Three New, Easy Services You Can Implement Online Now

There has been a lot of hype about "Web 2.0" and "Library 2.0." A fundamental principle behind the hype is this: transfer your tasks online. This can be quite a paradigm shift for many of us, who remember the days of the "sneaker net" when collaborating with colleagues meant mailing them a floppy disk; or who still email Microsoft Word attachments to each other. We might also wonder how easy it will be to implement these new tools.

Fortunately, the new online tools have become tremendously easy to use and implement. They are free and allow an easy, risk-free way for librarians to try new ways of publishing information, using application software, and communicating with colleagues and patrons. The first two categories do not require any software installation, so you do not have to worry about firewall issues. Video and audio services can have firewall issues; you may need to work with your information technology department before implementing them.

Here are three services you can implement right now.

1. Publish Information Online: Blogs and Wikis

You've probably read various blogs online, but wondered how hard it would be set up your own blog to provide information to colleagues and patrons. The online blogging software has improved over the last few years, so if you can fill out a web form, you can create your own blog! A great way to get started is to check out blogger.com (*http://www.blogger.com*). After registering for the service, blogger.com walks you through setting up your blog and provides a number of graphical templates to choose from. It takes less than 10 minutes and your blog is set up. Now the hard part: adding content and keeping your blog up to date!

The MidContinental Region has two blogs you can look at as examples: the MCR News Blog (*http://nnlm.gov/mcr/news_blog/*) and Bringing Health Information to the Community (*http://library.med.utah.edu/blogs/BHIC/*).

If you are trying to build collective knowledge about a topic or work on a document with other people, a wiki is the way to go. Examples might include policy and procedure documents, technical instructions, project files, or grant applications. You can password protect the wiki so it is open for editing only for the people you designate. Wikis keep past revisions so you can always "revert back" if you don't like the latest version. There are numerous wiki services available, many of them free. A good way to choose one is to use Wikimatrix (*http://www.wikimatrix.com*). A good example of a library wiki with many more references is found at *http://www.libsuccess.org/*.

2. Using Application Software Online:
Google Productivity Software

Most of us are accustomed to using our computer hard disks to store email, spreadsheets, word processing documents, and calendar information. New online services allow you to move your email and documents online. Storage space is free, and you'll be able to

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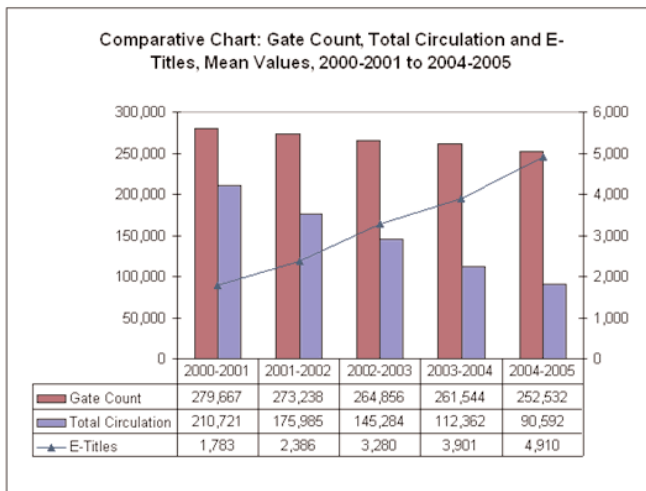## Points & Counter Points on Controversial Library Issues

Editor Notes: 'Library Views: Points & Counter Points' is a new column to the Plains to Peaks Post. The objective of the column is to offer readers a view from both sides of controversial issues relating to librarians and libraries in the MidContinental Region and beyond. Contributors to this column will come from NN/LM members and other experts in their field. The editors encourage readers to contribute their views or to suggest a topic by posting them to the MCR's Plains to Peaks Post blog. (http://nnlm.gov/mcr/news_blog/?cat=23)

"Be It Resolved: As Libraries Evolve to Electronic Access Their Need for Physical Space Decreases" was the premise for the standing room only debate at the 2007 MLA Annual Meeting. Rick Forsman, recently retired director of Denison Memorial Library at the University of Colorado at Denver and Health Sciences Center squared off with Wayne Peay, library director of Spencer S. Eccles Health Sciences Library at the University of Utah Health Sciences Center. In spite of the audience's vote on who won, the debate ended up in Rick's favor. We view that this issue will continue to impact libraries for the foreseeable future. The editors are very pleased that Rick and Wayne have agreed to continue the debate here on this important topic.

