

Middle Atlantic Region

Region 1

Quarterly Report

November 1, 2007 – January 31, 2008

New York University Medical Center

Date submitted: March 20, 2008

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Executive summary

Staff Changes:

There were no staff changes.

Accomplishments:

MAR Regional Emergency Preparedness Committee

The Middle Atlantic Regional Emergency Preparedness Committee was recruited, charged and held its initial meeting in December 2007 – January 2008. The Committee members are: Elisabeth Marrapodi, Trinitas Hospital, Chair; Micki McIntyre, UMDNJ, (Delaware and New Jersey); Mary Lou Glazer, Northport VA, (New York City), Sue Ben-Dor, Orange Regional Medical Center (New York); Rebecca Kindon, SUNY Upstate Medical University (New York); Nic Cecchino, Penn State Hershey Medical Center (Pennsylvania). Each committee member is taking responsibility for a state or portion of a state in the emergency preparedness planning process. Committee charge can be found at:

<http://nnlm.gov/mar/about/committees.html>

Challenges:

MicroAwards

The Micro Awards were a concept stemming from NYU's proposal to serve as the NN/LM MAR for the region. The idea behind the awards was that a small amount of funding could serve as a leverage or seed money for library promotions, library improvement, and outreach programs. The awards, with a maximum of \$500, were not well taken advantage of in 2006-2007. The awards were again offered beginning July 2007, and were well-publicized through the listserv, MARquee (blog), and at Chapter meetings, local health sciences library meetings, site visits and through online classes in funding (*NN/LM Funding: an Overview and Consumer Health Funding for Public Libraries*).

Utilization of the Micro Awards for library improvement, promotion or outreach continues to be low. From July 2007 through January 2008, a total of 11 applications were received for the Micro Awards and 9 have been funded. The two pending are waiting responses from questions asked of the applicants. The awards have been used for library promotion (6), health fairs (1), professional development (1) and speaker costs (1).

There are pros and cons to continue offering Micro Awards: the pros are that as almost any network member could apply for the award, they are a good "conversation starter"; the awards also serve as an introduction to award funding, as most of the elements of the Micro Award application are also part of larger awards (needs assessment, target group, planned activity, budget, evaluation, etc) and network members who apply for an award gain experience in funding applications.

The cons are that the funding may be so small as to be ineffective, not offering sustaining solutions and at \$500, not attractive enough to potential applicants.

Proposed solutions: Staff have suggested increasing the amount of funding available to see if that makes a difference. The Micro Awards issue will be brought up at the RAC meeting of February 21, 2008, for additional suggestions.

Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter*
Network members – full	467	468
Network members – affiliate	349	348
Libraries providing services to unaffiliated health professionals	224 (48%)*	219 (47%)*
Libraries providing services to public users	256 (55%)*	244 (52%)*
Average fill rate for resource libraries	82%	81%

* Include in parentheses the percentage of full Network member members providing services to unaffiliated health professionals and public users. This can be computed as:
% providing services = (count of libraries providing services)/(count of full Network members)

Regional Advisory Committee (RAC) activities

The Needs Assessment Task Force, of the Regional Advisory Committee, continued to work on finalizing draft versions of the MAR Strategic Program Plan for Member Participation.

The Technology Committee, of the Regional Advisory Committee, has begun blogging in the Technology section of the MAR blog, the MARquee.

Needs assessment and evaluation activities/data

The NATF met with Susan Barnes and Cindy Olney of the OERC on November 12, 2007. Susan and Cindy provided an introduction to evaluation planning followed by the group working towards establishing priorities from the strategic plan for evaluation.

On January 24, 2008 the NATF had a teleconference to make final changes to the strategic plan in preparation for sending it out to the RAC for comment.

