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## The Regional Advisory Board - a Positive Impact

Regional Advisory Board members contribute in a number of ways to the NN/LM MidContinental programming. They participate in work groups, review proposals, and are consulted as individuals on a variety of topics. Inevitably a member from the Regional Advisory Board asks about the usefulness and helpfulness of the board. When a member asks this question they are usually asking whether the comments, ideas and suggestions generated during annual meeting discussions influence the work of the RML. Instinctively, I knew that our Regional Advisory Board meetings were productive and that staff gained from investigating issues and brainstorming solutions with the board. However, since this RML takes assessment and evaluation seriously, I knew that one day I would have to come up with the evidence on the positive impact the board has had on the RML. Now seemed to be the opportune time, since we held the last board meeting for this 5-year contract in October 2010.

### Source of the Data

I reviewed the minutes of each of the annual meetings and extracted ideas, suggestions, comments, and recommendations. These were put into a spreadsheet and each was then assigned to one of our project areas or one of our initiatives. For example, the first advisory board meeting of the contract, held in 2006, focused on emergency and disaster planning. The majority of the content from this meeting was assigned to emergency preparedness. Library Advocacy was a new special project area for this contract. Topics pertaining to this project were frequently on the board's agenda. The list under the category of library advocacy was a long one.

### Results

My instincts were correct. The Regional Advisory Board members did positively impact the programming of the NN/LM MCR. They identified needs for skills and resources, challenges that librarians face, and made recommendations that would help us to meet our goals.

### Skills and Resources

Board members recognized that librarians needed to learn what to do in an emergency or disaster to continue library services, what to do in a disaster when the Internet is unavailable. The MCR held sessions at the MCMLA annual meeting that focused on emergency preparedness to raise awareness, identify planning activities, and partners with whom librarians should be working. In all these sessions we incorporated another recommendation from the board that health sciences librarians collaborate with their counterparts--public libraries, first responders, and other community organizations--in developing emergency plans. In the last year of the contract, we taught the online workshop "10 Steps to Service Continuity Planning" developed by Dan Wilson, coordinator for the NN/LM National Emergency Plan. Core materials was another resource identified by board members as needed for emergency preparedness. Fortunately, the NN/LM Emergency Preparedness and Response Toolkit, developed by Mr. Wilson, fulfilled this need.

*See "Board" on page 2*

	
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In the area of advocacy, the advisory board said that members in the region needed skills and resources in promotion and maneuvering through organizational politics. Two classes were offered in the region to build skills. “Marketing as if Your Library Depended on It” was taught by Pat Wagner and “Behind Closed Doors: Politics in the Library” was developed and taught by Barb Jones, Missouri/Library Advocacy Liaison, and Marty Magee, Nebraska/Education Liaison. The NN/LM MCR and the MidContinental Chapter of the Medical Library Association (MCMLA) partnered to annually identify and award the best promotional campaigns and products that could be adopted or adapted by members. The Hospital Librarians Power Toolkit was established on the MCR web site offering reference materials on business practices for the librarian. The Hospital Librarians Power Toolkit was developed by a work group that included advisory board members.

Beginning with the 2007 meeting, the advisory board recognized that skills were needed on implementing outreach programs in a community and being culturally sensitive to a population or organization. Siobhan Champ-Blackwell, Community Outreach Liaison, adapted the workshop “Getting Started in Information Outreach with Minority Populations” to sensitize librarians to working with other cultures. The Collaboration Workgroup produced resources that were added to the MCR web site and shared experiences through webinars to help others extend their services to unaffiliated users. (<http://nmlm.gov/mcr/resources/community/collaboration.html>)

## Challenges Facing Members

At several meetings the advisory board brought up the difficulty that health sciences librarians were having in getting leave from their library or financial support to attend professional development events or meetings. We added more online training and recorded all of them so participants could view them at their convenience. We offered professional development scholarships for members whose own institutions would not pay registration and travel expenses.

The board identified barriers to using new technologies due to fire-wall and institutional policies. The MCR tried several pilot projects partnering with hospital librarians to work with their IT department to come up with a solution.

Discussions pointed out that not all DOCLINE libraries reciprocate by filling requests. The MCR established a standard 75% fill rate and contacted members who were not meeting the standard to determine whether the problem could be resolved by training or advocating for more support for the library.

## Recommendations to Meet Goals

The following activities were implemented following the advice of the board:

An embedded liaison program followed the advice of board members for the liaisons to test culturally appropriate strategies in working with community organizations. Liaisons selected at least one organization in their state and embedded themselves within the structure to learn about the organization and how best to promote health information that would suit the organization’s needs.

Increase in the number and ways we communicated the availability of funding. We announced early and often when funding support was available for projects and the consultation service available from liaisons. We reviewed the requirements of the RFP in webinars that included a section where attendees tested the feasibility of their ideas on MCR staff and received advice on how to improve them.

The communication audit resulted from the recommendation that our members needed to tell us the format(s) they preferred hearing from us and responding to us.

