

# MHSLA

# NEWS

No. 97

Summer 2012

THE NEWSLETTER OF THE MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

## President's Corner

by *Leslie Burke*

As I was looking over the MHSLA 2012 Annual Conference preliminary program, it struck me that the theme, "Librarians Driving Medical Education," is really about leadership. It is about not sitting back and letting our organizations dictate what they think our job should be. Our association is full of leaders like this, and I have been inspired and mentored by many of them.

I think that leadership, as we need it today, is about flexibility, creative thinking, persistence, collaboration, and courage.

Earlier this month, there was some very interesting discussion on the MHSLA listserv, and I would like to quote one of our members whose comments really germinated the topic of this column. Jennifer Barlow was speaking of the changes she's undergone in her organization and how she is adapting to the new realities. She spoke of losing staff, getting rid of print resources and developing new workflows. She mentioned assisting staff with systems that were not even library-related saying, "no one else was helping them, so we stepped up."

Thinking flexibly and creatively, what types of new opportunities might we find where no one else is providing assistance and we can help? Are we watching for the odd synergy, the unexpected link we can make with a new user group?

Persistence and courage may also be needed to speak up in an organization that needs a better understanding of information resources, information needs and information delivery. This may mean going toe-to-toe with an IT department to explain why their "logical" enterprise



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policies are putting barriers between your information resources and the users, or that a practice is violating copyright laws. Leadership, then, may also require diplomacy, but with courage and knowledge.

Jennifer also commented that “things will change. I think it’s important to stay focused on the mission. The mission is NOT preservation of libraries. It’s connecting people with the information they need. If there’s a new and better way to do this, we should be ready to adapt.” I couldn’t agree more. If we cling to the “place” of information, as inviting and comfortable as that may be, then we risk being more marginalized. We need to provide more leadership to our organizations and that may mean making friends in unlikely places and working together to help a new department or group get the information, the way they need it, to make their decisions.

As you hopefully are making arrangements to attend this year’s annual conference in Novi, focusing on our leadership in medical education, I hope you’ll consider these words by Dr. Robert Jarvik: “Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them. They make the impossible happen.”

Here’s to doing something “impossible,”

Leslie  
MHSLA President, 2011-2012

## **MHSLA 2012**

Librarians Driving Medical Education

The MDMLG Conference Planning Committee has been hard at work readying the MHSLA 2012 Annual Conference <http://www.mdmlg.org/MHSLA2012/>, October 17 – 19, 2012, in Novi, MI. The conference will be held at the Baronette Renaissance Hotel [www.marriott.com/dtwdn](http://www.marriott.com/dtwdn), adjacent to Twelve Oaks Mall <http://shoptwelveoaks.com/>.

The hotel is offering a room rate of \$109 per night for a single or double for conference attendees. This rate applies from October 16th – 21st (Tuesday – Sunday).

THERE ARE THREE WAYS TO RESERVE A ROOM:

- Call toll free at 1-888-236-2427 (Marriot Reservations), mention Group Code: MHSMHSA
- Online at the Marriott site: [www.marriott.com/dtwdn](http://www.marriott.com/dtwdn)  
Enter MHSMHSA in the group code field under “Special Rates and Awards” on the

left side of the page.

- Call the Baronette direct at 1-800-395-9009 or 248-349 7800 and mention the Group Code: MHSMHSA
- Deadline to receive the conference room rate: Oct. 2, 2012



This year's conference offerings address the librarian's role in education and will appeal to both hospital and academic librarians. On Wednesday, October 17, it's a full day of Continuing Education. Check out these courses which include Introduction to Epidemiology (4 hours), Walking in Nurse's Shoes (6 hours), and Institutional Review Board for the Protection of Human Rights (4 hours). We'll have a sponsored lunch with Wolters Kluwer. The day ends with time for networking. Then get ready to dance an Irish jig at the Welcome Reception which will feature the Detroit Wheels Buffet and live music by the Irish Band Odd Enough.

The second day, Thursday, October 18, offers a full day of informational sessions and vendor exhibits beginning with a Breakfast & Learn with Micromedex. Come hear Dr. Ernest Yoder, CMU Medical School Founding Dean, on Trends in Medical Education. After the talk by Dr. Yoder, you'll have the chance to snack and catch up with the vendors when we open the exhibit area. The Business Meeting is followed by a sponsored lunch with Rittenhouse. Not to be missed is the GMR / PubMed Update and a talk by Jane Blumenthal, University of Michigan, Taubman Library Director, and MLA President titled "Life of Medical School Library Director." Next is a fun evening at the Special Event which will begin with a Scavenger Hunt at Twelve Oaks Mall. Twelve Oaks Mall is a distinctive mall with over 200 fine shops and restaurants. After the Scavenger Hunt, relax with colleagues over a delicious meal at the Tin Fish restaurant, located at the mall. End the evening with networking back the Baronette Renaissance Hotel's Presidential Suite.

