



the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.
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From the Editor

If it's March, it must be time to promote the annual conference. So take a look at the articles describing opportunities to volunteer at the conference, and join me in congratulating the winners of the MLA-Phil Membership Drive Contest. Also in this issue, we have some news from the Planning & Evaluation Coordinator at NN/LM MAR, two articles about marketing, including one that invites you to join the Marketing SIG; and another article that includes an invitation to join the Library and Management Section. Plus most of the usual columns and reports: the TechnoHumanist Corner is back, but Meet your Fellow Chapter Members in on hiatus until the summer.

A couple corrections: In the last issue, an editorial oversight led to the omission of Ann Marie Zglinicki's name from the MLA Philadelphia Regional Chapter list of AHIP members. Also, in my own profile (how embarrassing!), I indicated that Star Trek: The Next Generation could be found on the SciFi network. Actually, it's on the G4 network. Such a mistake happens when one does not have control of the remote in one's own home.

Enjoy! §

Rachel R. Resnick
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From the Chair

Spring cannot be far away if the chapter's Annual Dinner Meeting and the national conference are only a short time away. It's not too late to volunteer for the information booth or make some other contribution to staffing for the national meeting. Contact Anne Seymour at UPenn Biomed or Etheldra Templeton at the College of Osteopathic Medicine if you are interested in helping. Also, have you considered volunteering for one of MLA-Philadelphia's many chapter committees? Willing hands are always welcome and serving on a committee is a great way to earn points toward AHIP credentialing. Check the chapter website for committee chairs if you'd like to be involved.

Jackie Knuckle and the Program Committee have planned a wonderful dinner meeting for April, to be held downtown at the Independence Visitors' Center. Watch for email and postal registration information as well as ballots for the election of new Board Members. Jean Shipman, President of MLA, will be attending and giving a short presentation. We'll also have t-shirts (\$10), lunch totes (\$10), and messenger bags (\$20) with the new chapter logo for purchase. Proceeds will benefit our chapter.

On March 21st, Dan Kipnis (Jefferson), Mary McCann (Pennsylvania Hospital), and I presented a panel discussion for students in Drexel University's librarianship program as part of a series on "Special Libraries." We showcased the world of medical librarianship and opportunities in the academic, hospital, and research settings. It also provided an opportunity to sign up a few more student members for our chapter! §

Nina Long
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News from the National Network of Libraries of Medicine, Middle Atlantic Region

Awards Announcement:

The National Network of Libraries of Medicine (NN/LM), Middle Atlantic Region (MAR) is accepting applications from MAR network members (full and affiliate) for awards that support access to health information for libraries, consumers, health professionals and, in particular, those reaching underserved populations; enhance the capacity of libraries to share resources, strengthen network member librarians' skills in the use of NLM databases, and increase the visibility of the NN/LM and NLM products and services.

Awards enable network members to conduct or obtain training, host conferences, and conduct outreach that raises the awareness of health information resources available to health professionals, consumers and librarians.

Deadline for applications for all awards is March 30, 2007.

For more information, or to apply for an award go to <http://nnlm.gov/mar/funding/>.

NN/LM Membership: Renew or Join as a New Member:

It is time for all member libraries to renew their NN/LM membership for 2006-2011. Membership is free and includes many benefits, including eligibility for the above-mentioned awards. To renew a membership please visit the MAR website and follow the five easy steps. To join as a new member please visit the MAR website to review the benefits and requirements for membership.

Renew a full or affiliate member agreement at <http://nnlm.gov/mar/services/renewal/>.

To join NN/LM as a new member, go to <http://nnlm.gov/mar/services/>.

NLM Launches "Health Information Rx Pilot Project" with Osteopathic Physicians

When a doctor sees a patient, he or she often prescribes medications. But what if a doctor also wants to direct a patient to current, reliable, consumer-friendly information about a genetic condition, or overviews about illness, health and disease prevention?

Under the AOA and NLM Information Rx Pilot program, more than 12,000 members of the American Osteopathic Association (AOA) from Pennsylvania, Michigan, Kentucky, and Florida are being encouraged to refer their patients to MedlinePlus®, a free, trustworthy, patient-friendly Web site of the National Library of Medicine(NLM). MedlinePlus® is available on the Internet at: www.medlineplus.gov.

“Part of a physician's job is to explain illnesses, diagnoses and treatments to their patients,” says Donald A.B. Lindberg, MD, Director of the National Library of Medicine. “NLM's MedlinePlus.gov provides authoritative, user-friendly, and commercial-free information that doctors can use to supplement information provided in the office or clinic. We think it saves time and improves doctors' communications with patients, in addition to its obvious value in helping keep the public healthy.”

The program provides participating physicians with a poster, bookmarks, and a supply of prescription pads which can be used to write in a disease or condition and instruct patients on how to look up information on MedlinePlus®. The NLM's National Network of Libraries of Medicine will help patients who have questions about access to MedlinePlus®. The program is being piloted with about one-third of AOA's member physicians.

MedlinePlus® has information on more than 700 diseases and conditions, and links to pre-formulated searches of the MEDLINE database, which enables anyone to find references to the latest professional articles on health topics. Under each topic, patients will find information on symptoms, diagnosis and treatment, current news stories, research studies, clinical trials, helpful graphics, and interactive tutorials. MedlinePlus® accepts no advertising and most information is available in English and Spanish. §

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Membership Drive Contest

All MLA-Phil members who registered or renewed by March 15th, 2007 were entered in a drawing to win a free ticket to the Medical Library Association's Annual Meeting that is being held from May 19th – 23rd in Philadelphia, PA.

On March 16th all of us in the Philadelphia area had to face sleet, snow, slush, and a terrible commute home in the afternoon. However, there was a silver lining for two lucky MLA-Phil members, Karen Albert and Caren Cowhig.

