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## New Director: Jean Shipman



The NN/LM MidContinental Region is anticipating the arrival of Jean Shipman as its director starting October 1, 2008. We recently asked her a few questions in order for members in our region to get to know her better. If you attend the MCMLA annual meeting, you'll meet Jean in person!

**P2PP:** What excites you about taking this position?

**Jean:** There are many things that make this position very exciting to me but most of them relate to people. It will be terrific to join the reputable team of faculty and staff of the Eccles Library. I have always admired their creative projects and key information technology applications. Also, I enjoy working with the dedicated staff of the National Library of Medicine; the RML Directorship will enable me to work more closely with them and all of the Network members of the MCR. I look forward to seeing many of you in October in Cody, Wyoming, and plan to travel to each state soon to meet more of you. Salt Lake City is also a delightful city and I am looking forward to exploring its natural beauty!

**P2PP:** This isn't your first RML position. Would you tell us what RML you worked for and about what you did?

**Jean:** From 1990 to 1993, I was a coordinator with the Southeastern/Atlantic Regional Medical Library. I loved this position as I was able to meet so many fantastic people throughout the region, many of whom I remain friends with today. I was the DOCLINE coordinator when Loansome Doc was first released, so I got to travel to all 13 states in the region to conduct trainings on this new feature of Grateful Med. I also got to do a lot of exhibiting and training at professional meetings and now appreciate how tiring working an exhibit hall can be! In addition, I helped to prepare the region's newsletter and participated in the successful negotiation of an RML contract.

**P2PP:** What opportunities and responsibilities in your career have prepared you to be the director of the NN/LM MCR?

**Jean:** The variety of responsibilities I held during my previous RML employment and my ongoing contract and grant work with NLM and MLA will provide great foundations for my work with the NN/LM MCR. I also will be able to apply my management and budget experience from my director position at VCU (Virginia Commonwealth University). My past experience as MLA president has also provided me with knowledge of the key issues facing our profession.

**P2PP:** What do you see as the strengths of the NN/LM?

**Jean:** Working closely with academic librarians in my past has given me a truly deep appreciation for the NN/LM network and for the NLM staff that support all of the network activities. There is no equivalent support and infrastructure offered to other types of libraries. This network enables all of us to share resources, enhance our professional knowledge, address key public policies, and work together to better our nation's health. This ability to influence public

*See "Director" on page 7*

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## Network Membership by the Numbers: What do they say about us?

At the beginning of the 2006-2011 contract, we had 214 Full Network member institutions. After a rigorous renewal campaign in year one with lots of emails, phone calls, pleading, bribing, etc. (you might even recall being one who renewed early and received a prize), we ended up with 166 Full Network members by May 2008. What happened to 48 Full members? Between April 2006 and May 2008, 17 members, mostly hospital or corporate libraries, closed their doors and six members were required to change to Affiliate status because they could not meet the minimum requirements of full membership. Despite our efforts, we weren't able to contact the remaining institutions and had to remove them from the full member ranks. Happily, at the end of the 2007-2008 year, we did see some positive growth with the addition of three new Full Network members. Affiliate membership dropped from 223 in May 2006 to 140 in April 2008. The majority of the 83 who did not renew, either no longer existed or did not have an interest in renewing their membership.

One way the RML measures the health of the region is by participation rates in document delivery services, such as DOCLINE, electronic document delivery technologies (e.g. email, ARIEL, etc.), Loansome Doc, and EFTS (Electronic Funds Transfer Services). The MCR saw a 9.2% increase between 2006-2007 and 2007-2008 of Full Network members using EFTS. Currently 71 of our 169 full members (or 42%) participate in EFTS. Only three Full Network members do not utilize any form of electronic delivery technologies and use U.S. mail. The overall fill rate (percentage of requests a library fills) in 2007-2008 was 91% (the average national fill rate is 92.2%). The fill rate for MCR Resource Libraries was 75%. (The minimum fill rate standard is 75%)

The RML encourages Network members to provide services to unaffiliated health care professionals. Between May 2006 and April 2008, we held steady with 64% of Network members providing this valuable service. One major way members provide services is by providing document delivery and interlibrary loan services through Loansome Doc. At the end of the 2007-2008 year, 108 Full Network members were providing Loansome Doc services to nearly 3000 unaffiliated health care professionals. This was an increase of 15% from 2006-2007.