## Validation

The Regional Advisory Board also validated many of the ideas and activities that we had already implemented. This was important feedback for us that we were doing what was useful for the region and certain programming should be continued. Included in this grouping were the continuation of “Breezing Along with the RML,” investigating and promoting new technologies to the region, and developing resources and supporting members to actively show their value.

The NN/LM MidContinental Region thanks the 41 health sciences librarians, public health professionals, public librarians, educators, and community leaders who have advised us so well over the past 5 years!

-Claire Hamasu, Associate Director

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## Recommended Minimum Requirements for Full Network Membership in the 2011-2016 Contract

The 2011-2016 NN/LM MCR contract begins May 01, 2011 and we have been working on issues related to the minimum requirements for Full Network membership. Typical Full Network members are health sciences libraries and use DOCLINE (<http://www.nlm.nih.gov/pubs/factsheets/docline.html>) as their primary resource for lending and borrowing between other DOCLINE users. The biggest change for Network membership is NLM’s requirement that each region will support Borrow Only Libraries. In the 2006-2011 contract, supporting Borrow Only Libraries was optional for each region and the NN/LM MCR opted to not permit Borrow Only Libraries in its region. At the time this article was written, only 28 of the 2,430 Full Network members nationally were Borrow Only Libraries.

NLM defines a Borrow Only Library as a Network library that, due to insufficient holdings or staff, may continue to borrow through DOCLINE but opt out of lending.

*See “Membership” on page 3*

This article reports on the efforts by members of the NN/LM MCR Year 3 Regional Advisory Board (RAB) and the NN/LM MCR Membership Advisory Group (MAG) who developed these recommendations for minimum requirements for Full Network membership. The two advisory groups were charged with addressing NLM required criteria for NN/LM Network membership and current/potential forces that may impact health sciences libraries (e.g. licensing terms, institutional financial/budget issues, etc.). The goal for each advisory group was to create recommendations for Network membership that are reasonable and would remain so during the next five year contract. Below are the results of the RAB and MAG recommendations for Full NN/LM MCR Network membership and access to DOCLINE.

If you have questions or comments about this topic, please contact me.

## Full Network Member Requirements

This level of membership is open to any health sciences library or health related information center that:

1. Is regularly staffed
2. Has an Internet connection
3. Has its own lendable collection of health sciences materials such as current biomedical journals, books, audiovisuals, and/or electronic databases
4. Provides information about services, including collection sharing through the DOCLINE system and provides information services to health professionals and/or the general public (e.g. answering or referring reference questions and performing information searches)

Full Network members are strongly encouraged to:

1. Provide at least one representative to participate/monitor the DOCLINE Listserv
2. Provide Loansome Doc service to their users and to unaffiliated healthcare professionals
3. Use EFTS (Electronic Funds Transfer System) for DOCLINE billing and payments
4. Support Borrow Only Participants by becoming a Borrow Only Provider

## DOCLINE Requirements

Reciprocal borrowing and lending through DOCLINE is a key benefit and responsibility for Full Network members. In order to maintain access to DOCLINE and maintain Full Network membership institutions must:

1. Have a minimum of 25 current biomedical journals that are accurately reflected in their Serial Holdings records and can be loaned to other Network members using DOCLINE
2. Promptly respond to DOCLINE requests based on the time-triggered schedule from the requesting Network member
3. Be lenders as well as borrowers and must maintain a 75% or greater fill rate for loans requested of them
4. Notify the NN/LM MCR when the member institution will be unable to respond to DOCLINE requests for more than 2 consecutive days by requesting a temporary hold on their

DOCLINE account

5. Maintain accurate Serial Holdings in the SERHOLD database as needed or at least annually
6. Maintain Routing Tables that accurately reflect interlibrary loan borrowing patterns that are consistent with regional policies
7. Maintain accurate information in the DOCLINE Institutional Record module as needed or at least annually

Full Network members unable to fulfill requirements of Full Network Membership or DOCLINE will have three months to meet the minimum requirements once notified by the NN/LM MCR. Members unable to meet the minimum requirements for Full Network membership within this time period will have their access to DOCLINE removed and their Network membership will be changed to an Affiliate Network member or Non-member.

Full Network members opting to either become an Affiliate Network member or Non-member who still require document delivery services may opt to use Loansome Doc.

## Borrow Only Option

In some situations, exceptions can be made for Network members without the required number of holdings or without sufficient staff support. These members may opt to become a Borrow Only Participant. Borrow Only Participants will have their status renewed annually. Members wishing to opt out of lending must contact the NN/LM MCR to confirm their intention. Before Borrow Only participants are permitted to begin borrowing they must have in place the following:

1. Must fit the criteria required for Full Network membership minus those relating to lending
2. Must agree to fulfill Network membership responsibilities minus those relating to lending
3. May not belong to any DOCLINE lending groups.
4. May not request free services using DOCLINE or through the DOCLINE Listserv
5. A signed agreement outlining the terms of service by authorized persons representing the Borrow Only participant institution and the Borrow Only provider institution must be completed and copies received by the RML
6. A minimum of (but not limited to) \$5.00 must be paid for each document delivery or ILL transaction provided by the Borrow Only Provider to the Borrow Only Participant
7. Must use the EFTS for all monetary transactions
8. Annual transaction reports must be submitted to the RML

