

2007-2008 Annual Report
National Network of Libraries of Medicine
Pacific Southwest Region (NN/LM PSR)
UCLA Louise M. Darling Biomedical Library

Contract

The Louise M. Darling Biomedical Library continued to serve as the Regional Medical Library for the Pacific Southwest Region for Year 2 (May 1, 2007-April 30, 2008) of the 2006 – 2011 contract. The Library has now served in this capacity for 39 years.

Outreach Services

The number of outreach activities conducted by NN/LM PSR staff remained constant from the previous year at 81. These activities involved 1,102 participants. Over 27% of the activities (representing an increase of 5% over the previous year), involved more than 50% minority participation. 25.9% of the activities involved public libraries (an increase of 12% over the previous year). We also increased the number of classes taught remotely from 4 (5%) to 19 (23%), a nearly 5-fold increase this year from last.

NN/LM PSR subcontractors conducted 46 outreach activities (an increase of 6 over the previous year), involving 972 participants. Over 60% (an increase of 40% over the previous year) of these activities had significant minority populations present ($\geq 50\%$); 28% of these activities involved public libraries and half involved community-based organizations.

Outreach Activities

- Four Express Outreach Award (EOA) projects, one Internet Connectivity Support project and one 2-year cooperative agreement project were conducted during the year.
- Alan Carr continued to manage our exhibit program for the year: this included 4 national exhibits conducted by NN/LM PSR staff, 1 national exhibit conducted by a subcontractor, 4 regional/state/local exhibits conducted by NN/LM PSR staff, and 1 Regional/state/local exhibit conducted by a subcontractor.
- To extend outreach to public librarians across the region, NN/LM PSR exhibited at two state library association conferences, the Nevada Library Association (NLA), and the Hawaii Library Association (HLA). Kelli Ham presented “Tickling Their Funny Bone” at NLA and “Measures That Matter” at HLA. Kelli also joined the planning task force for the ALA 2008 “Workplace Wellness Fair” sponsored by American Library Association President Loriene Roy, Kaiser Permanente, the National Network of Libraries of Medicine and the National Library of Medicine.
- In collaboration with InfoPeople.org, Kelli Ham has developed and presented a new webcast series on health topics to the region called “Health e-Shows.” So far she has conducted three of the eight webcasts in the series, which have been well-received throughout the region (see *Latitudes* article at <http://nnlm.gov/psr/newsletter/?p=172>).

- Kelli Ham and Heidi Sandstrom participated in the Consumer Health Advisory Committee of the California State Library through December 2007, when the work of the committee concluded.
- Kelli Ham and Heidi Sandstrom represented NN/LM at the November 2007 invitational conference co-sponsored by the California State Library and Libraries for the Future called “Transforming Life After 50.”
- Kelli Ham and Kay Deeney, under the coordination of Kay Deeney, again offered an academic 3-unit intensive course curriculum through the School of Information Resources & Library Science, University of Arizona, Summer Session, July, 2007. *Consumer Health in Diverse Cultures and Communities* was tailored to the needs of the Native American and Hispanic students who are part of the Knowledge River program (<http://knowledgegeriver.arizona.edu/>). The course, part of a larger IMLS funded project, supported the training of Hispanic and Native American teens to be information providers at a local high school. Normal Corral, UCLA’s Librarian for Chicana/Chicano Studies, American Indian Studies, and Asian American Studies, and Richard Chabran, a member of the NLM Board of Regents, were recruited to participate in some of the instructional sessions for this class.



2007 Knowledge River Consumer Health Students

- NN/LM PSR sponsored 18 sites involving 230 participants for the MLA Satellite Teleconferences held in November (*Scholarly Publishing & Open Access: Straight Talk*) and March (*Web 2.0 Principles and Best Practices: Discovering the Participatory Web*).

- To support technology transfer, Sharon Dennis presented numerous distance learning opportunities to the region; these included seminars on RSS feeds, “Introduction to Blogs and Wikis” classes, and “Personalized Google (iGoogle)/Google Gadget” classes.

Network Services

- There were 698 NN/LM members in the Pacific Southwest as of April 30, 2008, representing a 9-member increase over the previous year. 410 were Full Members and 288 were Affiliate Members.
- The annual meeting of the Region’s 12 Resource Libraries was held at the Norris Medical Library at the University of Southern California, Los Angeles, in September 2007.
- The average fill rate for document delivery of the Resource Libraries dropped from 78% to 72%, below the 75% the fill rate expected of them by NLM. This decrease is likely due to the difficulty of adding and modifying records in NLM’s SERHOLD database to accurately reflect current serials holdings.
- EFTS, the electronic billing component for DOCLINE, continued to expand within the Pacific Southwest Region. At the close of Year 2, there were 182 EFTS participants in the Pacific Southwest Region, up 30 from last year’s 152 participants. Our region now has the second highest number of EFTS participants of all the 8 NN/LM regions; 45.5% of our DOCLINE libraries participate in EFTS. EFTS continues to grow in this region as the Northern California and Nevada Medical Library Group (NCNMLG) and the Medical Library Group of Southern California and Arizona (MLGSCA) are phasing out their coupon systems for interlibrary loan. Julie Kwan, Library Network Coordinator, and Marco Tamase, Network Assistant, worked closely with the coupon managers of the two chapters to promote the cessation of coupon programs by publishing articles in Latitudes, responding to inquiries from Network members, and including EFTS in DOCLINE training.
- Only one out of our twelve Resource Libraries, the University of Guam, has not yet joined EFTS. However, this library is a member of FreeShare, so all of our resource libraries provide network members with a way to eliminate invoicing and check-writing.
- During December 2007, we conducted a survey of NN/LM PSR Network members to determine interest in cooperative e-licensing. We announced the survey via a message on PSR-News and conducted the survey using SurveyMonkey. We received 115 usable responses, 84 of which were from hospital libraries. Survey results indicated that, although members are currently licensing a number of resources, they are interested in cooperative e-licensing in order to make their acquisitions dollars spread further. During the survey, one member sent the PSR-News message to Rick Burke, the Executive Director of the Statewide California Electronic Library Consortium (SCELC), since a number of our members are already members of SCELC. Rick Burke contacted us to see if we could partner to bring more health science resources to SCELC and achieve greater cost savings for NN/LM PSR members. From January through April, Julie Kwan and Mr. Burke met regularly to explore methods of collaboration. In