The MCR works to involve its members in NN/LM infrastructure and outreach programs and the numbers confirm this. At the end of 2007-2008, there were 344 individuals (in many cases the same individual is involved in multiple activities) from the region participating in NN/LM infrastructure and outreach programs. These activities included volunteering as members of the Regional Advisory Board and various workgroups, providing feedback through questionnaires and focus groups, writing for the Plains to Peaks Post, teaching and presenting via Adobe Connect, and co-exhibiting and co-teaching with MCR liaisons. We are proud of the number of indi-

viduals who volunteer their time in a region that is small in numbers and large in area. FYI: Out of eight regions, the MCR is seventh in number of members.

The MCR takes getting the word out to its membership very seriously. We use our listserv, blogs, printed newsletter, web pages, and online conferencing services to communicate with Network members. It is very important that our members are aware of activities, services, and projects related to the MCR, NN/LM, NLM, and fellow Network members. Currently, 360 individuals receive messages from the MCR via the mcmla-l listserv (<http://nml.gov/mcr/services/comm/mcmla.html>) and the Plains to Peaks Post newsletter (<http://nml.gov/mcr/services/comm/newsletter.html>) circulates quarterly to 480 institutions. There were 374 postings to the BHIC Blog (<http://library.med.utah.edu/blogs/BHIC/>) and 748 postings to the MCR News Blog ([http://nml.gov/mcr/news\\_blog/](http://nml.gov/mcr/news_blog/)) last year. If we are missing a way to communicate with you, we are very interested in hearing about it.

-J. Bramble



## Whooo Says

*Whooo Says* features Whooo, the Library Advocacy Owl. Whooo is a graduate of the Hedwig School of Library Science and has been working at the Raptors' Repository with both users and librarians for many moons now. Whooo will respond to questions from

members about advocating for your library. Please write to Whooo at [jonesbarb@health.missouri.edu](mailto:jonesbarb@health.missouri.edu) if you have concerns or questions that you would like Whooo to address.

*Dear Whooo,*

*HELP! I have been the hospital librarian at our community hospital for fifteen years now. I have always tried to provide good service to our doctors and hospital staff, and I usually get some support and thanks from them. However, I'm getting really tired of continual budget cuts and being unable to move our library in new directions. Sometimes I get so frustrated, and sometimes I just think I'll just go along with the flow and quit trying to move our library forward. I don't like feeling this way, but I don't know what else to do. Do you have any ideas?*

*Moping in the MidContinent*

*Dear Moping,*

Thanks for writing, and bringing up a topic that I believe has impacted many librarians over the years. In the April 2008 *Plains to Peaks Post*, we talked about how to work on promoting the value of your library. You may want to go back and review that conversation. However, I'd like to focus on another area that I think will address your frustration and feelings of hopelessness: resilience.

*See "Whooo" on page 3*

## *"Whooo" continued from page 2*

Resilience can be defined as the skill and the capacity to be robust under conditions of stress and change. According to Dan Becker, president and CEO of Adaptiv Learning Systems, "More than education, more than experience more than training, a person's level of resilience will determine who succeeds and who fails. That's true in the cancer ward, it's true in the Olympics, and it's true in the boardroom." And, it's true in libraries!

The quality of resilience is something that we all have to varying degrees. Early theories on resilience focused on the role of genetics, but current studies are indicating that resilience can be learned. Resiliency theories indicate that resilient people possess three common characteristics:

- A staunch acceptance of reality
- A deep belief that life is meaningful
- A strong ability to improvise

**Accepting Reality:** We need to ask ourselves some difficult questions such as "Do I truly understand and accept what is happening in my situation?" and "Does my organization understand and accept the same reality?" These can be very difficult, unpleasant, and emotionally draining questions to consider. However, if we truly wrestle with these questions (and not slip into denial), we can prepare ourselves to act in ways that will allow us to survive and perhaps prosper in hardships and times of stress and change.

**Life is meaningful:** For our conversation, I think we can modify this to say that successful librarians have a deep belief in the meaning and value of what libraries and librarians do. They believe in the value of information and the added value that their services bring to the physician, administrator, and patient. They have a deep-seated vision of how library services and libraries can have a positive impact on the society in which they function.