*Thank you to the members of the NN/LM MCR Year 3 Regional Advisory Board and NN/LM MCR Membership Advisory Group for your time and effort that contributed to the development of these recommendations.*

-John Bramble, Utah/Network Membership Liaison

# Yes, It's History . . . In More Ways than One!

## Web Page

175 Years: A Fantastic Voyage... that's how the new web page starts out in celebrating the National Library of Medicine's 175th anniversary (<http://apps.nlm.nih.gov/175/>). Do you think this sounds boring? I urge you to take a look, particularly at the opening video. From its humble beginnings as part of the United States Army, to the organization it is today delivering "trillions of bytes of health data crucial to the lives of millions of people around the globe," the National Library of Medicine is one of a kind. It is, of course, not only the world's largest medical library but home to multiple historical collections including rare books, manuscripts, historical prints, photographs, historical films, and videos.

Note the special programs coming up during the year. They include a scientific symposium commemorating NLM's 175th anniversary, contests to recognize original short videos that promote awareness of NLM's information products and services, and creative applications that demonstrate the greatest potential to deliver information to the public using NLM data resources.

## Archived Webinar

To highlight the anniversary, on February 16, the NN/LM MidContinental Region hosted Stephen Greenberg, coordinator of Public Services for the History of Medicine Division of NLM, at a "Breezing Along with the RML" webinar. His entertaining and interesting presentation for the session has been archived at: <http://nml.gov/mcr/services/updates/updates.html>

## Podcasts

Perhaps you'd like some audio options? Check out three podcasts from the NIH Radio - National Institutes of Health Research Radio which respectively explore the NLM History of Medicine Division (HMD) exhibition program, the images and archives section, and the rare books and early manuscripts section. (<http://www.nih.gov/news/radio/podcast/nihpodcastarchive.htm>)

- #0119 - beginning at 16:55
- #0120 - beginning at 16:08
- #021 - beginning at 16:09

## Online Digital Collections

The NLM historical digital collections include selected digitized materials relating to the history of medicine. (<http://www.nlm.nih.gov/hmd/collections/digital/index.html>)



Check out Profiles in Science, Images from the History of Medicine, and my favorite - Turning the Pages - a view of rare books up close - a real treasure!

## Traveling Exhibitions

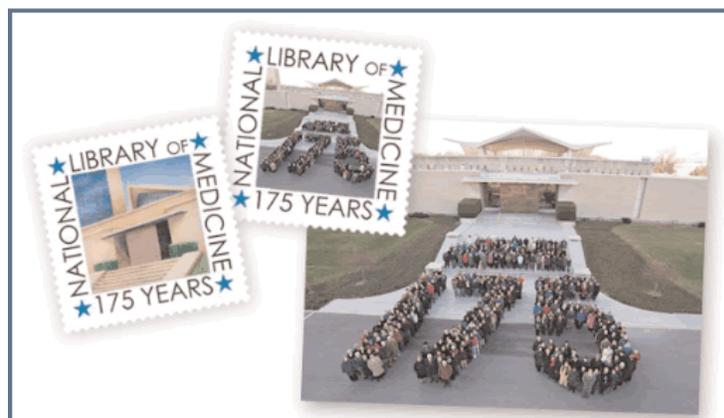
What about bringing an exhibit to your library? The traveling exhibitions are based on original scholarly research and address a wide range of topics related to the social and cultural history of science, medicine, and technology. Cost of securing such an exhibit is usually the cost of shipping. See: <http://www.nlm.nih.gov/hmd/about/exhibition/travelingexhibitions.html>

Watch for these upcoming traveling exhibits in our region:

- **Against the Odds:  
Making a Difference in Global Health**  
April 4 - May 13, 2011  
Kansas State University  
Manhattan, Kansas
- **Harry Potter's World:  
Renaissance Science, Magic, and Medicine**  
April 10 - May 21, 2011  
St. Charles City-County Library  
O'Fallon, Missouri
- **Rewriting the Book of Nature:  
Charles Darwin and the Rise of Evolutionary Theory**  
April 10 - May 21, 2011  
University of Colorado - Health Sciences Library  
Aurora, Colorado

## NLM Stamp

As the anniversary year ensues, you'll even be able to order the newly released National Library of Medicine stamp!



So don't miss your opportunities. Celebrate the 175th anniversary of the National Library of Medicine with us and check out the web site at: <http://apps.nlm.nih.gov/175/>.

-Marty Magee, Nebraska/Education Liaison

# Hope is Not a Public Policy for Disaster Response!

The Disaster Information Outreach Symposium was held on March 29-30, 2011 at the National Library of Medicine (NLM) and was sponsored by NLM's Disaster Information Management Research Center. The symposium was jam-packed with descriptions of librarians' and libraries' experiences related to information services and disasters. This article provides an overview of each of the sessions. We hope that your interest will be peaked and you will view that portion of the symposium's recording. It will be well worth your while.