The last day of the conference, Friday, October 19, begins with a Breakfast & Learn with Elsevier. Next is the Keynote Speaker, Jamie Verdi, JD, Attorney for MI Patient Advocacy, who's presentation is titled "Patient Education-Patient Advocates in the new Reform Arena. Next is the presentation "Nurses and Librarians: Research Partners" by Caroline Medcoff, MSN, CNS, Beaumont Nursing Scholarship and Research Department.

Lunch this day will be sponsored by EBSCO. The day will conclude with a combination of poster presentations and our ever popular Lightning Rounds.

After the conference, feel free to further explore Twelve Oaks Mall or take a drive to charming Downtown Northville.

Any questions about the conference, please contact Gina Hug [ghug1@hfhs.org](mailto:ghug1@hfhs.org) or Toni Janik [Toni.Janik@hdgh.org](mailto:Toni.Janik@hdgh.org), our 2012 Local Arrangements Committee co-chairs and hope to see you there!

### **Michigan Libraries for Life**

Last year libraries across Michigan participated in a simple and effective campaign to educate patrons about organ, tissue, and eye donation and offer the opportunity to join the Michigan Organ Donor Registry. This effort was originally spearheaded in 2010 by the University of Michigan's Taubman Health Sciences Library, but has expanded to include libraries on several university campuses across the state; University of Michigan Ann Arbor, Dearborn, and Flint campuses, along with libraries at Eastern Michigan University, and Grand Valley State University. This collaborative effort resulted in registering 414 new organ donors, reaching over 1500 visitors with information on organ donation and registration information.\*



More than 95% of Americans support organ, tissue and eye donation. In Michigan, only 34% of adults have joined the Michigan Organ Donor Registry, far lower than the 43% average nationwide. That discrepancy is largely due to state residents not knowing how to properly sign up. Michigan Libraries for Life helps to address that informational need.

We are excited to bring this life-saving event back in 2012, expanding to include many more public and academic libraries. This year's 2-day drive will start on Tuesday, October 2nd and run through Wednesday, October 3rd. Participating libraries are welcome to join the effort

for as many hours as they are able to staff a registration table, from 2 hours to 2 days. Gift of Life Michigan will provide free in-person training for library representatives at their Ann Arbor headquarters. This training session is scheduled on Friday, August 24th from 11:00am-1:00pm and lunch will be generously provided by Gift of Life Michigan. We are also developing additional training materials for institutions that are unable to attend the in-person session.

The key to this program's success is the participation of organizations such as your library. We would like to extend a formal invitation to MHSLA libraries to join the Michigan Libraries for Life Organ Donor Registration Drive for 2012. If your organization would like to participate in this year's effort, please contact us at MichLib4Life@umich.edu or (734) 936-1394 with the name/s of the interested library or libraries.

For more information about past programs visit:  
<http://sites.google.com/site/michiganlibrariesforlife>

### **MHLSA 2012 Fall Conference Student Scholarship Winners Named**

Our 2012 MHSLA student scholarship winners for the Fall Conference are Laura Bollman and Raj-Nitra Pugh. Both Laura and Raj-Nitra are current Wayne State University School of Library and Information Science students and will be taking the Health Sciences Information Services and Resources class in the fall of 2012.

Be sure and say hello to them when you see them at the Registration Desk where they will be helping out the Conference Registration Committee.

Congratulations to Laura and Raj-Nitra!

Submitted by Janet Zimmerman, Co-Chair, MHSLA Education Committee 2012

### **Munson Healthcare Department of Library Services Restructures**

The Department of Library Services, at Munson Healthcare in Traverse City, recently reorganized and expanded its scope of service. The department, now called Knowledge Management Services (KMS), continues to incorporate existing library services with a shift towards a formalized knowledge access and transfer service model.

Knowledge Management Services (KMS) leverage institutional intellectual assets in order to facilitate knowledge creation. Information is combined with the end user's ability and experience and is used to solve a problem or to create new knowledge.

Embarking on supporting KMS within Munson Healthcare demonstrates a proactive next level shift from traditional data mining, filtering, disseminating, organizing, packaging and pushing out of information, to a systematic approach of capturing and storing individual knowledge (tacit), as well as knowledge embedded in organizational practice (explicit). KMS also integrates the concept of "communities of practice", which leverages tacit knowledge by enabling direct interaction to engage groups in advancing a field of practice.

KMS integrates the same systematic analysis and process implementation utilized by librarians in a healthcare environment.

Knowledge Management embraces four guiding principles:

1. Knowledge Repositories – Provide the ability to store both knowledge and information, including print, electronic and digital content.
2. Knowledge Access and Transfer – Provides the ability to access, disseminate and transfer information.
3. Knowledge Environment – Provides the ability to increase awareness on sharing knowledge embedded within the organization.
4. Managing Knowledge – Recognizes the value of knowledge within the organization and creates/maintains a structured knowledge base to capture and create a knowledge exchange.

The newly structured KMS will implement a pilot program utilizing stakeholders from the following departments: Strategy and Planning, Decision Support, Management Engineering, Community Health and Library Services in order to formally launch this new initiative.