Point - Speaking in the Affirmative - Wayne J. Peay

For most of us, we can still go out and visit our library collection that consists of massive amounts of paper, stored on shelf after shelf after shelf. Regrettably, many libraries continue to measure their value by comparing the number of volumes and the amount of paper. More often than not, during visits to the collection, we won't see anyone using any of that paper. This observation is confirmed by usage statistics collected and reported by the Association of Academic Health Sciences Libraries (see figure). So what do we do with that paper and what does that mean for libraries?

*Association of Academic Health Sciences Libraries
Annual Statistics, 28th Edition, 2004-2005*

Comparative Chart: Gate Count, Total Circulation and E-Titles, Mean Values, 2000-2001 to 2004-2005

	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005
Gate Count	279,667	273,238	264,856	261,544	252,532
Total Circulation	210,721	175,985	145,284	112,362	90,592
E-Titles	1,783	2,386	3,280	3,901	4,910

Given that space may be the most valued commodity in our institutions, justifying the use of space to store little used, duplicative vol-

umes will become increasingly problematic. There are certainly appropriate destinations for this paper – regional storage facilities, recycling centers. However, it is essential that libraries be proactive in these decisions if they are going to influence their outcomes. Libraries must view space as a strategic opportunity which may result in less actual space but an opportunity to establish new partnerships, new services, and new roles, but most importantly redefine our facilities and our institutional position as much more than a storage facility for paper.

Counter Point - Space Wars: Should Libraries Give Away Space? - Rick B. Forsman

Despite arguments stemming from the rapid digitization of scientific information, health sciences librarians need to be cautious about giving away space. Predictions about the disappearance of physical libraries gained widespread publicity in the early 1980's, yet nearly 30 years later we are still waiting for older materials to be converted into electronic format. When it comes to technology, society has a rather poor record for predicting the true impact of innovations and a propensity for mistakenly predicting the demise of older media. At some point it will indeed make sense for many libraries to purge print volumes, but the timeframe for such action remains uncertain.

At the same time, we cannot forget that facilities function as more than utilitarian work places. Since the beginning of time societies have built libraries to represent more than the collections they house or a simple place to read or study. The architecture of many libraries also strives to inspire, to reflect grand aspirations, and the pursuit of knowledge and wisdom. When planning the campus of the University of Virginia, Thomas Jefferson designed a beautiful quadrangle with an imposing library situated at the top as a symbol of the pre-eminence of the intellect. Jefferson linked the library to the fundamental purpose of the University, and it remains vital that our libraries be directly tied to the lofty institutional mission and goals they support. Libraries must retain their symbolic physical grandeur and architectural impact. As librarians, one of our jobs is to remind users and administrators that the library links users with knowledge and that our value lies in that realm. We are not mere warehouse managers, arranging space for storage or office workers.

Finally, when the day comes that we are ready to cede space to other units, let's make every effort to control our own destiny. Form alliances today that will lead to future collaboration and possible collocation. Libraries can benefit from and lend support to informatics programs, information R&D, educational technologies, consumer health, publishing, and other areas. Better to pick partners from these or similar programs, inviting worthy colleagues into our space rather than have someone else impose mismatched units simply because of space shortages. At some point many libraries are likely to have to reduce their size, so prepare in advance and forge the most advantageous partnerships possible. In today's health sciences institutions we know that money, location, and space are precious commodities that also reveal the status of a given unit. It behooves librarians to make every effort to sustain those three elements as manifestations of the importance and positive impact of the library.

Wayne J. Peay, Library Director to Retire after 30 Years!

Wayne J. Peay, Director of the Spencer S. Eccles Health Sciences Library since 1984, has announced his retirement effective October 1, 2007. Wayne began his career at the library in 1970 as the bindery clerk when the library was located on the B Level of the Medical Center after the medical library was separated from the main campus library. Wayne assisted in moving the library to the new Spencer S. Eccles Health Sciences Library which was dedicated in 1971. With the encouragement of Priscilla Mayden (Eccles Library Director 1965-1984), he left for Washington University in St. Louis where he was Serials Librarian and Coordinator of the PHILSOM Network from 1973-1975. He left St. Louis for library school at Columbia University where he received his M.S. with honors in 1977 and was Assistant Director of the Data Processing Department at the Medical Library Center of New York. Wayne returned to the Eccles Library as Head of Media Services 1977-1983, Head of Technical Services 1980-83, and Head of Computer and Media Services 1983-1984.