## Keynote Address

*Dr. Nicole Lurie, MD, MSPH, Assistant Secretary for Preparedness and Response, RADM, US Public Health Service*

Right from the start of the symposium, the importance of information services in disaster preparedness and response was recognized, beginning with Dr. Lurie. She acknowledged that everyone plays a role in building community resilience but libraries are important for several specific reasons. They are a source of trusted information, they reach people of all ages, and provide connectivity to the Internet. She stressed that science/evidence needs to be part of disaster response. She recommended that health sciences librarians join the response team by joining community organizations such as the Medical Reserve Corps.

## U.S. Government Response to Disasters and Public Health Emergencies

*John F. Koerner, MPH, CIH, Chief, Chemical, Biological, Radiological, Nuclear, and Explosives Branch Division of Preparedness Planning; Office of the Assistant Secretary for Preparedness and Response, U.S. Department of Health and Human Services*

Mr. Koerner continued the "Prove It!" theme of evidence based practice and the role of the librarian. He talked about the informationist (Alicia Livinski, MPH, MA, Biomedical Librarian, NIH Library) assigned to Dr. Lurie's office. The informationist gathers, sorts, culls, synthesizes, packages, disseminates, and teaches so that staff members have the information they need to write policy, guidelines, and respond to different hazards.

## Social Media and Disasters

*Laura Howe, Vice President of Public Relations, American Red Cross*

*David Yates, PhD, Assistant Professor, College of Information Studies, University of Maryland; U.S. Air Force Reserve*

These two presenters spoke about their experiences with social media and the Haiti earthquake. Ms. Howe spoke of the Red Cross experience communicating with the public and Dr. Yates spoke of

using social media for internal communication. From Ms. Howe we learned to "Never twitter when you're bitter" and as a policy, if you contribute based on your experiences you will avoid gaffes in the social media environment. She cautioned that organizations should be committed before adopting social media; an unintended consequence is that people may turn to you for help outside of your scope. Organizations will need to have policies on handling these situations. Dr. Yates, as part of the federal response to the earthquake, helped to manage information that supported the daily planning and allocation of resources. He found that the structure of social media made it valuable for emergency communication - social media favors input from a variety of sources; input is added incrementally (whenever people have time) and in small bites creating a bigger picture.

*See "Response" on page 6*

A group of librarians were funded by the NN/LM MidContinental Region to attend the Disaster Information Outreach Symposium. Here are their reactions to the experience.

**Rhonda Altonen:** The take home message for me was one of communication, and access to the information. Communication in getting the information out to all the librarians and information professionals that need it, and aren't aware it's out there, or don't have the time or staff resources. While libraries have long been providing information resources, as well as shelter during a disaster it has only been in recent years that we are purposefully making ourselves more prominent and visible as vital to the communities as well as the local, state and national groups who don't always recognize librarians as a true tool in a disaster management toolbox. When there is only time to go to one place for information, it should be made easy to find and access.

**Margaret Bandy:** I think for me one of the main takeaways was the emphasis on service vs. collections in disaster preparations. Especially for a hospital library that doesn't have a big print collection anyway this makes so much sense. The second idea that I thought was very important was connecting to your local emergency responders. I've already talked to our safety manager who handles the relationship with the local responders and let him know I would like to share info from the symposium with him.

**Claire Hamasu:** The presenters dispelled any doubt that librarians-health sciences librarians and public librarians-have a significant role to play in preparing for and responding to a disaster. They enumerated a list of activities, services, resources that we can provide.

**Siobhan Champ-Blackwell:** The symposium convinced me that librarians need to be a part of their institution and community emergency preparedness planning and response teams. They play a role in providing and disseminating information and the physical space and resources in the library can serve as resources.

**Gayle Willard:** I thought the symposium was excellent. The idea of having information prepared in advance for the web site was thought provoking. I plan to do this related to weather closings, short term closing, isolated closing, etc. It's really a two way process...we provide information to others who have a disaster and we provide information to our clientele if we have the disaster. It was one of the best educational events I've attended.

*"Response" continued from page 5*

## Information Needs of Disaster and Public Health Emergency Workers: Research Results and Observations

*Alicia Livinski, MPH, MA, Biomedical Librarian, NIH Library; Informationist for the Office of the Assistant Secretary for Preparedness and Response.*

*Barbara L. Folb, MM, MLS, MPH, Public Health Librarian/Informationist, Health Sciences Library System, University of Pittsburgh*

*Robin Featherstone, MLIS, Medical Librarian, McGill University Health Centre. H1N1 Information*

*Lisa M. Koonin, MN, MPH, Senior Advisor, Influenza Coordination Unit, Centers for Disease Control*

*Dr. Kenneth Schor, DO, MPH, Director, National Center for Disaster Medicine and Public Health, Uniformed Services University of the Health Sciences*



Research studies by Ms. Livinski and Ms. Folb describe the baseline of evidence on responders (health professionals and non-health professionals) and their information needs and usage. Ms.