Many of us already know Karen Albert. She's the Director of Library Services of the Talbot Research Library at the Fox Chase Cancer Center. According to rumor, if someone is going to win a door prize or a contest, it's going to be Karen.

Caren Cowhig is a new member of MLA-Phil. She joined during 2006 and is the Medical Librarian at Mercy Suburban Hospital in Norristown.

Congratulations, Karen & Caren!

Incidentally, there were 38 registrations/renewals that were added to the MLA-Phil membership database during the contest period. §

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Chapter Council Presents Chapter Sharing Roundtables at MLA '07 Calling All Volunteers: Facilitators and Recorders Needed!

We are looking for volunteers to share their skills and expertise as either a facilitator or a recorder for the Roundtables on Sunday, May 20, 2007 from noon to 2:00 p.m. The roundtables provide an opportunity to share experiences, make new friends, and discuss mutual professional concerns and chapter activities.

Although experience in a topic is not necessary, enthusiasm is. So if you are passionate about a topic and would like to share that enthusiasm with others, please consider volunteering. Duties for facilitators include: initiating discussion, encouraging participation, and collecting evaluations. Duties for recorders include: documenting the discussion for posting on the Chapter Council Website. Facilitators and recorders earn one AHIP point for completing these activities.

If you are interested in volunteering, please email Chapter Council Roundtables Committee Co-chairs Marie Reidelbach at mreidelb@unmc.edu or Melanie Cedrone at mcedrone@mail.med.upenn.edu.

TOPICS FOR 2007 ROUNDTABLES:

- 1 - Assessment and Evaluation
- 2 - Clinical Decision Making Tools (UpToDate, MDConsult, etc.)
- 3 - Consumer Health
- 4 - Copyright Issues
- 5 - Digitization Projects
- 6 - Electronic Health Record
- 7 - Evidence Based Librarianship
- 8 - Evidence Based Medicine
- 9 - Expert Searching
- 10 - Federated Search Tools and Journal Linkouts

- 11 - Health Information Literacy
- 12 - How to Start an Institutional Repository
- 13 - Integrating You or the Library into the Curriculum
- 14 - Issues in Hospital Librarianship
- 15 - Liaisons Stepping Out of the Library
- 16 - Library Space Planning
- 17 - Management of E-resources
- 18 - Management/Leadership
- 19 - Managing Resources in Emergency/Disaster Situations
- 20 - Marketing and Public Relations
- 21 - New and Emerging Roles for Medical Librarians
- 22 - Open access / Scholarly publishing
- 23 - So You Want to Publish?
- 24 - Strategies for License Negotiation with Vendors
- 25 - Talking to Administration/Communication Techniques
- 26 - Technology Issues for Hospital Librarians
- 27 - Using New Technologies & Instructional Design for Teaching
- 28 - Virtual / Electronic Library
- 29 - Web Design and Usability
- 30 - Wikis, Blogs & Pods, Oh My! §

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Hear ye, Hear ye! Calling All *Hospitable* Volunteers for MLA '07 in Philadelphia!

The Local Assistance Committee is seeking volunteers to help at the Hospitality Booth and the Member Resource Room/Placement Center for MLA '07 in Philadelphia. The annual meeting will be held at the Philadelphia Marriott Downtown on May 18-23, 2007. Please come out and have a great time introducing our fair city to your MLA colleagues. Sign-up to volunteer at <http://www.library.upenn.edu/forms/biomed/mlareg2.html>.

Volunteers who are not MLA members and who work for four hours receive one free day of meeting attendance, if not already registered to attend MLA. This is a wonderful opportunity to visit exhibits, hear exciting speakers, view poster sessions and hear the latest in library research through contributed papers. The preliminary program can be found at <http://www.mlanet.org/am/am2007/index.html>.

Member Resource Room/Placement Center Volunteers work with MLA staff and monitor the room and equipment. Volunteers can bring a good book to read or study materials for quiet times.

Hospitality Desk Volunteers help meeting attendees with questions about the local scene, distribute materials such as local maps and entertainment guides, and assist users to find local information through resources available at the Hospitality Desk. If you have any questions, please contact either Melanie Cedrone, mcedrone@mail.med.upenn.edu or Stephanie Ferretti, stephaniefe@pcom.edu. Please sign-up by March 26, 2007.

All volunteers are welcome! §

Melanie Cedrone
mcedrone@mail.med.upenn.edu

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The MLA's Leadership and Management Section: Helping to Create New and Better Leaders

“Leaders are born, not made.” We’ve all heard this hackneyed expression at some point or other. Is there some inborn, indefinable quality that sets leaders apart from the common run of humanity?

It is safe to assume that the many members of the Leadership and Management Section (LMS) do not think so. Rather, they believe that there is such a quality but it is neither inborn nor indefinable. This quality is called application, or assiduity, or preparation. Its distinguishing characteristics are hard work, lifelong learning, and good mentoring. This view of leadership is, on some level, discouraging. It suggests that we must exert ourselves, put forth an effort: that we can’t just lead effortlessly and naturally, as we might like to imagine.

If leadership is something that has to be worked at, then at least there is the LMS to make this task less burdensome. The LMS exists to provide opportunities for its members to learn the skills they will need to become, or remain, effective leaders and managers. Membership is open to all MLA members. If you do not work as a manager or administrator but think that your career will take you in this direction, then you are certainly encouraged to join the LMS.

Doing so is sure to be of benefit. The LMS allows its members to network with colleagues interested in leadership and management by promoting research and professional development activities. It accomplishes this goal through programs and symposia held at MLA annual meetings, through *The Leading Edge* – its excellent newsletter--through its listserv, and through social events and business meetings.