Wayne's list of honors and awards is long. He was on the National Library of Medicine's Biomedical Library Review Committee, 1992-1994, served on the Board of Directors for the Medical Library Association, 1992-1996, and was President of the Association of Academic Health Science Library Directors. He received the Bernice M. Hetzner Award for Excellence in Academic Health Sciences Librarianship in 1996, the Utah State Chief Information Officer's Award in 1997, and the Distinguished Service Award from the Utah Library Association in 1999. Wayne presented the Janet Doe Lecture at the Medical Library Association meeting in 1998, became a Fellow in the Medical Library Association in 2000, and was nominated as one of Utah's Library Advocates for the 20th Century in 2000. Most recently Wayne was inducted as a fellow into the American College of Medical Informatics for significant and sustained contributions to the field of biomedical and health informatics.

Three of Wayne's most notable accomplishments during his career are the implementation of technology in higher education and libraries over 30 years, winning the contract for the National Network of Libraries of Medicine for Utah in 2001, and successfully building and administrating the Spencer F. and Cleone P. Eccles Health Sciences Education Building in 2005.

Joan Stoddart Appointed Interim Director

Joan Stoddart, Deputy Director, will be assuming responsibility for the Spencer S. Eccles Health Sciences Library as the search begins for the new library director. She has been at the library since 1978 as Reference Librarian, Clinical Medical Librarian, and Assistant Director for Public Services. Since 1995, Joan has held the position of Deputy Director. Joan is originally from the Midwest where she attended the University of Wisconsin and Rosary College Graduate School for Library Science. She is looking forward to the challenges of the coming months. A search committee has been appointed by Vice President Lorris Betz and recruitment for a new director has begun.

MCR-PSR Technology Coordinator Position Sharing

Perhaps the MidContinental Region and the Pacific Southwest Region have taken sharing to new heights or the MCR believes that good things should be shared. Actually, both statements are true! For the rest of the year (through April 2008) the two RMLs will be piloting a shared technology coordinator position – sharing a good person. No, we won't be cutting Sharon Dennis in two and we won't be cloning her—that's an experiment for another time. Sharon will still be stationed in Salt Lake City. Just as she does for this region, most of her interactions will be conducted via communication technologies, but now she will be also be coordinating the technology program for the Pacific Southwest Region. This means that sometimes she'll be in the Pacific Southwest Region attending their meetings or offering training.

You should not perceive any degradation in our services in the technology area. (If you do, be sure to let us know!) You'll still see Sharon along with Rebecca Brown, Kansas/Technology Liaison, offering technology updates on Breezing Along with the RML, you'll still read her articles in Plains to Peaks Post (in fact there's one in this issue), she'll still be offering workshops delivered to you at your desktop. You'll still hear about new technologies that have library applications. A difference that you may encounter in the future is the company of Network members from the Pacific Southwest Region at technology offerings. When feasible, registration for training will be open to members of both regions.

Why share a position?

At the RML Directors' meeting at NLM in December 2006, concern was expressed about the reduced RML year 2 budgets and how each RML might handle projected budget reductions throughout the contract. This served as a catalyst to look at a more effective model to optimize the use and talents of NN/LM personnel. A small group of directors identified possible short and long term strategies. One of the ideas to come out of the directors' meeting was to share a position. The most efficient use of staff is to have them working at their highest skill level. Since personnel salaries are a major portion of any budget, budget savings from a shared professional position could be used for support staff or for another project area without a decrease in overall productivity.

The NN/LM Pacific Southwest Regional Medical Library had an open technology librarian position and was ready to be half of a partnership. The MCR was eager to be their position sharing partner...and the pilot project was initiated.

During this pilot the RMLs will determine whether the technology coordinator position can be shared. We also expect to identify activities that, done once, will serve both regions and additional partnering that will benefit Network members of both regions.

-C. Hamasu

Do you EFTS?
If not, a few reasons why you should

You've seen them, right? The emery boards and cool pens that are also flashlights? These are some of the promotional items from EFTS (Electronic Funds Transfer System) to help remind DOCLINE users to join the service. The RML wants its members to join up as well. The MidContinental Region has 166 Full Network members and 65 EFTS members. We'd like to see this number climb.