- addition, Julie Kwan attended the SCELCL 2008 Vendor Day (<http://sclcl.org/meetings/vendorday/2008/>). A notice about Vendor Day was also sent to PSR-News and staff from several large health sciences libraries from the Greater Los Angeles region attended. As a result of this collaboration, Mr. Burke decided to attend the 2008 MLA annual conference to meet with exhibitors and vendors. SCELCL has a highly regarded and established track record of license negotiation and strives to include interlibrary loan as an integral part of the license. Also, a new web page on e-licensing was added to the PSR web site and a forum on e-licensing was started on the NN/LM PSR Social Networking Site.
- To support our efforts in the state of Hawaii and the Pacific Basin, Judy Consales and Julie Kwan visited five Network members during an April visit to Oahu. These included our resource library at the University of Hawaii, Manoa (where they presented an NLM Systems Update) and offices of the Hawaii State Public Library System, where they met with the new State Librarian, Richard P. Burns.
 - Six DOCLINE distance training sessions were offered via Adobe® Connect™.
 - A communications survey of Network members was conducted in February 2008, indicating that while traditional communication methods (email and phone) are mostly preferred, we should continue to provide opportunities for training on “newer” methods of communication.
 - Heidi Sandstrom participated throughout the year in NN/LM Emergency Preparedness and Response initiative planning meetings. This resulted in an overall Plan, Toolkit, and roll-out in the NN/LM regions. Preparation has been completed for a summer “roll-out” meeting at the Biomedical Library (see <http://nmlm.gov/ep/>).
 - For National Medical Librarians Month, librarians from three NN/LM PSR projects were featured on NLM’S National Medical Librarians Month October 2007 page.

Evaluation

- In addition to conducting surveys on communication and on interest in cooperative e-licensing, a survey is in development (under Kay Deeney’s lead) to assess learning needs in the region; this will be conducted over the summer of 2008.
- Plans were formulated for convening various groups to advise us and provide feedback on aspects of the NN/LM PSR program. These aspects include outreach to public health professionals, technology, Native American outreach, Consumer Health outreach, Emergency Preparedness, and cooperative e-licensing.
- Alan Carr and Susan Barnes (from the NN/LM Outreach Evaluation Center) conducted two classes in the region on “Outreach Evaluation: Community Assessment.” One of the sessions was recorded and the DVD made available for loan to the region.

Staff Changes/Notable Achievements

- Sharon Dennis, Technology Coordinator, joined the NN/LM PSR program in July 2007 on a pilot basis for Year 02 (see bullet below).

- Jessica Lake, Office Manager, left the NN/LM PSR program and UCLA in August 2007.
- Nadene McDonald, Administrative Assistant, left the NN/LM PSR program for another position at UCLA in October 2007.
- Marco Tamase concluded his participation in the 2007 UCLA Staff Enrichment Program in December.
- Melina Duenas joined the NN/LM PSR program as Office Manager in January 2008.
- Harrison Lapahie started as the Administrative Assistant for the NN/LM PSR program in January 2008.
- Kay Deeney supervised library school intern Joe Pozdol; his fall quarter project resulted in conducting two training sessions for the region on genetics resources, the first in person for librarians, and the second via Adobe® Connect™ for health professionals. Joe plans to offer another session for librarians via Adobe Connect in Year 03.
- Kelli Ham is featured in an article, “Your Circle of Wellness,” that will appear in the June-July 2008 issue of *American Libraries*.
- The NN/LM Pacific Southwest Region and the MidContinental Region (headquartered at the University of Utah Spencer S. Eccles Health Sciences Library) collaborated on an interregional pilot that commenced on July 1, 2007 and concluded on April 30, 2008 (10 months). We shared our Technology Coordinator position on a pilot basis in order to determine how effective such an arrangement would be in both meeting regional needs and in optimizing the use and talents of NN/LM personnel between regions. The pilot was successful and the arrangement will continue beyond this initial phase for the 3rd year of our contract. The paper abstract for “High Tech High Touch: Sharing Staff at a Distance,” which discusses the pilot, was accepted for presentation at the Medical Library Association Annual Conference in May 2008.