More information about the LMS is available at <http://www.lms.mlanet.org/>. An application form is available at http://www.lms.mlanet.org/join_us_form.html. §

Brian Bunnett
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Health Information Literacy Session at MLA '07

Medical librarians often serve two roles: one as a member of healthcare teams providing quality patient information, and the other working with patients and their families to understand the information provided. There is often a disconnect between the two groups. How often? According to the recently reported National Assessment of Adult Literacy (NAAL) data, only 33% of people with graduate degrees and 4% of high school graduates were health literate in 2003. To see the full report, go to <http://nces.ed.gov/naal/>. What does this mean for members of the healthcare teams? What does this mean for the patient population?

MLA '07 in Philadelphia offers a look at the role of the medical librarian in improving health information literacy, providing resources created for people who need help with health information, developing new roles and partnerships to meet these literacy needs, and helping to assure that patient education resources are culturally and linguistically appropriate. The **Health Information Literacy: rEvolution in Roles** session will be held on Wednesday, May 23rd from 10:30 am to 1 pm.

Janet Ohene-Frempong, a founding member of the Partnership for Clear Health Communication (<http://www.askme3.org/PFCHC/>), will be the session's keynote speaker. **Amy Frey**, from the Hospital for Special Care in New Britain, CT, will be the moderator for a panel of librarians who will talk about their experiences in the field. Panel members are **Micki McIntyre**, developer of the HealthyNJ website (www.healthynj.org) and partner with Newark Public Library and La Sala Hispanoamericana; **Andrea Kenyon**, who works with the Philly Health Info project (www.phillyhealthinfo.org); **Lynda Baker, Ph.D.**, a faculty member at Wayne State University specializing in health information; and **Marge Kars**, manager of the Bronson Health Sciences Library, HealthAnswers (<http://www.bronsonhealth.com>), and the Bronson Referral and Information Center at Bronson Methodist Hospital in Kalamazoo, MI.

Posters highlighting innovative health information literacy projects from around the country will be displayed. Before and during the sessions, short video vignettes will present even more ideas. After the session, **Beth Wescott**, Network Access Coordinator at the Southeastern Atlantic / Network of Academic Libraries, will be offering CE 3127: Easy to Read Health and Wellness Material for Consumers: Recognizing It, Finding It, Writing It, and Rewriting It. Details can be found at <http://www.mlanet.org/education/cech/index.php3?mode=cdisplay&id=567>.

Sign up early! §

Judy F. Burnham, Co-Chair,
Health Information Literacy Plenary Session Committee
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Marketing Ourselves, Our Services, and Our Libraries

Are you tired of trying new approaches, or just too darned busy to even *think* about marketing ideas? Or too disappointed by low response from your customers?

Whether you are a solo librarian or part of a team (lucky you!), you will indeed at times find yourself too busy, too tired or even too discouraged to want to hear that “YES! You must constantly market yourself and your services!”

Believe me, we all hit that brick wall at various times. How are you supposed to come up with new, clever ideas, and where should you look? How is it that some libraries seem to have a high level of staff creativity, while others seem to lag behind? SHARING our experiences and knowledge is key to creating and implementing successful marketing ideas. You are an information professional, and have expertise that may not be apparent to your clientele. How should you get the word out there--Intranet, an open house, Medical Information Day or National Medical Library events? Maybe tent cards in the cafeteria, or “teaser” displays in other departments that will lead them to your library – possibly the best-kept secret in your organization! And if what you offer is a secret, WHY? It can be hard to self-promote, so ask your regular users to give you quotes that you can use for displays. Examples might be “Got me information quickly to treat a critical patient,” or “Helped me take the plunge into writing for publication, with searches, document delivery, and friendly editing suggestions.” Residents and interns are particularly outspoken about what has helped them in their medical training, and you should be near the top of their list.

Get involved in orientations for new staff, and get on the agenda for other departments’ meetings. Ask for 15-20 minutes at each meeting to give updates and a quick summary of your electronic resources, new services, etc. Sometimes people are reluctant to ask questions in front of their peers. Encourage them to stop by to discuss their information needs – professional, consumer-health, or others. Whatever else you do, GET OUT of the physical library, and ask people what they do, and how they find information they might need. Google is not always the right place to look first – YOU know that, but do they? Make yourself the “go to” person whenever questions arise. You may not know the answer, but I’ll bet that you can help them find the right information resource: print, electronic, or another person on staff.

You became a librarian because you love to learn things and share what you’ve learned. Share that passion, and create “teaching moments” whenever possible – keep a notepad and pen with you at all times, and be prepared to get search requests on paper napkins or prescription pads. Order a free supply of “Information Rx” notepads, bookmarks and business cards from <http://foundation.acponline.org/hl/inforx.htm>.

Did you know that MLA has a **Library Marketing SIG**, open to MLA members as well as members of other professional associations? We are a diverse group, willing to share tips and suggest creative ways to promote yourself, your services and your library. Contact us at MRKTLIB@LISTSERV.LOUISVILLE.EDU to join the discussion list. (We

plan to migrate the discussion list to MLANET sometime before the end of 2007, but join us now!). Join us when we meet during the SIG/informal meeting time slot at the annual meeting in Philadelphia—check the newsletter and posted flyers for details when you get there.

Don't forget the Chapter Council Roundtables. Topic # 20 is "Marketing & Public Relations."