For those who are not familiar with EFTS, it is a service used by health sciences libraries to electronically process payments of interlibrary loan transactions. There are many benefits to being an EFTS member, such as reducing the need to create invoices and to write checks between EFTS participants. Other benefits are reducing costs, improving cash flow, reducing human error, increasing efficiency, and providing users with management reports. It even works seamlessly with DOCLINE.

EFTS is for libraries of all sizes. Here is comment off the EFTS web site from a director of a small hospital library:

> "Although my library is small and I don't charge for any ILLs, I absolutely love using EFTS to pay for those articles which I must purchase. EFTS makes payment AND budgeting a breeze! Thank you so much for your service."

Even if you occasionally bill for your services or are occasionally billed, there are cost savings. If you would like to learn more about EFTS, please visit their web site at *http://efts.uchc.edu.*

-J. Bramble
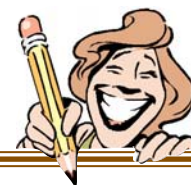
Contributers Wanted

Would you like to share your ideas, successes, projects etc. with the region? Why not submit an article to the Plains to Peaks Post?

Contact Suzanne Sawyer
ssawyer@rml4.utah.edu
with your submissions

Regional Advisory Board Meeting

The Regional Advisory Board met in Salt Lake City on April 10-11, 2007 at Eccles Health Sciences Library. A Regional Advisory Board Meeting has two purposes. The first is to elicit ideas and advice from our Board members about issues that are facing health sciences librarians. The second is to increase the knowledge of our Board members about resources and services so that they can better represent the National Network of Libraries of Medicine with their own constituent groups.

This year the emphasis was on the latter. In addition to presentations made by staff, Board members attended InfoFair. InfoFair is an annual event sponsored by the Eccles Health Sciences Library to provide up-to-date information on computer applications, resources, and services as well as a glimpse into the future of computers and computing in the health sciences. They heard keynote speaker, Sarah C. Michalak, Associate Provost for Libraries and University Librarian, University of North Carolina at Chapel Hill, who presented "The Value of Values: How Libraries Can Flourish in the 21st Century." Ms. Michalak challenged librarians to identify values we should hold fast but implement in new ways. She promoted traditional values delivered non-traditionally. Her session was recorded and can be viewed at: *http://services.tacc.utah.edu/m/show_grouping.php?g=9ace8b59f4fdf4371*

The library advocacy project is a new one for this contract. We added the topic to the meeting agenda to get input from our advisory board members. The group process we used to elicit their feedback is called Appreciative Inquiry (*http://www.appreciativeinquiry.com/ai.htm*) and concentrates on identifying what works. In this situation we wanted to know what board members valued about libraries and librarians. First they told us about the elements of a positive experience when an information need was met. A theme prevalent in most of the experiences was that the information made a difference. Appropriate information was provided at a level that those seeking the information could relate to and use. Then they told us about what they value most about libraries and librarians.

- Librarians "help people who help people."
- Librarians get information that people need.
- Librarians work with people.
- Librarians don't say no.

These values will assist Barb Jones, Missouri/Library Advocacy Liaison, in developing a strategy for the RML's Library Advocacy program.

A majority of the meeting time was spent on health sciences libraries and emergency planning. Members heard about the NN/LM South Central Region's and National Library of Medicine's support to health sciences libraries affected by hurricanes Katrina and Rita. These included a blog where librarians could post news about staff and their libraries, putting DOCLINE on hold for affected libraries, relief awards to 44 Gulf-area libraries, free interlibrary loans from NLM and many Resource Libraries. They then divided

Regional Advisory Board Members attend meeting in Salt Lake City
l to r: Ed Galan, Lisa Traditi, Michael Karr, Kathy Tacke, Jim Bothmer, Roxanna Jokela, Ira Combs, Mary Beth Warren, Stan Penfold   Missing: Linda Cooperstock

into smaller groups to discuss three of four goals established for NN/LM. These goals are:

Goal 1: Ensure continuity of access to knowledge-based and disaster-related health information to support health care before, during, and after local, regional, and/or national disasters.
Goal 2: Support communication among regions, Network members, and NLM in the event of a local, regional, and/or national disaster.
Goal 3: Encourage sharing of knowledge, experience, and training and planning materials to enhance the development of regional and local emergency preparedness plans and expertise throughout the NN/LM.