Outreach

TABLE 2. All newly funded awards and projects

Start/end dates	Title of award/project	PI institution	PI last name	Funding amount	Project type*
11/29/2007-05/05/2008	Healthy Women = Healthy Moms = Healthy Babies	St. Francis Hospital	Figorito, R	1300.00	Exhibit Award
12/4/2007-2/2/2008	Online Resources Promotional Kit for Physicians	Vassar Brothers Medical Center	Russell, M	500.00	Micro Award
12/4/2007-2/2/2008	Evidence-Based Practice Training & Toolkits for Staff RNS	Vassar Brothers Medical Center	Russell, M	500.00	Micro Award
2/6/2008-4/6/2008	Library Branding Design Project	Touro-Harlem Medical Library	Warwick, S	500.00	Micro Award

Start/ end dates	Title of award/ project	PI institution	PI last name	Funding amount	Project type*
12/21/2007- 3/29/2008	Promotional materials for physicians who do not use technology regularly	St. Luke's Cornwall Hospital Medical Library	Snead, T	500.00	Micro Award
12/21/2007- 3/29/2008	Promotional materials for physicians who do use technology regularly	St. Luke's Cornwall Hospital MedicalLibrary	Snead, T	500.00	Micro Award

*Suggested project type values: outreach project, express award, exhibit award, technology improvement award, library improvement award, Internet connectivity award, information technology/policy awareness conference, other (please specify)

Update of ongoing major projects (funded at ≥ \$15,000)

N/A

TABLE 3. Presentations and training provided by RML staff

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
11/02/2007	Figueroa	DOCLINE Reports, Routing Tables, and More	New York, NY	4	Online
11/5/2007	Bose	Patient Safety Resource Seminar: Librarians on the Front Lines	Pittsburgh, PA	19	In-person
11/05/2007	Figueroa	PubMed MyNCBI Part II: Shared MyNCBI Filters	New York, NY	8	Online
11/06/2007	Dunn	Consumer Health Funding in Public Libraries	New York, NY	2	Online
11/08/2007	Headrick	Geeks Bearing Gifts	Old Westbury, NY	15	In person
11/12/2007	Figueroa	Consumer Health Information at the Public Library	New York, NY	4	Online
11/15/2007	Headrick	Creative Commons: What is it?	New York, NY	8	online
11/27/07	Bose	Introduction to PubMed	Jersey City, NJ	5	In-person
11/27/2007	Figueroa	Getting Started with LinkOut	New York, NY	16	Online
11/28/2007	Figueroa	Consumer Health Information at the Public Library	New York, NY	4	Online
11/29/2007	Figueroa	Copyright and ILL	New York, NY	19	Online
12/4/07	Bose	ABCs of DNA and African-American Community Health	Jamaica, NY	14	In-person
12/05/2007	Figueroa	Introduction to RML Services (RML Consultants)	New York, NY	4	Online
12/6/07	Bose	PubMed for Academic Librarians	New York, NY	11	Distance
12/06/2007	Bose	Introduction to RML Services (RML Consultants)	New York, NY	4	Online
12/10/2007	Bose	Introduction to RML Services (RML Consultants)	New York, NY	3	Online
12/11/2007	Figueroa	Introduction to RML Services (RML Consultants)	New York, NY	4	Online
01/08/2008	Figueroa	DOCLINE Explained	Philadelphia, PA	2	In-person
01/08/2008	Figueroa	Getting Started with LinkOut	Philadelphia, PA	5	In-person
1/09/2008	Bose	Keeping Up with NLM's PubMed	Philadelphia, PA	10	In-person
1/09/2008	Bose	PubMed for Experts	Philadelphia, PA	15	In-person
01/23/2008	Figueroa	Getting Started with LinkOut	West Chester, PA	10	In-person
1/30/2008	Bose	Beyond an Apple a Day: Providing Consumer Health Information at Your Library	Lancaster, PA	7	In-person
1/30/2008	Bose	Beyond an Apple a Day:	Lancaster,	5	In-person

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
		Providing Consumer Health Information at Your Library	PA		
1/30/2008	Hunter	Beyond an Apple a Day & Prescription for Success - condensed	Tarrytown, NY	9	In-person
1/31/08	Bose	Beyond an Apple a Day: Providing Consumer Health Information at Your Library	Lancaster, PA	5	In-person
01/31/2008	Figueroa	Introduction to RML Services	New York, NY	8	Online
01/31/2008	Figueroa	DOCLINE Reports, Routing Tables and More	New York, NY	4	Online

TABLE 4. Exhibits. Note that separate exhibit reports should not be included with the RML quarterly report.