Here is a brief list of resources that will help to get you started:

Siess JA (2003) *The visible librarian: asserting your value with marketing and advocacy*. Chicago, IL: American Library Association. ISBN 0-8389-0848-9

Ott R (1992) *Creating demand: powerful tips and tactics for marketing your product or service*. Homewood, IL: Business One Irwin. ISBN 1-55623-560-7

Walters S (2004) *Library marketing that works!* New York, NY: Neal-Schuman Publishers, Inc. ISBN 1-55570-473-5

Curzon SC (2005) *Managing change (revised edition): a how-to-do-it manual for librarians* New York, NY: Neal-Schuman Publishers, Inc. ISBN 1-55570-553-7

ALA, ACRL, 3M Library Systems. *Strategic marketing for academic and research libraries*. American Library Association, created for a 2003 ALA training session. http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/stratmark_fac.ppt §

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**Survival of the Fittest:
Strategies to Prove Your Library's Value
Wednesday, March 7, 2007
An MLA eLearning webcast**

Nineteen area medical information professionals met at Thomas Jefferson University's Alumni Hall to view an MLA eLearning webcast and to deliberate, discuss and share strategies on how prove their library's value and market its services to their organizations.

Marketing is the human activity directed at satisfying needs and wants through exchange processes.

Philip Kotler, PhD., Kellogg School of Management, Northwestern University
www.kellogg.northwestern.edu/index.htm

Value is a fair return or equivalent in goods, services, or money for something exchanged.

Merriam-Webster Online - www.merriam-webster.com

Part I: Understanding the Library's Value within the Larger Organization

Mission Statements - that critical first step

To judge the value of their library, librarians must pause and examine the “big picture.” That “big picture” helps mold and shape a library's mission to that of its parent organization, according to Rosalind F. Dudden, Health Sciences Librarian at the Gerald Tucker Memorial Medical Library, National Jewish Medical & Research Center. It is essential to develop and write a mission statement since it is this statement that ties the library to its organization's mission, vision, and values. Ms. Dudden provided the following example:

Institutional Mission: To foster healing and health for the people and communities we serve, particularly those medically underserved, through pre-eminent patient care and medical education.

Library Mission: To provide ready access to the world's expert knowledge-based health and management information to support the patient care, education, and research activities of the hospital.

Needs Assessment - surveys, focus groups, one-on-one interviews

Needs Assessments are evaluation tools and the essential next step in proving value. The results, data and conclusions drawn from needs assessments can become part of a larger marketing plan and one can use these outcomes to develop programs that demonstrate library value. An example can be found in the experience of Via Christi Libraries, documented in the April 2007 issue of *JMLA: Conducting a user-centered information needs assessment: the Via Christi Libraries' experience*. Cathy M. Perley, PhD; Camillia A. Gentry, MLS; A. Sue Fleming, MLS; Kristin M. Sen, MLS. (The preprint is available at <http://www.mlanet.org/members/jmla/index.html>.)

Part II: Using Touchpoints to Deliver Library Value Messages

Counting Things Rather Than Counting What Matters

According to Marketing Consultant Christine Olson, “Lessons learned through needs assessment need to be the undercurrent and driving force behind [the library's] marketing.” Ms. Olson advised librarians to “spend 20-30 minutes per day reading what your patrons are reading and learning your patrons’ vocabulary”. This helps target marketing plans so that they reflect the business values of the library’s customers. One can then take a typical statistic and turn it into a marketing value story. Ms. Olson's example:

Counting Things: the library answered 1500 reference questions last year.

Counting What Matters: the library provided reference services to 90 percent of all employees in our target groups. From our sampling survey, we saved employees, on average, 2 hours per question, or over 3,000 hours (85.7 work weeks or 1.7 FTE) of improved productivity this year. Ms. Olson advises librarians to take credit for what their library produces by including this language when delivering services: produced by, created by, brought to you by, researched by, developed by, coordinated by, and endorsed by.

Electronic and Human Touchpoints

Ms. Olson stated that touchpoints are “the human, electronic and physical interactions members of your target audiences experience during their relationship with your information service.” Electronic touchpoints include: Websites and webpages, electronic documents, virtual help desk encounters, blogs, podcasts, webcasts, e-ads and banners, and email signature blocks. Human touchpoints include: conversations, demonstrations and presentations, telephone messages, meetings, meals, and the 15 second “Elevator Speech.” Based on the “buzz” after the program, Ms. Olson’s part of the program made the most favorable impression on the program participants.

Did it work?

Kathleen A. Boylan, Senior Vice President for Chicago-based Public Communications, Inc., and MLA's public relations consultant, discussed qualitative and quantitative measurement tools. Both are used to assess marketing plans. Qualitative measurement refers to feelings and emotions--are our staff friendly?--versus quantitative measurement--number of visitors to the library; the number of times sources are used. Focus groups, surveys, and one-on-one interviews are methods of assessment.

When using focus groups, you must be clear as to why everyone is meeting. Additionally, a representative sample of your target audience must be present, although you shouldn't have more than seven or eight people attend. The meeting should be brief, during which you should ask no more than six questions. If possible, a record of the session should be kept so that you can review responses more carefully after the session.

Surveys can be conducted by phone, mail, or email. These points should be considered for each type of survey:

- Phone surveys should be small in scale--100-500 people--and may contain opinion-probing questions;
- Mail surveys can cover a large geographic area but are the slowest way to get answers;
- Email surveys are the most popular. They produce fast results and are the least expensive survey option. Zoomerang (<http://info.zoomerang.com>) and SurveyMonkey (<http://www.surveymonkey.com>) are two of the most popular online survey tools.

Part III - Real World Successful Programs in Marketing Your Library

In a pre-recorded messages, Beverly Murphy, PR Librarian for Duke University Medical Center Library, discussed one of the creative ways her staff celebrated National Medical Librarians Month. Duke's "Anatomy of a Medical Library," in which an anatomical image was labeled with the units and departments of a library, won MLA's 2001 PR prize (<http://www.mclibrary.duke.edu/about/news/oldnew01.html#nmlmaward>).

