creating a poster full of old library photos.

We also spotlighted the hospital archives at our open house by creating a poster full of old library photos. For the past year, our library has been working to organize and market the Oakwood Hospital Archives, which contains more than sixty years of newsletters, photos, and hospital memorabilia. While perusing old issues of our hospital newsletter, I came across an article from 1990 advertising a health trivia contest the medical library was putting on. Borrowing a page from our own past, we decided to have a mini trivia contest ourselves, having our open house attendees answer a few questions on a slip of paper that would be entered for a drawing. We had purchased a few gift cards and a potted plant to offer as prizes for our winners.

Overall, the event seemed to go over very well with those who attended and we were able to introduce a few new people to what we have to offer. Because our staff generously donated a gift card and potted plant and cupcakes, the only real cost was for the additional gift cards and the candy. Though the event only formally lasted for two hours, we left our goodies out for the rest of the day for visitors to enjoy.

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WHAT WOULD YOU LIKE TO SEE HERE?

LET US KNOW.

Upcoming Events

January 8-12, 2016

[ALA Midwinter](#)

Boston, MA

March 8 – 10, 2016

[Computers in Libraries](#)

Washington, D.C.

March 16, 2016

[MDMLG](#)

Beaumont Hospital Royal Oak

March 16, 2016

[Library Technology Conference](#)

Macalester College

St. Paul, MO

April 3-6, 2016

[Electronic Resources & Libraries](#)

Austin, TX

May 13-18, 2016

[Medical Library Association](#)

Toronto, Ontario

June 6, 2016

[MDMLG](#) Summer Luncheon

VisTaTech

Schoolcraft College

Livonia

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