At this point, it is important to evaluate the value system of the organization. The values that drive the operations of the organization are more fundamental to the success of the organization than the operating strategy or the mission statement. Those things may change with time and circumstance. However, each organization has an underlying value system or culture which defines how the organization conducts its business. Each member of an organization, including the librarian, must find a connection between their own personal values and the values of the organization to be truly successful.

**Improvise:** The ability to be creative and innovative, imagining possibilities and solutions where others are stumped, allows us to face difficulties and develop solutions that might otherwise seem impossible. This ability, often found in individuals throughout the organization, can be harnessed to allow survival in situations that might otherwise be terminal. Combining ingenuity with long-range planning creates a system that will survive in the face of extraordinary difficulty.

Learning to be resilient is not a short-term fix, but requires a lifetime of continued effort and awareness. By this time, I hope you're asking "So, what should I do?" The following list outlines a set of

beliefs and behaviors that can serve you well in facing difficult situations.

- Be sure to eat a healthy diet and get plenty of rest.
- Cultivate a strong set of beliefs in the value of your contributions to your users, and the basic principles and philosophy of our profession.
- Avoid isolation. Find people around you who have strength and vision. Network with others who have successfully faced situations like yours. In addition to your co-workers, librarians from other institutions may be able to offer support. There are some great local networks in our region that would welcome your presence and be glad of your willingness to be involved. MCMLA is a great organization, and attending the annual conference is a terrific way to connect with others as well as learn some new skills. Your state liaison is another source of advice and support when you have questions.
- Focus on small, manageable achievements rather than trying to change your overall landscape overnight.
- Look for the silver lining. You may find a wonderful opportunity hidden in what seems to be a cloudy situation.
- Use and cultivate a sense of humor. Humor and the ability to laugh can make the darkest time bearable. Finding people to laugh with is an even more positive step.
- Accept your situation, but keep trying to find ways to make changes or improvements.

I hope you're feeling a bit better now, Moping. Sometimes it can seem overwhelming trying to manage and improve a program in difficult times. However, there are many others, in similar situations, who are available to talk with and who can give you the perspective you need to carry on.

If you combine this advice with some of the other information on library advocacy, evaluation and assessment, marketing, etc. that can be found on the MCR web site, you will find some ways to make progress in your institution. Keep me posted about what you're doing. I would love to hear about the changes you can make!

*Whooo*

### Upcoming Training

From the NN/LM National Training Center and Clearinghouse....

Cody, Wyoming

- in conjunction with MCMLA

NLM Gateway & ClinicalTrials.gov

October 4, 2008 2:00pm-6:00pm

PubMed - October 5, 2008 - 8:30am-5:00pm

Register at:

[http://nnlm.gov/ntcc/classes/register.html?schedule\\_id=430](http://nnlm.gov/ntcc/classes/register.html?schedule_id=430)

**FREE**



## Golden Nuggets for Specific Audiences

Linda Frazier

Public Health Workforce Development Specialist  
Kansas Department of Health and Environment  
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- Linda Frasier is currently a member of the Regional Advisory Board.

I attended a few learning sessions regarding the National Library of Medicine in years past and had an appreciation of the great resources to be found. However, until I became an advisory board member of the NN/LM MidContinental Region last year, I didn't realize the depth of knowledge and answers that could be found in these resources. I began looking for ways to help the public health workforce in Kansas discover this great treasure. I believe if you can get someone directed to one of the valuable resources within the National Library of Medicine, they will often begin to explore the other areas.

I have found the best approach is to offer "golden nuggets" in multiple messages. Here are some of the methods I've used:

- I added this tag below my signature and contact information in all my emails:

NLM's Partners in Information Access for the Public Health Workforce: <http://phpartners.org/>

Since doing so, the executive director of the Kansas Public Health Association now includes the tag in her emails also! Now we get double duty on getting the word out.

- I try to add information about a different NLM resource in our monthly newsletter "Connections" ([http://www.kdheks.gov/olrh/LHD\\_ConnectEditor.htm](http://www.kdheks.gov/olrh/LHD_ConnectEditor.htm)) that goes out to all local health departments and various public health partners.
- When I find something of specific, timely interest to multiple public health partners, I send an article out via our Kansas Rural Health Information System (KRHIS).
- I am always looking at articles and resources available and when I think they will be of value to a specific group, I send them an email. The RML News is a wealth of information, and I often forward items from this source specifically. When I forwarded an article on "Sheltering in Place" to our Center for Public Health Preparedness staff, a reply came that this was exactly what they had been looking for!

