

**NN/LM MAR Regional Advisory Committee Meeting  
Minutes – April 30, 2012**

<b>TOPIC</b>	<b>DISCUSSIONS/RECOMMENDATIONS</b>	<b>ACTIONS TO BE TAKEN</b>
Call to order	Meeting began at 8:30 AM	
Attendees	<p>MAR staff: Barbara Epstein, Renae Barger; Michelle Burda; Lydia Collins, Kate Flewelling; Missy Harvey</p> <p>Representatives from the 4 MLA chapters in MAR Region: Donna Berryman (RAC chair) representing UNYOC; Aileen McCrillis representing NY/NJ; Jenny Pierce representing MLA-Phil; Melissa Ratajeski representing MAC</p> <p>Special Advisory Group chairs: Marie Ascher; Micki McIntyre; Maura Sostack; Patricia Ulmer</p> <p>2 at-large representatives: Neil Rambo; Joanne Muellenbach (via teleconference)</p>	
NN/LM MAR Update	Renae Barger provided an overview and highlights from year one (April 1, 2012 – April 30, 2013)	
Increasing Network membership/Promoting NN/LM membership benefits and NLM resources	<p><b>Ideas were elicited for exhibit opportunities, regional meetings and other avenues to promote NN/LM membership and benefits, as well as NLM resources to health sciences librarians, consumer groups and health professional groups. These opportunities may be addressed through MAR staff and Network members, possibly through MAR funding.</b></p> <ul style="list-style-type: none"> <li>• Exhibit at HIMSS (Healthcare Information and Management Systems Society) and other informatics groups especially, local or state chapters</li> <li>• Promote not only NLM products, but also NN/LM memberships</li> <li>• Work with literacy organizations and English as a second language groups in the region. They are already providing training to adults. Health literacy is an entrée to general literacy issues. This may be a way to promote MedlinePlus and other easy to read resources.</li> </ul>	<p>MAR offers exhibit awards to cover booth and exhibit costs so Network members may exhibit and promote NN/LM and NLM resources and services to consumer and health professional groups. <b>RAC members are encouraged to apply for as well as promote these and other awards.</b></p> <p>MAR staff to develop materials that Network members can use to promote NN/LM benefits to non-members during outreach events.</p>

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	<ul style="list-style-type: none"> <li>• Partner with CTSA groups, especially for community outreach, clinical trials.gov, etc.</li> <li>• Electronic health records and MedlinePlus Connect are an area to promote new roles for librarians. Involve resource libraries and hospital libraries in discussions (regional and cross regional case studies)</li> <li>• Promote resources at firefighter and emergency responder expos</li> <li>• Promote to health food stores, Whole Foods, Wegmans (they are interested in education ), United Way</li> <li>• Health literacy coalition of NJ may be a good exhibit or training opportunity</li> </ul> <p>Discussion that libraries mostly concentrate on building their business within their institutions, but can build a case to partner on outreach activities if community outreach fits within their institution's mission. (For instance, extending CTSI efforts with researchers to include community education on NLM resources; or forming outreach projects to educate consumer groups on NLM resources that target groups of interest to institutional stakeholders) Question: <b>How can MAR get the word out effectively to get librarians interested in such outreach opportunities that may align with institutional goals?</b> Suggestions: Through MLA chapters; phone calls; lunch with the RML..</p> <p>There was additional discussion regarding the vast audiences to benefit from NN/LM and NLM resources with limited RML staff and dollars. The challenge is to educate Network members and pull on their expertise and connections to educate those at the grass roots level. Education and promotion MUST be made relevant to the audience. Librarians can promote their roles, with funding from the RML to work with communities, exhibit, and increase their visibility for their own institution also.</p>	<p>Lunch w/ the RML topic on electronic health records; MedlinePlus Connect; getting academic and hospital librarians involved; and institutional 'branding' of MedlinePlus Connect</p> <p>MAR staff are joining regional MLA chapters to open up discussions. Postings to be made on chapter listservs; Lunch with the RML may be scheduled closer to next round of funding to discuss common goals and outreach possibilities.</p>
Communication Strategies	<p><b>MAR plans to keep Network members informed and engaged were discussed.</b></p> <ul style="list-style-type: none"> <li>• Monthly lunch with the RML – these are discussion webinars to</li> </ul>	RAC members are encouraged to