Featherstone's investigation documents the activities of health sciences librarians during the H1N1 pandemic. Ms. Koonin presented her observations on how librarians assisted the CDC in developing guidance documents developed for health workers, businesses and communities to protect themselves from H1N1.

Dr. Schor is developing a disaster response curriculum based on the foundation that information is a tool that is used to make decisions.

## Using Library Facilities and Resources for Response and Recovery

*Dan Wilson, MLS, University of Virginia, Coordinator for the NN/LM National Emergency Preparedness & Response Plan*

*Diane Brown, MLS, Deputy State Librarian, State of Louisiana*

Mr. Wilson recapped the activities undertaken by NN/LM National Emergency Preparedness Plan. He pointed out that there has been an increase in preparedness of Network member libraries in developing continuity of service plans since 2008. He described exemplary initiatives taking place in libraries.

Ms. Browne spoke about the lessons Louisiana State Library learned from Katrina, the changes they made in their emergency response services, and how those changes made a difference when hurricanes Gus and Rita hit a few years later.

## Librarians' Perceptions of Roles in Disaster Activities

*Lisl Zach, PhD, MBA, MS, Assistant Professor, College of Information Science and Technology, Drexel University*

Dr. Zach presented research results of what librarians did in response to Hurricane Katrina. Contrary to the roles identified by previous speakers, librarians in Dr. Zach's study did not see their primary role as providing information services. They thought their primary role should be to protect, preserve, and provide access to collections. Dr. Zach led the Special Library Association's Emergency Preparedness and Response Advisory Council which identified roles for librarians during planning and response beyond protection of the collection.

## Librarians' Roles in Disaster Preparedness, Response, and Recovery . . . A Full-Time Occupation

*Edward Metz, MLS, MA, Head Librarian, National Emergency Training Center, FEMA*

*Isabel López, General Coordinator for the Regional Disaster Information Center for Latin America and the Caribbean*

Mr. Metz runs an all hazards library for FEMA that started as a fire library. He describes how he works "elbow to elbow" with many stakeholders the products that he's developed. Ms. López shared her experiences in compiling and analyzing information, coordinating exchanges with partnering organizations, developing tools to compile and share news, and support decision making. All these responsibilities were part of managing information for Pan American Health Organization (PAHO) and the World Health Organization (WHO) in Haiti following the earthquake and the cholera outbreak.

## Librarians' Roles in Disaster Preparedness, Response, and Recovery . . . Other Duties as Assigned

*Patti Reynolds, MLIS, Director, Bishopric Medical Library, Sarasota Memorial Hospital*

*Mary Moore, PhD, Executive Director, Louis Calder Memorial Library, University of Miami*

*Cynthia L. Henderson, MILS, AHIP, Executive Director, Louis Stokes Health Sciences Library, Howard University*

Librarians from institutions in the Southeast part of the country involved in disaster response described their experiences during or after the event. They shared lessons learned and practical ideas for librarians to begin their own efforts toward becoming involved in disaster preparedness and response. Ms. Reynolds was a dynamo in getting her hospital system actively developing an emergency response plan that involved the library. Ms. Moore identified health information needs by looking at photographs taken of working professionals treating patients in Haiti. Ms. Henderson developed a faith-based project where librarians taught personal emergency preparation in community churches.

*See "Response" on page 7*

## Disaster Information Training for Librarians

Ana D. Cleveland, PhD, AHIP, Professor-Library and Information Sciences, University of North Texas Department of Library & Information Sciences

Ruth Holst, MSLS, FMLA, AHIP, President, Medical Library Association; Associate Director, NN/LM Greater Midwest Region

Dr. Cleveland described the "Disaster and Emergency Management for Information Professionals" course. The program is offered in-person and online and requires students to work on projects at institutions in their locale. Ms. Holst provided an overview of the work MLA is doing to develop a disaster information specialization program.

-Claire Hamasu, Associate Director

-Siobhan Champ-Blackwell, Community Outreach Liaison

### Resources Cited

#### Recording of Symposium

- Day 1: <http://videocast.nih.gov/Summary.asp?File=16561>
- Day 2: <http://videocast.nih.gov/Summary.asp?File=16556>

#### National Library of Medicine Web Sites:

- Disaster Information Management Research Center (DIMRC) <http://sis.nlm.nih.gov/dimrc.html>
- Wireless Information System for Emergency Responders (WISER) <http://wiser.nlm.nih.gov/>
- Radiation Emergency Medical Management (REMM) <http://www.remm.nlm.gov/index.html>

#### Health and Human Services

- Medical Reserve Corps <http://medicalreservecorps.gov>
- MedMap <https://medmap.hhs.gov/> (password protected)
- Lessons Learned Information Sharing <https://www.llis.dhs.gov/>
- Public Health Emergency <http://www.phe.gov/> (includes Plans and Playbooks)

#### National Security Agencies

- The National Security Strategy <http://www.whitehouse.gov/issues/home-land-security/>