Lately I've been thinking of how I can reach out to outlying partners such as hospitals and school nurses, since we also have communication tools we use with them. That will be for another article!

### New Wyoming Liaison: Jim Honour

I was born in Colorado and lived there until taking this job at the University of Wyoming. During the past eight years, I worked as a library technician at National Jewish Medical & Research Center and then as a reference librarian with Exempla Healthcare in the Denver area. My experience includes work in library technical services and finding/delivering biomedical information for clinicians, health professionals, consumers, and library colleagues. I'm a 2006 graduate of the University of Denver's of Library and Information Science School.



I'm married and have three grown daughters. I spend a large part of my time away from work training in Kenpo Karate. Remembering all the forms and self-defense techniques is a great brain work-out! I enjoy recreational reading (especially fiction) and have some experience with drawing and watercolor painting.

I'm very pleased to be a part of the library world in Laramie and am delighted to share my expertise with Network members!

Coming soon to an inbox near you -



#### NN/LM MidContinental Regional Medical Library Network Member Questionnaire

Once per contract, the RML seeks your help in updating what we know about the Network members in our region. This questionnaire focuses on health sciences libraries and asks about staffing, access/barriers to technology, and programs and services you provide. The questionnaire is also an opportunity for you to tell us what you think about NLM products and the programs and services of the RML plus how we can support your work.

Results of earlier questionnaires are available at: <http://nmlm.gov/mcr/evaluation/memberinput.html>

Watch for an email linking you to the questionnaire in early August.

# NN/LM MidContinental Region Year 3 Objectives

As part of the MidContinental Region's annual budget negotiation with the National Library of Medicine, we develop a list of objectives for the year. We want you to know what to expect from us too! The following is a list of our intended objectives for 2008-2009. The objectives encompass services to our Network members as well as our outreach services. These objectives can also be found on our web site under the About MCR link at [http://nmlm.gov/mcr/about/objectives\\_yr3.html](http://nmlm.gov/mcr/about/objectives_yr3.html)

## NETWORK OBJECTIVES

### Assessment and Evaluation

1. Provide resources for Network members in project planning and evaluation
2. Establish and work with a Regional Advisory Board to ensure input and representation of Network members, health professionals, and consumers throughout the region
3. Employ logic models for annual planning; collect data about activities conducted and relationship to planned activities; review progress toward achieving goals and outcomes in logic model; modify activities to ensure that goals and outcomes are addressed
4. Conduct or participate in needs assessments or surveys of users and non-users of NLM and NN/LM products and services
5. Prepare for NLM site visit
6. Use the NDI, focus groups, surveys, etc., to assess the needs of health sciences libraries to support programs to improve the transfer of health care and biomedical information within their institutions and through their participation in the Network

### Library Advocacy

1. Provide consultation for Network members as they prepare project proposals: review funding sources, feasibility of projects, support required, and potential partnerships
2. Identify NLM or other extramurally funded projects in which libraries have a role that can serve as a program model which can be incorporated into regional programming
3. Identify, recommend, develop, and distribute library advocacy materials for use by hospital librarians in the MCR
4. Provide educational materials and resources to hospital librarians for marketing and promotion of the hospital library
5. Implement a study on the impact of library provided information in health related institutions in the MCR

### Education

1. Increase awareness among Network members of the definition and scope for the NLM's History of Medicine Division
2. Teach classes for Network members about tools for evaluation and advocacy
3. Provide classes for Network members in project planning and evaluation
4. Provide classes and resources for Network members that increase their skills in licensing electronic resources
5. Provide and maintain training and resources for Network members that increase their skills in the use of NLM Document Delivery Systems (i.e. DOCLINE, LINK-OUT, EFTS, etc.)
6. Schedule and facilitate NTCC training in the region
7. Share educational resources for library management skills via print and electronic media
8. Promote and manage the NetLibrary collection