Dates	Organization name	Meeting name	Location (city, state)
RML NATIONAL EXHIBITS			
1/11/08-1/14/08	American Library Association	Midwinter Conference	Philadelphia, PA
RML REGIONAL/STATE/LOCAL EXHIBITS			
11/4/07-11/6/07	New Jersey Association of School Librarians	Annual Meeting	Long Branch, NJ
SUBCONTRACTED NATIONAL EXHIBITS			
SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

MedlinePlus Go Local

Status:

New York (Rochester, Buffalo, Syracuse, Albany regions) are meeting periodically and moving toward submitting a Go Local proposal.

New Jersey: submission of a Go Local proposal is pending, expected to be received 4/1/2008.

Other staff activities

TABLE 5. Publications and resources developed by RML staff

Date completed/ published	Last name of staff responsible	Title	Medium (e.g., journal article, newsletter article, brochure, online tutorial)	Submitted to Clearinghouse ("yes" or "out of scope")

On November 1, 2007, Arpita Bose visited the library at Swedish Institute College of Health Sciences in New York, NY. The library received an NN/LM MAR Technology Award for the project White Nights, which provided hardware and software upgrades for visually impaired and blind students.

On November 4-7, 2007, Sue Hunter attended the American Evaluation Association annual conference in Baltimore, MD.

On November 5, 2007, Marcy L. Brown taught an online class, Using Wikis in Education, as part of an NN/LM MAR Online Training Development Award for Western Pennsylvania Hospital.

On November 8, 2007, Kathel Dunn presented an RML Update at a MEDLI (Medical Librarians of Long Island) meeting in Old Westbury, NY.

On November 8-9, 2007, Arpita Bose, Miguel Figueroa, Harriet Geller, Sue Hunter, and Abigail Kennedy-Grant attended NLM's New Staff Orientation.

On November 9, 2007, Kathel Dunn attended the New York Technical Services Librarians' dinner at the Princeton Club in New York City.

On November 12-14, 2007, Susan Barnes and Cindy Olney of the OERC visited MAR to spend a full day with the Needs Assessment Task Force to review the draft MAR strategic plan and begin the process of establishing priorities from the plan to evaluate in the future. Another day was spent with the MAR staff on the topic of logic models. At the end of the day the staff agreed the logic model tool would be useful for future project planning. Susan and Cindy spent their last day in the region teaching the Community Assessment and Planning Outcomes-Based Outreach workshops to a class of 20 registrants.

On November 10, 2007, the Value of Libraries Planning Study: Rochester focus group was held. Elaine Martin served as facilitator, Sue Hunter as recorder.

On November 20, 2007, the RML hosted the Medical Library Association's Fall Webcast, "Scholarly Publishing and Open Access: Straight Talk," at NYU Medical Center.

On November 28, 2007 Arpita Bose and Miguel Figueroa visited Touro College of Osteopathic Medicine—Harlem (a new medical school) to discuss NN/LM membership.

On December 5-7, 2007 Kathel Dunn attended with Ruth Holst and Claire Hamasu, the ARL/ACRL Institute on Scholarly Communication. The desired outcomes that we decided on for post the institute are to develop a program for NN/LM staff that will ensure that network members in health care settings as well as academic institutions actively work within their institutions to promote open scholarly communication.

On December 17, 2007 Kathel Dunn attended the first meeting of NYU's Disaster Preparedness Task Force.

On December 18, 2007 Kathel Dunn visited Lenox Hill Hospital to promote RML services.

On December 20, 2007 Kathel Dunn visited the New York State Library. Maribeth Krupczak, Library Development set up the visit which included a tour of the State Library, meeting with Janet Welch, New York State Librarian, discussion with department heads of the New York State Library and a discussion with the Library Development division.

On January 9, 2008 Miguel Figueroa visited Kennedy Memorial Hospital (NJUJFM) to follow-up on a Technology Improvement Award and to promote the RML's services.