#### NonProfit and Education

- American Red Cross Safe and Well <http://safeandwell.org>
- American Red Cross White Paper: The Case for Integrating Crisis Response with Social Media <http://www.scribd.com/doc/35737608/White-Paper-The-Case-for-Integrating-Crisis-Response-With-Social-Media>
- American Red Cross Social Media Handbook <http://www.scribd.com/doc/37958422/American-Red-Cross-Social-Media-Handbook>
- National Center for Disaster Medicine and Public Health <http://ncdmph.usuhs.edu/>

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- Choices in Chaos: Designing Research to Investigate Librarians' Information Services Improvised During a Variety of Community-Wide Disasters and to Produce Evidence-Based Training Materials for Librarians, Michelynn McKnight, PhD, AHIP - Assistant Professor, Lisl Zach, PhD - Assistant Professor <http://www.eblip4.unc.edu/papers/McKnight.pdf>
- Innovative Services Improvised During Disasters: Evidence-Based Education Modules to Prepare Students and Practitioners for Shifts in Community Information Needs, Michelynn McKnight, PhD, AHIP - Assistant Professor, Lisl Zach, PhD - Assistant Professor <http://www.ischool.drexel.edu/faculty/lzach/docs/JELIS.pdf>
- Protecting Information Resources Before and After Emergencies, Praveena Raman <http://www.faqs.org/periodicals/201004/2045883691.html>

## Emergency Preparedness is Improving in the Network

The NN/LM Outreach Evaluation Resource Center (OERC) recently released the preliminary results of an assessment report of the relationship between NN/LM members' improvement in emergency preparedness and the NN/LM's National Emergency Preparedness and Response initiative (NEPR). The executive summary compared results of a 2008 baseline questionnaire, before the formation of the NEPR, and a follow-up questionnaire completed in January 2011. The random samples were taken from Network member libraries in all eight regions.

	MCR Response (%Yes/In Progress)	National Response (%Yes/In Progress)
Does your library have a continuity of services/operations plan?	48 % (2011) 25% (2008)	54% (2011) 33% (2008)
Does your library have a partnership with another library to provide services that your library cannot provide during emergencies?	48% (2011) 50% (2008)	55% (2011) 45% (2008)
Does your library have a salvage/recovery plan to mitigate emergency-related damages to library property?	25% (2011) 19% (2008)	33% (2011) 19% (2008)

Their findings indicate Network members increased engagement in emergency preparedness activities during that time span with training as the foremost strategy. They concluded that the NEPR made a significant contribution to improvement in network member's preparedness. MCR members also improved in significant areas.

A comparison of the MCR responses (2008 & 2011) shows a 23% increase in the number of libraries having continuity of service/operations plan! Although the number of libraries agreeing to partner for service continuity during emergencies, remained fairly constant, an increasing number of libraries (5%) also reported they had salvage/recovery plans.

A cursory comparison between the 2011 MCR data and the National data finds that both sets of data show progress in most areas. For example, when asked "Does your library have a continuity of services/operations plan," 48% of MCR respondents answered in the affirmative, compared to 54% of the Network members across the country (an increase of 21%). In several other areas including partnering with other libraries and staff assigned to emergency or salvage/recovery planning, the MCR measured lower percentages, but libraries in the region still made progress.

Barriers to library's ability to develop emergency plans	MCR Response (%Yes)	National Response (%Yes)
Limited staff time	74% (2011) 69% (2008)	61% (2011) 61% (2008)
Limited staff knowledge about emergency planning	46% (2011) 75% (2008)	37% (2011) 52% (2008)

See "Improving" on page 8

## "Improving" continued from page 7

Barriers to libraries' ability to develop emergency plans also had some interesting results. Almost three quarters of MCR respondents, in the most recent assessment, said limited staff time was a barrier compared to 61% for the whole Network. 75% of MCR libraries answered, in 2008, that limited staff knowledge about emergency planning was a barrier with that percentage shrinking to 46% in 2011. The national OERC questionnaire showed 37% of Network libraries considered staff knowledge to be a barrier in 2011. In the 2011 study, 30% percent of MCR libraries stated that lack of funds was a barrier to the library's ability to develop emergency plans. 18% of respondents cited lack of need as a barrier. Meanwhile, the national percentages to the same questions were 37% and 15% respectively.

The OERC plans to release their final report in May 2011. The OERC emphasized that they will need to do more investigation. Despite their findings in the report, they can't definitely conclude that the NEPR initiative was directly responsible for increased activities and training for emergency preparedness. Member libraries had training influences from non-NN/LM sources, both internal and external. However, it is encouraging that Network member libraries have been improving their preparedness and that the NEPR initiative has definitely influenced that progress!

Thank you to the OERC Staff, Cindy Olney and Susan Barnes, for collecting the data.