### Network Membership

1. Promote and maintain the Reference Continuity Service project
2. Work with Network members to assure information access for unaffiliated health care professionals in the region
3. Recruit new Network members and affiliates from eligible libraries in the region
4. Market and advertise EFTS
5. Investigate mandatory EFTS participation as a requirement for membership
6. Actively involve Network members in NN/LM infrastructure and outreach programs
7. Implement the components of the NN/LM emergency preparedness plan
8. Work with member libraries that are not meeting NN/LM minimum requirements for membership to develop a plan that will improve their status
9. Coordinate the E-license consortium
10. Facilitate regional E-license agreements
11. Test and provide feedback on new features of NLM services

### Technology

1. Install and test PIGs at Resource Libraries
2. Develop and maintain a regional web site as an integral component of the NN/LM web site
3. Establish and maintain a regional listserv for sharing information with Network members, other partner organizations, and health professionals
4. Participate in testing new methods for communication and collaboration
5. Maintain web pages for special projects and states
6. Educate ourselves and disseminate information to the members about informatics (e.g. electronic health record) as it relates to the role of the hospital librarian participating in clinical information systems

*See "Objectives" on page 7*

## NN/LM Site Visit Team Coming to MidContinental Region

How is your RML doing?  
How is the NN/LM is doing?  
The National Library of Medicine wants to know!

**Network members**, provide your input via a questionnaire to be distributed in October.

AND/OR

Be part of the site visit! Resource Libraries will be sites for a virtual discussion with the site visit team.

**Save November 19, 2008!**

## It's Good to Pick Up a Book . . .

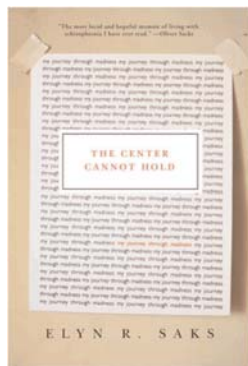
### The Center Cannot Hold by Elyn R. Saks

Few of us can understand the horror of the realization that you may be mentally ill. Even fewer of us understand what it may take to live on the fence, to know that at any time you may tip over the edge. Elyn Saks, who began suffering hallucinations at age eight, leads us through this crisis and many more in this book about her chronic paranoid schizophrenia. These behaviors range from odd actions, to full blown psychosis, and the terrifying voices she hears inside her head. This book affords readers a rare glimpse into a troubled, yet gifted mind.

Her experience being treated in Great Britain, while in graduate school at Oxford, and her subsequent, and perhaps more difficult, treatment in the United States gave her a unique perspective on the treatment of mental health patients. Her career in law led her to advocate for mental patient's civil rights, to focus on abuse of restraints, and the lack of true help available in mental health care systems.

Saks is currently a professor at the University of Southern California, Gould School of Law and an adjunct professor of psychiatry at the University of California, San Diego, School of Medicine. Ultimately, Saks kept her illness within boundaries through medication (from which she tries to free herself) and near constant psychiatric help. What she has lived is a lifelong struggle. This engrossing book helps us understand those who may live among us and suffer from this devastating illness. Even more, it shows her courageous success in living a good life and finding her center.

-M. Magee



## Marketing to Physician Assistant Students

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Editor's Note: Last fall the MidContinental Region sponsored "Marketing As If Your Library Depended On It" workshops in Kansas City and Denver. Participants completed marketing projects as part of the workshop. This article summarizes one of these projects.

Marketing projects can have a vast impact on opening lines of communication and filling information needs of staff within an organization. This could also be called weaving our impact through marketing projects. NN/LM e-books on marketing, marketing courses, or other marketing books can all be used to get a marketing project started.

My goal in doing this project was to find out how I could better serve the information and training needs of Physician Assistant (PA) students. I wanted to increase the PA's knowledge of PubMed, My NCBI, new editions in their bibliography and other up-dated library information.

By using a seven question project summary sheet from the "Marketing As If Your Library Depended On It" workshop, my project was kept simple, organized and confined within a manageable time frame. The project started out with a **Question**. My question was: *What may be done to improve the information needs of the Physician Assistant (PA) students?* To answer the question I did personal interviews with each PA and their proctor and did an online survey using Survey Monkey.

The other questions in the project summary sheet were:

- **WHAT** hypothesis are you testing or what do you hope to discover?
- **HOW** are you going to do it?
- **WHOSE** help do you need?
- **HOW MUCH TIME** will it take?
- **HOW MUCH MONEY** will you need?
- **HOW** will you start?