On January 9, 2008 Miguel Figueroa visited Cherry Hill Public Library (NJUHKO) and Camden County Public Library (NJUIPN) to promote the RML's services.

On January 10, 2008 Miguel Figueroa visited Our Lady of Lourdes Medical Center Library (NJUOLL), Our Lady of Lourdes School of Nursing Library (NJUOLS), UMDNJ and Coriell Research Library (NJUNJO), and Cooper University Hospital (NJUCMS) to promote the RML's services.

On January 10, 2008, Arpita Bose visited University of Pennsylvania Medical Center/ Presbyterian's Health Sciences Library in Philadelphia, PA.

On January 10, 2008, Kathel Dunn met via teleconference at the first meeting of the MAR Regional Emergency Preparedness Committee. Elisabeth Marrapodi, Trinitas Hospital, is Chair.

On January 16, 2008, Kathel Dunn and Karen Brewer attended online a meeting of the mid-year RML Directors' meeting.

On January 23, 2008 Gregg Headrick visited Coney Island Hospital to follow up on their Technology Award and promote the services of the RML.

On January 28, 2008 Miguel Figueroa visited the New York College of Health Professionals (NYULWH) to provided one-on-one DOCLINE training.

Optional photographs with captions



Site Visit to Coney Island Hospital – Technology Award Recipient

The library received a technology improvement award during our last round of funding. The award was used to increase patron computer access within the hospital library.

Pictured (L to R) -
Patty Giugliano- Library Technician
Laraine Tursi - Director
Muhammad Iftikhar-Library Assistant

Appendix A: MAR Regional Distribution of NLM Promotional Items

November 1, 2007 – January 31, 2008

Promotional Items requests	Number of Requestors
Delaware	0
New Jersey	0
New York	4
Pennsylvania	3
Hospital/health sciences	4
Academic	2
Public	1

Most frequently requested capability brochures:

1. PubMed
2. MedlinePlus English/Spanish
3. Good Health Information On the World Wide Web

Used for:

- Hospital library events (instruction for new physicians; new employee orientation)
- Distribution to health consumers (public library patrons; patients and families in hospitals)

Quotes:

“We plan to announce to faculty and students that we are associate members of NNLMR-MAR. We will emphasize the excellent sources of health information available and start planning ways to expand the use of it.”

Anne Swain, ASA Institute, Brooklyn, NY (new NN/LM member)

*Abigail Kennedy-Grant
Administrative Assistant*

Appendix B Online Training in NN/LM MAR

Background/Needs Assessment

MAR decided to initiate online classes as a service to members who are unable to leave their workplaces to take a class. An online class can benefit an academic librarian who needs to stay on campus to teach or a solo hospital librarian who would otherwise need to close her library if she left the site. The member needs assessment questionnaire, conducted in winter 2007, asked participants for their thoughts on online instruction. The table below lists classes and number of sessions by time period.

NN/LM MAR Online Teaching by Season/Semester 2007-2008

March-May 2007: 7 sessions	June-August 2007: 8 sessions	Sept-Dec 2007: 18 sessions	January-May 2008: 33 sessions
1. NN/LM Funding Opportunities: an Overview	1. NN/LM Funding Opportunities: An Overview	1. Clever Evaluation (new)	1. Introduction to RML Services (new)
2. Getting Started with LinkOut (credit class)	2. What's New in PubMed	2. PubMed MyNCBI	2. Clever Evaluation
3. DOCLINE for Beginners	3. PubMed MyNCBI (new)	3. PubMed for Academic Librarians (new)	3. PubMed MyNCBI
4. What's New in PubMed	4. Getting Started with LinkOut	4. Getting Started with LinkOut	4. Introduction to TOXNET (new)
	5. DOCLINE: Reports, Routing Tables and More (new)	5. DOCLINE for Beginners	5. Getting Started with LinkOut
	6. Creative Commons: What Is It? (new)	6. DOCLINE: Reports, Routing Tables and More	6. DOCLINE for Beginners
		7. Copyright and ILL (new)	7. DOCLINE SERHOLD: Searching, Updating, and Reporting (new)
		8. Creative Commons: What Is It?	8. DOCLINE: Reports, Routing Tables and More
		9. Using Wikis in Education (new)	9. Copyright and ILL
		10. Consumer Health Information at the Public Library (new)	10. Free Productivity Tools (new)
		11. Consumer Health Funding for Public Libraries (new)	11. Creative Commons: What Is It?
			12. Consumer Health Information at the Public Library
			13. Consumer Health Funding for Public Libraries