Jason Baker and Lisa Ennis, Lister Hill Library, University of Alabama at Birmingham, developed a website and a weblog to list events and encourage people to participate (www.uab.edu/lister/outreach/rotmstaff.htm and <http://librarymarketing.blogspot.com>).

Rosa Edwards, of the Bell-Pittman Library Resource Center, Wilson Medical Center, Wilson, NC described her library's "Everything Under the Sun" Open House events (<http://www.wilmed.org/library.asp>).

Part IV: Conclusions

Kathleen Boylan encouraged everyone to review the "Communications Toolkit" on the MLA website (http://www.mlanet.org/publications/tool_kit/index.html), while Chris Olson asserted that marketing is not a static discipline but an ongoing flow of ideas, coupled with a communication plan that embeds messages of value. Librarians need to answer the "so what?" questions: So what that you do 1500 literature searches a year? The message of value becomes the answer.

Here are some resources to help you with your marketing efforts:

Journal articles:

Business Marketing: Understand What Customers Value. James C. Anderson and James A. Narus. *Harvard Business Review*. November-December 1998.

The Top 10 Reasons You Don't Understand Your Customers. Fred Reichheld. *Harvard Management Update*. May 2006.

MLA Resource Links:

MLA Benchmarking Network

<http://www.mlanet.org/members/benchmark/index.html>

Library Public Relations and Marketing

<http://mlanet.org/resources/index.html#libpr>

Advocacy Toolbox: A Practical Guide to Communicating Your Value

<http://www.mlanet.org/members/advocacy/index.html>

MLA Publishing

Dudden, Rosalind Farnam. *Using Benchmarking, Needs Assessment, Quality Improvement, Outcome Measurement, and Library Standards: A How-to-do-it-Manual.*

2007, ISBN: 1-55570-604-5

ISBN 13: 978-1-55570-604-3

298 pages plus CD-ROM

<http://www.mlanet.org/order/benchmarking.html>

www.neal-schuman.com

MLA News

Spin a Web of Partnerships. May 2006.

http://www.mlanet.org/members/mla_news/2006/may_06/consumer.html

Proving Your Worth: Determining the Value of the Library Internet Resources, September 2005

http://www.mlanet.org/members/mla_news/2005/sep_05/inet_resource.html

Think “Outside the Box” to Build your Business, March 2004

http://www.mlanet.org/members/mla_news/2004/mar_04/consumer_health.html

Caution: Marketing Your Library May Work Too Well, February 2004

http://www.mlanet.org/members/mla_news/2004/feb_04/caution.html §

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Member & Library News

Karen Albert, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, has written a review of *Library/Vendor Relationships*, edited by S. Brooks, and published by Haworth Press. It is available online at Doody’s Review Service (www.doody.com), and was included in the March 16 issue of Doody’s Weekly Literature Updates.

Christine Chastain-Warheit, Director of Medical Libraries, Christiana Health Care System, Newark, DE, has been elected Chair of the Hospital Libraries Section, Medical Library Association.

Ellen Justice, Medical Librarian, Christiana Care Health System, Christiana Care Medical Library, has published “Yoga Discovered on the Net,” in the *Journal of Consumer Health on the Internet*, v. 11, no. 1, p. 81-87, 2007.

Dan Kipnis, Senior Education Services Librarian, Scott Memorial Library, Thomas Jefferson University, has published, with Anthony Frisby, “Information Literacy and Library Attitudes of Occupational Therapy Students, in *Medical Reference Services Quarterly*, v. 25, no. 4, p. 11-20, 2006.

Nina Long, Director of Library Services and Archivist Curator, Wistar Institute, has been approved for renewal of her Academy of Health Information Professionals membership at the Distinguished Member level.

Rebecca Raszewski, Reference Librarian, Drexel University Health Sciences Libraries, will be presenting a poster at MLA '07, on Sunday, May 20, from 2 pm to 3 pm. Entitled “Using a Wiki for the Reference Desk.” it will be displayed on Board 35 in the “Public Services” category.

Rachel Resnick, Research Librarian, Polisher Research Institute, Abramson Center for Jewish Life (formerly Philadelphia Geriatric Center), will present her poster, “The Lawton Digital Archive: Planning and Implementation,” on Monday, May 7 from 5 pm to 7 pm at the Evidence-based Library & Information Practice Conference (EBLIP4) in Chapel Hill-Durham, NC; and on Sunday, May 20, from 2 pm to 3 pm at MLA '07. The poster at MLA '07 will be on Board 21 in the category of “Digitization and Web-Based Resources.”

Staff Changes:

Jessica Brangiel is the new Electronic Collections and Document Delivery Librarian at the Scott Memorial Library, Thomas Jefferson University. A Drexel graduate, she was formerly Electronic Acquisitions Librarian at the Van Pelt Library, University of Pennsylvania. In previous positions, she managed serials and provided virtual reference service in special libraries.

Deborah Sibley has been appointed Associate Director of the LSU Health Sciences Center (HSC) Library, New Orleans, LA, effective April 1, 2007. She will be returning to LSU HSC, where she held her first library position, after a twenty-five year absence. She was Deputy University Librarian at Thomas Jefferson's University's Scott Memorial Library, Philadelphia, PA, from April 2003-February 2007. Prior to coming to Jefferson, she served as Associate Director of the National Network of Libraries of Medicine, New England Region, based at the University of Massachusetts—Worcester.