The groups identified two categories of emergencies: limited term that are caused by nature or an accident such as a transportation disaster, flooding, earthquake, chemical spill; or an event of an unlimited period that can spread such as a pandemic or infectious disease. All groups thought it appropriate for libraries to be part of the infrastructure of their own institution and of their community in responding to an emergency, although librarians may not be one of the first responders. Members, who are part of federal and/or state emergency management teams identified organizations that libraries could participate in such as SEMA (State Emergency Management Agency), VOAD (Voluntary Organizations Active in Disaster), Red Cross, etc. All groups agreed that in the time of an emergency the NN/LM needs to be prepared to support those who provide patient and public health care.

The following are more specific actions recommended in the discussions.
Actions RML and Network members can take:
- Find out about the disaster groups operating in the community/state/region
- Be part of the institutional and community infrastructures
- Participate in disaster drills
- Establish mutual agreements for information and human services continuity
- Contribute to/support Go Local disaster information
- Develop a disaster kit i.e., "One laptop per child"

What's Up with That?
Community Consumer Health Outreach Project

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In August 2003, Durango, a southwestern rural community in Colorado, received an award from the NN/LM MidContinental Region for an extensive outreach program. The intention of this two-year project was to develop a Community Consumer Health Center (CCHC) through the cooperation of four community organizations: Mercy Medical Center (MMC), Fort Lewis College (FLC), Durango Public Library (DPL), and the Southwest Regional Library Service System (SWRLSS). This center serves the rural area of southwest Colorado. Special outreach efforts are being made to American Indians and Hispanics, who populate the region.

From the beginning, the project was dicey. At Mercy, a group of administrators left, and new administrators decided to tear down the old hospital and build a new hospital in a new location, creating a "regional" medical center. SWRLSS, which depends on state financial support, had its funding drastically reduced. Confronting those problems gracefully and bravely was a challenge. Mercy was supposed to have been the project's base, but FLC had to become the lead organization and depository of resources. Despite the turmoil, sincerity and the faith of local, resilient librarians sustained the project. Now that the project is over, I feel both regret and also much hope. Best of all, I now have greater respect for my colleagues in Durango and the surrounding area.

During the first phase, I, the only medical librarian in the area, designed the web page with help from local librarians. The web page had to be unique in terms of serving our local community, the so called "Four Corners." This community consists of an increasing number of Hispanics as well as American Indian nations such as the Southern Ute and Ute Mountain Ute. All partners met to ensure cohesion in the delegation of duties and discussed the layout for the web page and the brochure. An important task was to clarify which resources were to be provided by each participating organization. I purchased a laptop computer and a data projector to make presentations at various clinics, local health organizations, schools, and libraries, and distributed the brochures. DPL also offered classes on consumer health to local patrons.

DPL and FLC completed designing a web page that includes all the National Library of Medicine's consumer health resources, other databases, books and video tapes with their library locations. It currently serves as a virtual library for the community. The web page also includes appropriate health related links by subject. All of the librarians selected the contents, and FLC hired me to organize the contents and to design the web page and to load it to its server.

In the process of implementing the project, we acquired an additional grant from the Southern Ute Foundation to purchase books on consumer health. The grant bought more than 150 books currently catalogued and housed at the FLC library. The local newspaper, the Durango Herald, published a front page article discussing this project and the consumer health web page, titled Online Consumer Health Resources (*http://library.fortlewis.edu/consumer-health*).

In June 2006, Mercy Regional Medical Center finally moved to its new location and provided a space for the Patient Education Library. It now has a small collection of books and a computer. Two volunteers will help manage the library. It does not seem grand, but it is a good start that may lead to something much bigger. The real part of consumer outreach to our community has yet to begin. This project provided a good incentives and the community will continue to support these resources.

Extra-Library Collaboration

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When we are understaffed and overwhelmed, our first self-protective impulse is to say no to any additional work. Nevertheless, there are real benefits to ourselves and to our libraries in extra-library collaborative projects.

For example, I was asked to serve on a curriculum development committee several years ago for a new medical humanities course, along with a physician and professors of philosophy, sociology, and mathematics. The physician knew me, but the others openly wondered why I was there and what role a librarian could play on the committee. Three months later they all wrote rave letters in support of my promotion.

I am convinced that most groups and organizations need a good librarian; they just don't know it. My participation on this committee ultimately helped my paycheck (I got the promotion), and introduced three professors to a librarian who doesn't sit behind a reference desk waiting for them to approach.