Class design

Classes are designed to be brief (1 to 1.5 hours) introductions or refreshers on topics in resource sharing/document delivery, PubMed, other NLM resources, consumer health, evaluation, technology, funding, and RML services. The majority of classes are informational, but one (Getting Started with LinkOut) also offers Medical Library Association Continuing Education credits. Classes are taught using the NIH Web Collaboration system, powered by Adobe Connect. The RML staff sends each class registrant an e-mail with class connection information, including a toll-free telephone number and a web site address. Class registrants and the instructor call into the phone number and log onto the web site at the start of the class session. The instructor leads a teleconference and uses Adobe Connect to show a PowerPoint presentation and live demonstration on the Internet.

Use of non-MAR staff as instructors

Most classes are taught by RML staff, with a couple exceptions. One class, Clever Evaluation, is taught by Cindy Olney, evaluation specialist for the National Network of Libraries of Medicine Outreach Evaluation Resource Center. Another class, Using Wikis in Education, was developed and taught by one of our members, Marcy Brown, as part of a MAR Online Training Development Award. In summary, 66 sessions of 17 unique classes have been offered since the inception of the program. More than 250 participants have taken the online classes.

NN/LM MAR Online Classes, average attendance; high and low attendance

CLASS NAME	AVG ATTENDANCE	HIGHEST NUMBER ATTENDING	LOWEST NUMBER ATTENDING
Consumer Health Funding for Public Libraries	2	2	1
Consumer Health Info at the Public Library	3	4	1
Intro to TOXNET	4	4	4
NN/LM Funding: An Overview	5	5	0
Intro to RML Services	5	8	3
PubMed MyNCBI Part II	8	8	8
DOCLINE for Beginners	5	9	2
Creative Commons: What is It?	8	9	8
DOCLINE Reports, Routing Tables and More	6	11	2
PubMed for Academic Librarians	11	11	11
DOCLINE Serhold	11	11	11
PubMed MyNCBI Part I	9	13	6
What's New in PubMed	12	13	10
Getting Started with LinkOut (parts 1 and 2)	10	16	2
Copyright and ILL	14	19	10
Wikis in Education	19	19	19
Clever Evaluation	13	19	8

The table above lists the average attendance per class; highest number attending and lowest number attending. The most popular classes are *Clever Evaluation*, *Wikis in Education*, *Copyright and ILL*. The two classes geared to the public libraries are the least popular.

Three classes have been cancelled or not held due to lack of attendance: *NN/LM Funding Opportunities*, *Consumer Health Information at the Public Library* and *Introduction to RML Services*.

Evaluation

Following conclusion of a class session, each registrant receives an e-mail with a link to an online class survey. The surveys are based on MLA's class surveys. Survey response has been high, and the majority of evaluations have been positive about the class format and content. The average evaluation score for all classes is "A."

Class participants have offered positive and negative comments via online survey and follow-up e-mail:

- "Thank you for providing this opportunity. Online training is of tremendous value and I am looking forward to classes you may have scheduled this summer."
- "I thought [the online class] was concise and conveyed just the right basic information."
- "Excellent use of technology to bring useful and important information to the desktop, so that we don't have to leave our workplace in order to take CE! Thanks very much for offering this opportunity."
- "I think that Miguel is a superb teacher (and I don't say this about many presenters). I also think that this online format for CE's needed by hospital librarians is the way to go."
- "Not as good as in person and there are always technical problems so it is not as reliable."
- "The information presented was very helpful, but the understanding of it was hindered by the display problems."