Linda M.G. Katz
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TechnoHumanist Corner

In *Close Encounters of the Third Kind*, there is a wonderful scene which takes place at Goldstone Radio Telescope Station 14, which is located in a remote part of the western U.S. Here, scientists and engineers have been transmitting a code of music tones into outer space, hoping to contact extra-terrestrials. Suddenly, computers receive a response and begin typing a series of three sets of numbers. The scientists rush into the command center and everyone starts speaking at once to explain the meaning of the numbers. The project translator softly says "Excuse me, excuse me." No one hears him. He repeats his words a little louder and everyone looks at him. He proceeds to explain that before becoming a translator he was a cartographer. These numbers are degrees, minutes, and seconds. They are the coordinates for a geographical location here on earth.

That scene depicts the state of the Library 2.0 discussion, which is going on in cyberspace. People are talking *at* each other, but not *with* each other. They are having parallel conversations that are sometimes moving in opposite directions. For example, one viewpoint is that if libraries are to survive, librarians will have to change the way the library functions, embrace the new technologies, embrace our patrons and "be out there" with them. The opposite point of view is that Library 2.0 is a movement of people in love with technology. It's geek speak. It is a repackaging of library principles. It's a marketing ploy. Between these viewpoints are the majority of librarians, trying to determine where their reality fits into this debate.

Given all the controversy, what is Library 2.0? It is the adaptation of Web 2.0 principles to the Library environment. That is a broad definition on which everyone can agree. Tim O'Reilly and John Battelle first used the phrase "Web 2.0" in 2004. O'Reilly wanted to know why some Internet companies had survived the 2001 dot-com collapse and prospered, while others went out of business. In studying the survivors, he observed that they all had some traits or characteristics in common. These common factors became the basis for the concept of Web 2.0. These factors have a social, technical, and economic impact on how the Web develops and functions. For the purposes of this column, I will define Web 2.0 by its social and technical aspects and how they differ from the functions of Web 1.0.

Web 2.0 means that many of the applications we use will have open standards and be web-based rather than desktop applications. A good example of the Web as a platform would be the use of *Google Docs & Spreadsheets* instead of Microsoft Word, an application that you must purchase and install on your computer, to create a document. Using Web-based applications eliminates the need to update to the latest version of the program. Applications will routinely be evaluated and revised; therefore, they will be in constant Beta state. Another Web 2.0 characteristic is the ability to use applications to give value to webpage content. Some of these applications are RSS feeds and API (Application Programming Interface). APIs allow you to access the functions of an application and combine it with data or another application to create new content. Examples of API "mashups" are the Google and Mapquest maps. On one side of the page a map displays and on the other side data, e.g., advertisements, directions, or

addresses.

Web 1.0 created more opportunities for people to access information (e.g., online databases), and communicate (e.g., via email, listservs, etc.) with each other, but the opportunity for users to *impact* Web content was minimal. Most people had neither the technical know-how nor access to a server, so they could not publish content on the Web. Most websites were not interactive, so communication was one-way. In contrast, Web 2.0 finds that more people have access to servers (e.g., Facebook, MySpace, etc.), and have a presence on the Web. The mere presence of users on the Web impacts on Web content as well as on how businesses and users view and communicate with each other. Now, websites actively engage the user. Sites like Amazon and Hotel.com, by having users rate their products, have personalized the Web. Web 2.0 has a more democratic and egalitarian approach to the Web by relying heavily on people using social software to participate on the Web. Social software such as blogs, wikis, and folksonomy sites have enabled users to publish content and communicate with each other. This has led to the creation of virtual communities around specific interests. Remember the Long Tail? They were users whose needs as individuals were not profitable to address, but as an aggregate they became a market to serve. Also, these communities, by their use of communications social software, have become information providers, such as those involved in *Wikipedia*. In Web 2.0, the number of information providers increased, while in Web 1.0 there were only a few major information-pushing companies. Finally, the growth of these communities has created the "wisdom of the crowd" or "collective intelligence," concepts which imply that communities are better judges of what is good and bad, that groups can better decide what is good software or good content and what is not. Evaluation and change is now user-centered.

Now that we are aware of Web 2.0 principles, how do they apply to a library environment? Michael E. Casey, who is credited with coining the phrase Library 2.0, states that its keystone is library service which is driven by user-centered change. Library 2.0 is a model of library service. Services are frequently evaluated and changed or new ones created with user input. This applies to all services, both physical and virtual. Furthermore, these services will reflect what users want and the format in which they want services provided. For example, if you offer bibliographic instruction for searching PubMed, some patrons might want to attend a hands-on workshop, while others may prefer to have your workshop in mp3 or podcast format so they view it on their iPod, laptop, or desktop. Others might want the instruction in PowerPoint format. In other words, "give the customers what they want" and customize it.

The goal of Library 2.0 is to "Reach Out and Touch Someone." This is accomplished by frequently obtaining input and collaboration from patrons to evaluate and modify existing services or implement new ones. These services may be traditional or use new technologies. It is these services that will add value and appeal to patrons. So, does Library 2.0 work in the real world? My answer is that it will depend on the situation of the individual library. For instance, the Hennepin County Public Library in Minnetonka, MN utilizes blogs and Library 2.0 principles in a very clever manner in its Bookspace section. They allow their users to create and publish a list of their favorite books. A user

can look at a genre list of books such as literary thrillers. Click on the list and it displays the book cover, book title, synopsis of the book's plot, and comments by other readers. When the user clicks on the book title or cover, the online catalog searches for the book. This is très cool and easy. Library 2.0 advocates using library systems that are modifiable instead of proprietary, closed systems. Users want systems that are quick, easy and intuitive. A good example is the Ebling Library for the Health Sciences at the University of Wisconsin utilizing RSS feeds. On their home page, when you mouse over Books, Journals & Databases, you see the RSS icon under Keeping Current. Automatically, the user notices that RSS feeds to e-journals can be located by category (discipline) or by journal title. Ebling Library and Hennepin County Public Library have not only managed to engage their users, but in the process have added value to their web content.