By answering the these questions, and putting the results of the interviews and surveys into a synopsis, I learned that most of the students prefer to use print over online books for study. For quick reference, they would use the online source. They thought an hour PubMed searching class would be useful. My NCBI could be incorporated into the PubMed class. They would like email notifications about new editions in their bibliography and other items of interest. They would like the librarian to set up emailed saved search strategies and/or emailed select journal table of contents.

As a result of this project, starting in August 2008, new PA students will be given a PubMed/My NCBI course. They will also be asked about emailed updates on items of interest. This marketing project provided valuable results and was completed in a 4-week time period, with no additional cost to the library.

*“Director” continued from page 1*

health through information provision and discovery is truly a strength of our Network members. We do make a collective difference.

**P2PP: What do you see as the challenges for members of the NN/LM?**

**Jean:** The usual ones that we all face in our daily work - making the most efficient and effective use of available resources. As government funding plateaus, we will need to prioritize what Network benefits are offered as well as ensure that subcontract funds are applied to creative and appropriate initiatives. We will need to remain relevant to our users and identify what will be needed from the NN/LM to do so.

**P2PP: From your presidency of MLA we know that you fly with your husband. What trips are you looking forward to now that you're moving out west?**

**Jean:** Mark and I are really looking forward to exploring a new part of the country - and such a beautiful one at that! We are already considering flying to the various national parks in Utah and of course, can't wait to return to our old haunts in the Seattle area, especially Orcas Island in the San Juan Islands.

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*“Objectives” continued from page 5*

7. Customize the “23 Things” Learning 2.0 discovery learning system and offer to members
8. Disseminate and present information about new technologies
9. Review the adequacy of the Internet connections of Network members on an annual basis, report the results to the region and to NLM, and assist the under-connected in maintaining and upgrading their connections
10. Hold regular meetings and complete a project with the technology working group
11. Implement the decision about sharing the Technology Coordinator position with NN/LM PSR

## OUTREACH OBJECTIVES

### Community Outreach

1. Increase awareness of the Network, especially among minority and community-based organizations, by assisting in the development of working relationships between Network members and grass roots, regional, and national CBOs that include health information as a part of their mission or priority
2. Promote our consultation service: review of proposal, feasibility of project, letters of support

3. Bring Network members and CBOs together to discuss methods for collaboration
4. Enlist the assistance of hospital libraries and other Network members to focus on minority serving institutions
5. Develop programs that focus on reaching minorities, senior citizens, and low income populations
6. Develop lessons learned resources for Network members to foster collaboration between Network members and community based organizations

### Consumer Health

1. Employ newsletters and listservs as a means to disseminate consumer health information
2. Strengthen consumer health project area infrastructure with the development of appropriate information tools, access points, and knowledgeable trainers for those tools
3. Focus on local and state public health departments with particular emphasis on Internet access and collaborations with other organizations and institutions that work with public health personnel
4. Facilitate activities of the consumer health working group
5. Work with NLM, the NN/LM, and other organizations to improve access to electronic consumer health information at the local, state, and regional level
6. Coordinate the development of MedlinePlus Go Local projects in the region
7. Develop, implement, and evaluate outreach programs to increase the public's awareness of, and access to, high quality electronic health information

### Education

1. Hold classes focused on the use of information technology to improve access to biomedical information and on policy issues affecting production, distribution, and access to biomedical information
2. Share educational resources via print and electronic media
3. Include evaluation of materials in all health information literacy classes
4. Promote public health information resources and include them in public health program curricula
5. Exhibit at assigned national and state conferences including state library conferences, public health conferences, and minority health conferences
6. Submit program proposals to national meetings where we are an exhibitor
7. Establish a relationship with the US Public Health Service, presenting and exhibiting at national conference
8. Promote Loansome Doc
9. Enlist Network members to assist in exhibiting at national, state, and regional meetings

University of Utah  
National Network of Libraries of Medicine MidContinental Region

Spencer S. Eccles Health Sciences Library  
10 North 1900 East, Building 589  
Salt Lake City, Utah 84112-5890

NON-PROFIT ORG.  
U.S. POSTAGE PAID  
Salt Lake City, Utah  
Permit Number 1529

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**NN/LM**  
  
MidContinental Region