Pros/cons of online teaching

Online classes have distinct advantages and disadvantages. On the plus side, an online class provides a quick way for medical librarians to keep current on professional topics. An online class is convenient and inexpensive because all the participant needs is a telephone and a computer with Internet connection—there is no need to travel to a separate location. Online classes offer flexibility in attendance, and most are offered multiple times in a "semester" so that members can find a session time that suits them.

There are also some disadvantages to online classes. An online class requires a level of familiarity with computers and conference calling. Unfortunately, the instructor can provide only limited technical support from his or her remote location. Online classes are more sensitive to technical difficulties than an in-person class; if the Internet connection slows or is lost, it can be challenging for the online instructor to work through it. Participants miss face time with the instructor, and they also miss the opportunity to network in person with each other. The online format is suitable for brief classes of 90 minutes or less. A longer class would be tiring for both the instructor and the participants.

Next Steps

Based on our past success, MAR plans to continue online classes in the future. As we build capacity in the region on general topics (PubMed, DOCLINE, LinkOut), we hope to introduce more advanced or specialized classes. Examples might include a class on the NIH Public Access Policy or an introduction to NCBI's molecular biology databases. For subjects that are beyond the expertise of MAR staff, we hope to invite guest speakers to teach. Another goal is to adopt additional CE credit courses to the online environment, perhaps by dividing one 4-hour course into two 2-hour sessions.

Arpita Bose
Outreach and Communications Coordinator

Appendix C

NN/LM and NLM's Long Range Plan: Capacity Building in Expertise in Molecular Biology Information Resources and Genetics Information Resources in the Region

In *Charting a Course for the 21st Century: NLM's Long Range Plan 2006-2016*, recommendation 4.3 proposes to "Continue support for formal, multidisciplinary education in biomedical informatics to increase the supply of informatics researchers who can work at the intersections of molecular science, clinical research, health care, public health, and disaster management." NN/LM MAR examined its capacity to participate in and support this recommendation, particularly as it related to molecular science.

Resource Library capacity

University of Pittsburgh

Most notably, within the region, the University of Pittsburgh's Falk Health Sciences Library offers a specialized information service in molecular biology and genetics, and has done so since 2002. The service, Molecular Biology Information Services (MBIS), is staffed by librarians with backgrounds in biochemistry and neuroscience. The librarians, Ansuman Chattopadhyay and Carrie Iwema, develop resources, such as Pitt's online bioinformatics research search (OBRS), which searches 1,750 databases and analysis tools, providing results in categories, using Vivisimo clustering technology. The site can be found at: www.hsll.pitt.edu/guides/genetics. The librarians also teach workshops and offer consultations to Pitt faculty, students and staff. In 2006-2007 there were 42 bioinformatics workshops on 13 topics, taught to 378 participants. New workshops are regularly added; and the MBIS web page is updated, including a "How Do I?" section on common bioinformatics questions.

SUNY Buffalo

Gary Byrd, director of the Health Sciences Library at State University of New York, Buffalo (SUNY Buffalo), indicated at a February 2008 RAC meeting that he will shortly be adding a molecular biology information specialist to the library staff.

NN/LM MAR Staff

Arpita Bose, Outreach and Communication Coordinator, has a background in chemistry and worked as a chemist prior to becoming a librarian. She will be attending the NCBI Introduction to Molecular Biology Information Resources class held April 2-4, 2008 in New York City. On the other end of the molecular biology spectrum, Arpita has taught the NN/LM class, *ABCs of DNA* twice in the past year: to librarians at the Queens Public Library and for librarians in a program presented by Libraries for the Future. Arpita presented a poster on that experience at the NY-NJ Chapter of MLA in October 2007.

Arpita will be teaching the *ABCs of DNA* at the annual meeting of the Medical Library Association in Chicago (2008) and will subsequently teach the class in Spring and Summer 2008 for the New York Public Library, the Health Sciences Association of New Jersey and the Westchester Library System.

Next Steps

NN/LM MAR will continue to informally monitor the level of interest in molecular biology and genetics resources within the region, and support staff development to offer additional training, perhaps through online classes.

Kathel Dunn
Associate Director

Attachment 1
Quarterly OARF summary data:
RML staff activities