One factor that should be considered before implementing Library 2.0 services is the size of the library and its parent organization. Many university libraries have a quasi-autonomous presence on the Web. As long as they follow university guidelines, these libraries have freedom and discretion to put what they want on their pages without the approval of a third party. They may also be rich enough to have their own IT department. In contrast, libraries in small organizations may have a small presence or no presence on the Web. The library would not have its own IT department. The library might only be mentioned on the parent institution's home page. Or, a central IT department creates the library page. If the library is considered low priority in the IT workflow, then IT may exert some control over what can be put on the page. An example would be putting a blog on the library page. Although one person can maintain a blog, its installment on the server might require more technical expertise than the average librarian has. In addition to this, blogs and wikis generate privacy concerns, which may place the decision to have them out of the library's hands.

Staff size is another consideration. Library 2.0 is dependent on evaluating and planning services. Libraries with larger staffs will have the manpower to survey patrons to determine their needs and expectations of the library. In addition to doing surveys, current services and service policies will need to be examined and evaluated. Also, libraries usually look to their peers to determine levels and types of service they should be providing. Therefore, in addition to patrons, other libraries will be surveyed. All of these tasks will present a challenge to small libraries. They will be hard-pressed to have the time to maintain their normal workflow and do these evaluations. For these libraries, the implementation of Library 2.0 will take longer or it will require additional manpower in the form of volunteers or temporary help.

Technology may be a concern. There are concerns that Library 2.0 is technology driven rather than service driven; also, that librarians do not have time to develop competent technical skills to create applications. However, Web 2.0 tools are available to develop new applications. The Web is run by technology that is always changing. That is the reason the Web will always be a work in progress.

Finally, Library 2.0 requires a different way of thinking. First, change is a part of life in

general and life on the Web. The Web that we searched in 2004 is not the Web of 2007. We are constantly getting updates for our operating systems and programs so that they adapt to Web changes. Even Web 2.0 is changing. Articles are already being published about Web 3.0. Change can be unsettling, but it is not bad. Second, we need to go where our patrons are. A reporter once asked Willie Sutton, the famous bank robber, why he robbed banks. Sutton replied, "Because that's where the money is." In pre-Web and pre-electronic resources, patrons came to the physical library because that's where the resources they needed were. Libraries were working the niche, e.g., scholars, researchers, students or people who just love books and love to read. In those days television, radio, and newspapers were the major source of information for the general population. The Web has eclipsed newspapers and radio as major information sources. We were the proponents of change by championing the Web and electronic resources. We marketed the easy access and convenience of e-resources to administrators and patrons. Guess what? Our patrons took the message to heart and are reading their articles and research materials at home on the Web. They are visiting the virtual library, but leaving right away. We need to give them a reason to stay or visit more frequently. This means that we will have to learn how to do marketing in cyberspace. Adding value to our content and providing Library 2.0 services might help remedy the problem. Finally, we need to find a new measure to evaluate the effectiveness of the library and its services. Some administrators still are using gate counts to measure if anyone is using the library. We need to educate them that the physical census is down, but the virtual number is up. Of course, that will raise the question of what is a library, but that's for another time.

As in *Close Encounters*, Web 2.0 and Library 2.0 are merely coordinates on the World Wide Web map. They are pointing to the direction we may choose or need to travel. Whatever we encounter, it will be interesting.

If you have any questions or comments, please send them to me. C U NX time.

Readings of interest include:

Library 2.0, by Michael E. Casey and Laura C. Savastinuk — September 1, 2006
<http://www.libraryjournal.com/article/CA6365200.html>.

"Library 2.0 and 'Library 2.0,'" *Cites & Insights: Crawford at Large*, 6(2), Midwinter, 2006. <http://cites.boisestate.edu/civ6i2.pdf>.

What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software, by Tim O'Reilly - 9/30/2005
<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>. §

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From the Nominating Chair

With the MLA annual conference scheduled for May, the time has come to acknowledge Board members who are finishing their terms on the MLA/Philadelphia Board. These include: Barbara Bernoff (Secretary), Gary Childs (Membership), Linda Katz (Communication), and Mary McCann (Benchmarking). Thank you all for your efforts!! My three-year term as Program, Chapter and Nominating Chair ends in May and it has been a wonderful experience. I have enjoyed working with many local members in planning many great events over the past three years as well as my prior two years as CE Chair. From coordinating the Mini-Medical School program, which attracted over 85 MLA members from Philadelphia and neighboring chapters, as well as many national webcasts, it has been a lot of fun. We have seen students express more interest in the chapter and take advantage of our free membership, and our total chapter membership has increased over the past 3 years.

In the next few weeks, be sure to look for your election ballot in the mail, so you can vote for new Board members, including a new Program Chair and Secretary. Last year approximately one-third of the membership voted. This year, don't forget to vote. Be an active member of the chapter, cast your ballot! In addition, sign up for a committee and volunteer to help the local chapter. Only if you volunteer can you help guide the direction of the chapter.

The 2007-2008 MLA/Philadelphia Board will be introduced at the annual dinner in April. We hope you can join the festivities.

Nina Long will take over as Nominating Chair and I wish her and the rest of the Board the best of luck. §

Dan Kipnis
Past-Chair, Nominating Committee Chair,
Parliamentarian, 2006-2007
dan.kipnis@jefferson.edu

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Membership Update

Following the Membership Drive Contest that concluded on March, 15th 2007, our MLA-Phil chapter is 99 individuals strong. At the end of 2006, there were 134 members. All lapsed members will receive an email message asking them to renew in the near future.

The html and PDF directories are scheduled to be updated following the Membership Drive. As always, please review your information and contact me at gc24@drexel.edu if there are any changes that need to be made.