-Jim Honour, Wyoming Liaison

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## My Experience at MCMLA 2010

Laura Cullerton, Information Specialist  
Platt College  
Aurora, CO  
[lcullerton@plattcolorado.edu](mailto:lcullerton@plattcolorado.edu)

The MCMLA conference in Wichita, Kansas was an opportunity to network as well as participate in CE opportunities. I was able to attend due to the NN/LM MCR Professional Development Award. The Hotel at Old Town, which was the conference site, was originally a warehouse built in 1906. The complimentary hot breakfast provided a fuel for the brain before the busy days. I attended two CE classes that gave me knowledge I will be able to implement in my library.

### Screencasting @MCMLA

At Platt College we have an accelerated bachelor of sciences nursing program. I am the solo librarian with a part time library assistant. Our goal is to incorporate online tutorials into our information literacy plan. I attended a class on screencasting to improve my skills in developing these tutorials.

Marty Magee covered Online Instructional Design Basics. She pointed out the various online tutorials used by the National Library

of Medicine at [http://www.nlm.nih.gov/bsd/dist\\_edu.html](http://www.nlm.nih.gov/bsd/dist_edu.html) as examples when developing tutorials.

I was introduced to two tools that are very helpful when developing a class. The first one is Gagne's nine events of instruction. These are nine events which activate processes needed for effective learning. The second tool is Bloom's Taxonomy Wheel, which gives an array of possible assessment products that align with the level of cognitive learning.

For online instruction, Moodle is an excellent open source course management system. Joyce Seitzinger has a Moodle Tool Guide for Teachers on her blog at <http://www.cats-pyjamas.net/2010/05/moodle-tool-guide-for-teachers/>.

The last part of the class we created a video tutorial using Camtasia. It takes 10 hours of work to produce 1 hour of a video tutorial. If you have less time and money, another option is using free program called Jing. This application quickly captures screen shots and the final product can be emailed or uploaded to screen-casting.com. Both Jing and Camtasia can be downloaded from the Techsmith web site. <http://www.techsmith.com/>

### PubMed

The PubMed class was the second class that I attended. The nursing students at Platt college are introduced to PubMed during their program. This class explained changes from the PubMed redesign.

The novice PubMed searcher can quickly begin to search using the keyword search function in the initial search box. It has an auto fill suggestion as well. The search details box on the right hand panel can be viewed to determine possible MESH terms associated with the keywords used. The search strategy can be modified from the search details box. If the "see more" button is launched a custom url can be activated to launch a search using that search strategy.



After creating a My NCBI account search filters can be added. A maximum of 15 filters can be used. See mine below.

To keep up to date with the latest news you can sign up for the NLM Technical Bulletin ([http://www.nlm.nih.gov/pubs/techbull/stay\\_current.html](http://www.nlm.nih.gov/pubs/techbull/stay_current.html)), receive weekly emails from the NLM-announces mailing list (<https://list.nih.gov/cgi-bin/wa.exe?SUBED1=nlm-announces&A=1>) or PubMed's New & Noteworthy (<http://www.ncbi.nlm.nih.gov/feed/rss.cgi?ChanKey=PubMedNews>).

# Questionnaires, Questionnaires, Questionnaires

Have we told you recently how much we like feedback? Even if we haven't mentioned it explicitly you've probably gotten that idea from the plethora of questionnaires that have come from the NN/LM MCR over the years and particularly in the last couple of months. Let us assure you that we appreciate every time you respond.

One of the reasons for so many questionnaires is that this is the last quarter of the last year of this five year contract. We're collecting data on several of our initiatives, including:

- National Emergency Preparedness and Response Initiative (January 2011), - looking at the emergency planning among Network member libraries and their need for training in emergency planning as well as collecting information about the degree to which our Network member libraries have engaged in emergency planning;
- NN/LM MCR communications (interviews and questionnaire. February 2011) - a series of interviews and questionnaires that will help us understand the most effective ways for us to communicate with you - our Network members;
- Hospital Advocacy Evaluation Scan (March 2011) - an effort to look at trends across the region, to find patterns showing which libraries are successful and which may be at risk, to identify best practices among Network members, and to use this information to identify where assistance may be needed;
- Wrap up on several NN/LM MCR projects carried out by the Technology and Advocacy Special Projects;
- Measuring Your Impact: using evaluation for library advocacy - a follow-up study to be sent to the more than 740 librarians across the country who have taken MYI since March 2004.

and still to come,

- Resource Library Directors questionnaire inviting them to share their experience in working with the RML under a decentralized model and to offer their suggestions for ways to improve the RML and how we interact with the Resource Libraries;
- NN/LM MCR Liaisons questionnaire that lets us look at our own processes, successes, and failures so we can continue to improve MCR programs;

The information we derive from your responses is included in our quarterly and annual reports to the National Library of Medicine and informs our five year and annual plans for NN/LM MCR programs, projects, and services. These data offer rich illustrations of the impact the NN/LM MCR has on the region and makes clear the needs and programs of our Network members. We cannot thank you enough for being so generous with your time in responding to our questionnaires.

-Betsy Kelly, Assessment & Evaluation Liaison



## GET PLUGGED IN TO EDUCATION!

### Requirements:

All online webinar classes require:

- 1) a computer with Internet access and speakers
- 2) a phone.