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	<p>bring Network members together with MAR staff to discuss topics of interest. Potential topics discussed:</p> <ul style="list-style-type: none"> <li>○ Electronic Health Record/Patient portal/MedlinePlus Connect implementation and librarian involvement</li> <li>○ Branding MedlinePlus Connect</li> <li>○ Success strategies and lessons learned from MAR funded outreach projects</li> <li>○ Group licensing initiatives for hospital libraries</li> <li>○ Value of Libraries study results and strategies to present to administrators</li> </ul> <ul style="list-style-type: none"> <li>● Quarterly electronic newsletter</li> <li>● A demonstration of the MAR Networking platform was given. This is designed to connect Network members on an individual level (The current NN/LM directory is based on an institutional level). This is still in design phase. Next steps: MAR staff testing/feedback, followed by RAC and SAG testing/feedback. Possible fields to be implemented include funding received and project reports, as well as classes taught. Discussion ensued surrounding the ability to have blogs within the platform. Group agreed that individual blogs may be too much but focused blogs on outreach or emergency preparedness may be helpful. Blogs will need tested to verify firewalls are not blocking, especially in hospital settings.</li> </ul>	<p>send topics to MAR staff.</p> <p>Stay tuned for testing/feedback sessions.</p>
Training	<p><b>Asynchronous vs Synchronous training was discussed. MAR plans to use a combination of both.</b></p> <ul style="list-style-type: none"> <li>● Limited travel funds diminish the amount of in-person training MAR can provide</li> <li>● MAR staff will offer at least 16 CE courses this year. Since these are 4-6hr CE's, online, synchronous sessions may be broken in to 2-3 webinars. Additionally, NN/LM uses Moodle as an asynchronous training mode. The general consensus seemed to be a combination of both may be most appealing.</li> <li>● MAR will also offer 'Boost Box' webinars which will be 1-hour</li> </ul>	<p>RAC members are encouraged to</p>

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	<p>educational/informational sessions. These will be recorded and posted to the MAR website for future reference.</p> <p>Discussion regarding ideas to encourage MAR members to offer training on MAR's behalf ensued. Such training could be in-person within their county as well as online webinars arranged by MAR staff. MAR would like to use the expertise of Network members to benefit the region. However, this does take librarian's time, so possible incentives were discussed, such as MLA certificates to cover membership dues; awards to members willing to teach/train multiple times or travel to do training, etc.</p>	<p>send topics and/or volunteer their expertise to offer a session.</p> <p>All materials placed on MAR website must be 508 compliant so these will need translated. MAR confirming this.</p> <p>MAR to establish a policy to reimburse members willing to help with training and/or offer a boost box session.</p>
MedPrint	<p>The MedPrint program for preservation of older, print literature was discussed. NLM has not received a large response rate to this program. Regional Medical Libraries were asked to start with the resource libraries in their regions to gain feedback before MLA. Some barriers to participation have been the 25 year commitment time; space; already discarded; and binding practices. A suggestion was made to let libraries know what titles are still needed for commitment and perhaps those that own would consider, as opposed to choosing from the 250 titles.</p> <p>Another suggestion was made to consider contacting the societies. Where do the societies have their archives?</p>	<p>MAR will report on the status after the MLA update on MedPrint.</p> <p>Depending on outcome, a Lunch with the RML discussion with resource libraries and RAC/SAG members may be beneficial.</p>
Special Advisory Group (SAG) Updates	<p>Individual SAG reports will be posted on the MAR website in the coming weeks. Highlights from each group include:</p> <p>Marie Ascher: Resource and Academic libraries SAG</p> <ul style="list-style-type: none"> <li>• Discussion that outreach is not typical of academic and resource libraries but may have opportunities to work with public libraries, mini-med schools for seniors, magnet schools, or other programs that align with institution's mission.</li> <li>• Have identified emergency preparedness as an area of interest. Group discussed a 'boost box' session and moodle course with the</li> </ul>	<p>See full committee reports on MAR website: all reports to be posted by May 29, 2012.</p>

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	<p>end product of having a continuity of service plan for numerous libraries in the region.</p> <ul style="list-style-type: none"> <li>• Group will be forming an e-science subcommittee to develop an educational session surrounding the librarian's role in e-science. The subcommittee will examine what has been done and what has worked. They want practical suggestions and concrete case studies to move forward.</li> </ul> <p>Micki McIntyre: Outreach to health professionals and public health workers SAG</p> <ul style="list-style-type: none"> <li>• Avenues for outreach to unaffiliated health professionals were discussed.</li> <li>• Focused RFPs for future funding were recommended.</li> <li>• This group also discussed plans for a revised MAR webpage geared toward health professionals and those providing outreach.</li> </ul> <p>Patricia Ulmer: Consumer health SAG</p> <ul style="list-style-type: none"> <li>• Avenues to reach target populations were discussed.</li> <li>• Group discussed Consumer Health Information Specialization and ways to make it more desirable/attractive for individuals in all types of library settings. <ul style="list-style-type: none"> <li>○ Possibly branch it out to health providers who work with consumers.</li> </ul> </li> <li>• Group discussed the numerous existing videos that would be beneficial to public libraries if these were cataloged (ie. You Tube and others created by librarians and designed to reach teens, adults and seniors.)</li> </ul> <p>Maura Sostack: Hospital libraries SAG</p> <ul style="list-style-type: none"> <li>• Discussed EHRs and MedlinePlus Connect promotion</li> <li>• Discussed group licensing</li> <li>• Have identified clinical librarianship as an area of interest and educational programs to get hospital librarians involved in new roles</li> <li>• Have identified a need for a course to educate hospital librarians on aligning library goals with the goals of the organization and running the library like a business.</li> </ul>	
Next Meeting	The next meeting will be held virtually and scheduled for sometime in July, 2012. Communication will take place between meetings via the RAC	RAC members are encouraged to use the RAC listserv to send topics of

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	listserv	discussion/suggestions/comments/etc
Adjournment	Meeting adjourned at 12:00PM	