Visibility is key to the survival of your library. If your clientele doesn't see you, and see how you help them accomplish their work, they will find other ways to fill their information needs. There are certainly vendors eager to sell them products. We have to be more than that "librarian-in-a-box," and participating in projects outside our libraries is a great way to raise our own visibility, prove our relevance to their work, make friends, and influence people.

Currently, I am editor of our Family Advisory Board's handbook for families of children newly diagnosed with chronic illnesses or disabilities. I am working with community organizations led by the Kansas City Public Health Department on a Health Literacy Initiative which produces and distributes newspapers providing health information to schoolchildren grades K-3. I am leading a community resources task force in the Kansas City Partnership to Advance Pediatric Palliative Care (*www.kcpedspal.org*).

Within the hospital, I serve on a Teen Web Site Development committee (to help chronically ill teens transition to adult life and adult health care) and on a Health Literacy Team which is working on a number of projects to improve patient care by addressing health literacy barriers.

All of these collaborations build friendships for my libraries. They also give me windows into the information needs and information-seeking patterns of my clientele. Participation in extra-library collaborations can crowd your calendar, pressure you with deadlines, and burden your "to-do" list, but they pay off. Often, they are fun! The meetings may come with free lunch, the company includes motivated, convivial people, and the library research you do in support of the projects reminds you of why you like reference work. Before you say no to your next opportunity to collaborate, consider the benefits. Once you say yes, and prove your worth to your collaborators, more offers will pour in! As Martha Stewart would say, this is a "good thing."

(*http://www.laptop.org/en/laptop/*) model with durable, crank powered laptops, solar rechargers, fuel cell batteries. Caching information onto personal devices, CDs, flash drives
• Offer training on resources i.e., Wiser

Actions Network members can take:
• Identify information responders need and the best source for that information
• Prioritize what needs to be backed-up and who needs to know this information
• Know institutional disaster recovery plans
• Review current information needs and how it translates in an emergency
• Identify the role of local health sciences library groups

Actions the RML can take:
• Add emergency resources on state pages
• Promote increased knowledge of emergency planning
• Promote teleconferences and training opportunities
• Develop a marketing tool to show how libraries can help in a disaster i.e., talking points
• Identify and promote what library organizations have done i.e., Medical Library Association, American Library Association, NLM, etc.
• Offer a repository for library emergency plans
• Participate in emergency planning meetings and funnel information to Network members

-C. Hamasu

access your information from any computer. You can also share selected information with others, particularly useful for calendars and collaborative word processing or spreadsheet documents. Essentially, you begin to move your computer life from your hard disk to online. It's a different way of thinking about your work, but for many applications it has advantages; you can share your calendar with others, collaborate on word processing documents and spreadsheets, and access your email all in one place from anywhere. Check out: Google Mail (Gmail) (*http://www.gmail.com*); Google Calendar (*http://www.google.com/calendar/*); and Google Docs and Spreadsheets (*http://www.docs.google.com/*). For an interesting article about the shift to online software, see the article "Desktop, R.I.P." in the March 2007 issue of Wired Magazine by Jason Tanz (*http://www.wired.com/wired/archive/15.04/wired40_rip.html*).

3. Communicate Online:
Instant Messaging, Audio and Video Services

Instant messaging services have moved beyond the chat offerings of Yahoo, MSN, and Google Talk. A new service called MeeboMe (*http://www.meebome.com*) allows you to place a "widget" on your web site or blog so that anyone can chat with you when you are online, regardless of whether they have a traditional IM account. Spencer S. Eccles Library is now using MeeboMe for online reference (*http://library.med.utah.edu/or/asklibrarian.php*).

Free online audio and video services allow multiple parties to hear and see each other without incurring long distance charges. This opens up a range of possibilities for working with colleagues remotely, from committee meetings to distance education. The best known audio and videoconferencing program is called Skype (*http://www.skype.com*). Skype allows you to audio conference with up to nine people, and to videoconference with two people. You can also call people on their regular phones for a small fee. You can purchase an audio headset with microphone and a webcam for under $50.

It is possible that your institution may have Skype blocked for security reasons. To work with your IT department on this, have them look at this document (*http://www.skype.com/security/guide-for-network-admins-30beta.pdf*).

Summary

So there you have it, three easy services you can implement now! The MCR would be delighted to hear from members who have implemented these technologies, and we welcome further suggestions! Contact Sharon Dennis (*sdennis@lib.med.utah.edu*) or Rebecca Brown (*rbrown@kumc.edu*).

-S. Dennis

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