Log in to the specified web site, enter your phone number when prompted, and the system calls you! What could be easier? Captioning available.  
Questions to: [mmagee@unmc.edu](mailto:mmagee@unmc.edu)

### Breezing with the RML

- a monthly update from the NN/LM MidContinental staff

**When:** 3rd Wednesday of each month at 10-11 MT, 11-12 CT

**Where:** Online at: <https://webmeeting.nih.gov/mcr>

**Registration:** No registration. (And no Breezing session in May and December)

- June 15, 2011 Medical Library Association annual meeting highlights by RML staff

### Spotlight! On National Library of Medicine Resources

- online sessions focused on NLM databases

**When:** 4th Wednesday of each month at 1-2MT, 2-3 CT

**Where:** Online at: <https://webmeeting.nih.gov/mcr>

**MLA CE credit:** 1 Medical Library Association Continuing Education credit is offered upon completion of class exercises and class evaluation.

**Registration:** Registration is encouraged, but not required at: <http://tinyurl.com/mcrclasses>

- April 27, 2011 Cancer Resources
- May 25, 2011 Sexual Health Resources
- June 22, 2011 Toxicology Resources

### Archived Classes - Did you miss a session you wanted to see?

It's not too late. View them at:

<http://nmlm.gov/mcr/education/online.html>

### NetLibrary - a free online resource for e-books.

More than 90 books on technical and library management topics.

See: <http://nmlm.gov/mcr/education/netlibrary.html>.

### Calendar of MCR events - <http://nmlm.gov/mcr/education/calendar.html>



## Whooo Says: . . .



Dear Whooo,

*I'm a bit confused. I am a hospital librarian and I read your column regularly, and you are always urging librarians to evaluate their services and collections and then to promote their library. My impression is that if we take action and follow your advice, our libraries will continue to be funded, and we will be able to start new programs. But hospitals continue to close their libraries and academic libraries are really suffering from tight budgets. What's going on?*

*Worriedly,*

*Wondering in the Plains*

Dear Wondering,

I'm glad to hear from you, and certainly pleased that you consistently choose to read this column! I'm also glad to hear that you are following the happenings in other libraries. Paying attention to what is happening in other institutions and libraries will help give you some perspective about your own library and hospital.

I believe it is a good thing that you are worried. I don't mean worried in the debilitating and paralyzing sense. I do mean that you should be actively concerned about the financial soundness of your hospital, and the documentation and promotion of your contributions to that hospital and the healthcare it provides.

To explain the need for evaluation and promotion, we need to look back to the economic climate of today and the multiple sources of available information. We live in a highly competitive business climate that demands financial success in the short term. This demand heightens the need for proving value in both the long and short term. This is complicated by the increasing competition in the information world. The information landscape is changing daily with new products, more powerful search tools, and different plans for information access. With the barrage of more information sources and more ways to access those sources, it is no wonder that there is confusion about why to fund a library and a librarian.

We must accept the responsibility to educate both our users and our administrators about why we are a vital component of our organization. If we do not accept the task and continuously provide education, documentation, and excellent services we are failing our

users, administrators, the patients, and ourselves. This is not something that an outside organization can do for us.

- We can look to professional organizations for leadership.
- We can look to regulatory bodies for a requirement to provide access to information. However, we cannot expect a specific call for a library and librarian.
- We can look to the NN/LM MCR for leadership, education, and programming.

The bottom line is that we as individuals must take all of these pieces, weave them together with data from our own operation and craft an evaluation/promotion program for our institution.

Does this ensure success? No, it does not. We are competing with all of the other departments, programs, and services in our organization. All of the other departments and programs in our hospitals and academic institutions are working to prove that they contribute successfully to the mission and financial success of the organization as well. The administrators are tasked with taking all of these evaluations and making the best decisions possible for the overall quality of care provided and financial health of the institution. If we do not make the effort to provide them with a thoughtful, well-documented evaluation, we are guaranteeing the elimination of the library. It may not happen this year, or next year, but without evidence of value, the library will be gone.

Earlier, I mentioned that the MCR provides leadership and support for libraries in this region. I'm sure you are aware of the NN/LM MCR web site ([nmlm.gov/mcr](http://nmlm.gov/mcr)) and the resources available there. I encourage you to check out new additions to the web site regularly as well as news and articles in the *RML News* and *Plains to Peaks Post*. These resources will hopefully provide you with ideas and content for how to craft your program.

Another way the MCR supports you is to offer their services to libraries and librarians who are threatened with being downsized or eliminated. You are always welcome to contact your State Liaison, Barb Jones, or Betsy Kelly for help. The MCR is available to consult with you and meet with your supervisor or administrator. They are willing to write letters of support as a regional and national organization stating the value of the library and the DOCLINE system to the organization. If you are worried, be sure to contact them for support; they are there for that purpose.

I hope I have answered your question, Wondering. Please do keep in touch with me, and let me know how you are doing with your evaluation and promotion plans.

Sincerely,

*Whooo*

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