Gary Childs
Membership Committee Chair, 2005-2007
gc24@drexel.edu

Calendar

*Information Revolution: Change Is in the Air
MLA '07*

Philadelphia, May 18 - 23, 2007

<http://www.mlanet.org/am/am2007/register/index.html>

Medical Information Day is 411- April 11, 2007

National Library Week is April 15 - 21, 2007

PALINET Workshops

Location: PALINET

3000 Market St., Suite 200
Philadelphia, PA 19104

Registration & Information: (215) 382-7031 or

http://www.palinet.org/ep_workshops_results.aspx?Type=FTF

(can register for other locations as well)

Workshops at the Philadelphia site:

March 29: Understanding CONTENTdm

April 2: Technology Planning & Project Management for Library Managers

April 4: WorldCat Resource Sharing Basics (formerly ILL Basics)

April 19-20: Book Repair for Circulating Collections, Parts 1 & 2

April 30 & June 19: Catching your customers on the go: Podcasting for the iPod generation

May 17: Local Holdings Maintenance Basics (formerly Union List Basics)

May 22: OCLC Cataloging Basics for New Users of Connexion Client

June 1: Electronic serials cataloging (SCCTP)

June 15: Integrating resources cataloging (SCCTP)

To register for online workshops:

http://www.palinet.org/ep_workshops_results.aspx?Type=Live

April 23 – 25

Protecting Privacy and Freedom in Your Library: 2007 NJLA Conference

Sponsor: New Jersey Library Association

Location: Ocean Place Conference Center, One Ocean Blvd., Branch, NJ 07740

Information & Registration: <http://www.njla.org/conference/2007/>

April 25

Annual Meeting & Dinner

Sponsor: Philadelphia Regional Chapter/MLA

Location: Independence Visitors' Center

Directions: <http://www.independencevisitorcenter.com/dir.htm>

April 30 – May 1

Power Searching with the Pros: WebSearch University

Sponsor: Information Today, Inc.

Location: Sheraton Philadelphia Center City Hotel, Philadelphia, PA

Information: <http://www.websearchu.com/>

Registration: <http://www.websearchu.com/registration.shtml>

April 30 – May 3

SCIP '07 International Annual Conference & Exhibition

Sponsor: Society of Competitive Intelligence Professionals

Location: Marriott, New York City

Information: <http://www.scip.org/07annual/>

Registration:

http://members.scip.org/scriptcontent/BeWeb/events/eventinfo.cfm?product_major=SCIP07

May 1 -2

National Library Legislative Day

Location: Washington, DC

Information: <http://www.palibraries.org/events-conf/details.asp?id=33&page>

May 6 – 7

Imagination to Transformation: Mid-Atlantic Library Futures Conference

Sponsor: PALINET, DE Div. of Libraries, NJ State Library, PA Dept of Ed. Office of Commonwealth Libraries, MD State Dept. of Ed., & WV Library Commission.

Location: Borgata Hotel, Atlantic City, NJ

Cost: \$195.00 sponsoring organizations: \$395.00 non-members

Information: <http://www.palinet.org/>

May 14 – 16

Solving Your Findability Dilemma: Enterprise Search Summit

Organizer: Information Today, Inc.

Location: Hilton New York, New York City

Information: <http://www.enterprisearchsummit.com/program.shtml>

Registration: <http://www.enterprisearchsummit.com/registration.shtml>

May 22 – 24

2007 AMIA Spring Congress

Sponsor: American Medical Informatics Association

Location: Walt Disney World Swan & Dolphin, Orlando, FL

Information: <http://www.amia.org/meetings/s07/>

Registration: <https://www.amia.org/secure/order/login.asp?fid=spring> or
<http://www.amia.org/meetings/s07/docs/regform.pdf>

June 3 – 6

SLA 2007 Annual Conference

Sponsor: Special Libraries Association

Location: Colorado Convention Center, Denver, CO

Information:

<http://www.sla.org/content/Events/conference/ac2007/conference/cag2007.cfm>

Registration:

<http://www.sla.org/content/Events/conference/ac2007/registration/index.cfm>

June 21 – 27 (exhibits: June 23-26)

2007 ALA Annual Conference

Sponsor: American Library Association

Location: Washington Convention Center, 801 Mount Vernon Place, NW,
Washington, DC

Information: <http://www.ala.org/ala/eventsandconferencesb/annual/2007a/geninfo.htm>

Registration:

<http://www.ala.org/ala/eventsandconferencesb/annual/2007a/registration.htm>

July 14 – 17

Rise to the Challenge! AALL Annual Meeting & Conference

Sponsor: American Association of Law Libraries

Location: Ernest N. Morial Convention Center (Hall A), New Orleans, LA

Information: <http://www.aallnet.org/events/>

Registration: <http://www.xpressreg.net/register/aall077/lookup.asp>

Ongoing Educational Opportunities

DIALOG training workshops in the United States are now web-based.

For upcoming classes: http://training.dialog.com/sem_info/calendar/webtraining/#us

Health Sciences Libraries Consortium [HSLC]

Location: 3600 Market St., Suite 550, Philadelphia, PA

Information: (215) 222-1532 or http://www.hslc.org/classes_intro.html

Registration: <http://www.hslc.org/register.html>

NN/LM workshops

For locations, dates, topics & registration: <http://nnlm.gov/ntcc/classes/schedule.html>

Special Libraries Association online courses: <http://www.sla.org/calendar/> §

Edited by Janet Clinton
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Treasurer's Report

The Philadelphia Regional Chapter/MLA Citizen Bank account, as of March 12, 2007, has a balance of \$15,571.09, with all transactions recorded in a Quicken database.

Funds invested in the PA Treasury currently total \$5,351.54. §

Stephanie Ferretti
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