### Summary

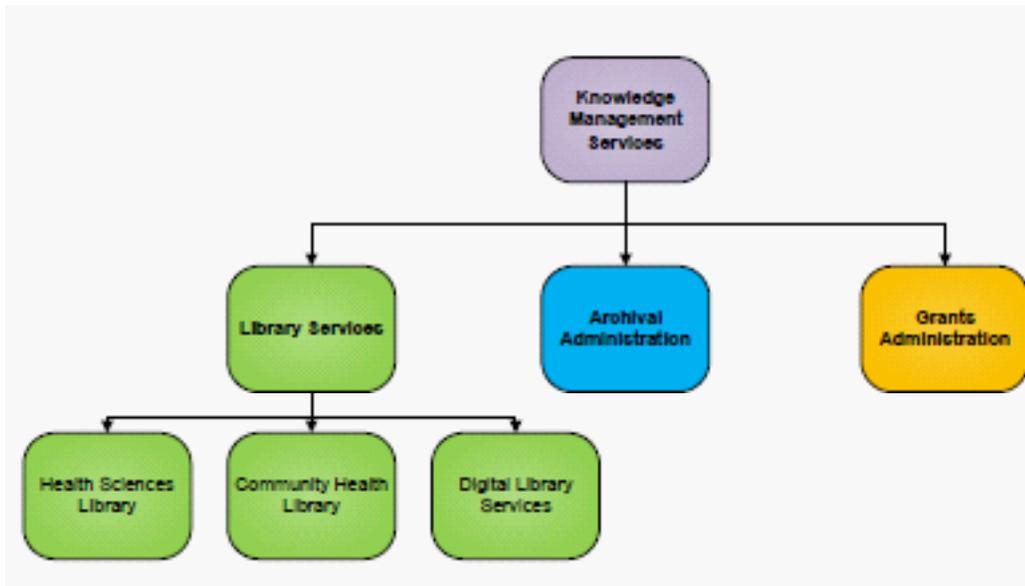
The role of traditional hospital library services has changed due to the rapid expansion of human knowledge, the demand for information literacy and the complexity of managing a collection of dynamic print, electronic and digital resources and applications. Collectively, we are continuously challenged when locating, accessing and capturing knowledge in order to enhance organizational performance.

Currently at Munson, we have no framework in place to conceptually manage tacit or explicit knowledge. Work output in print, electronic or digital format, is fragmented and stored randomly within the organization. KMS overarching strategic Initiatives would:

- 1) Incorporate lean principles and move from a push methodology to a pull methodology by creating a structured knowledge repository.
- 2) Capture tacit and explicit knowledge to formulate access to a centralized exchange process.
- 3) Advance communities of practice.

KMS develops and sustains a systematic framework for obtaining, organizing and providing on demand access to internal information. Knowledge Management is strategically important for Munson to gain a competitive advantage, add value, decrease costs, improve customer satisfaction, improve patient safety and enhance overall patient care.

## Munson Healthcare Knowledge Management Services Organizational Chart



Submitted by,  
Barbara Platts, MLIS, AHIP  
Munson Healthcare  
Traverse City, MI

### **Announcements**

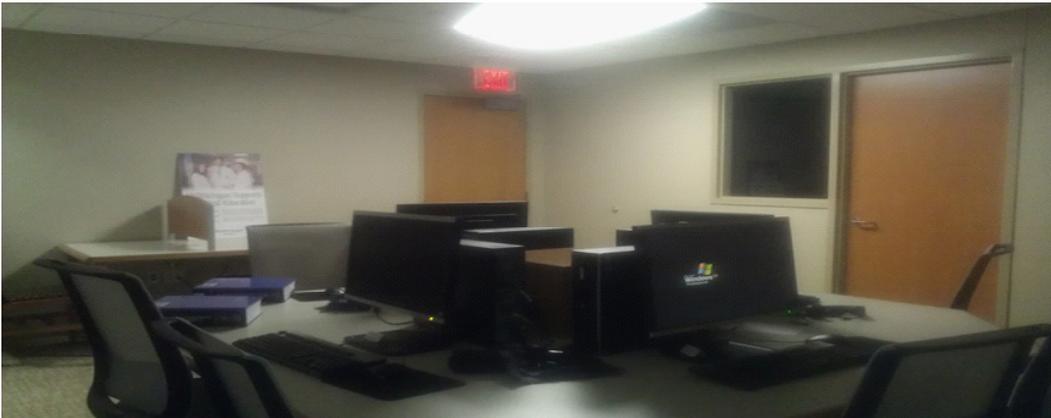
#### **Research and Presentations**

Deborah Charbonneau presented the paper "Faculty Views of Open Access and Open Data Initiatives" at the American Library Association annual conference in Anaheim, CA. Dr. Charbonneau's research investigated faculty perceptions and experiences with compliance related to the National Institutes of Health (NIH) Public Access Policy and the National Science Foundation (NSF) Data Management Plan requirement.

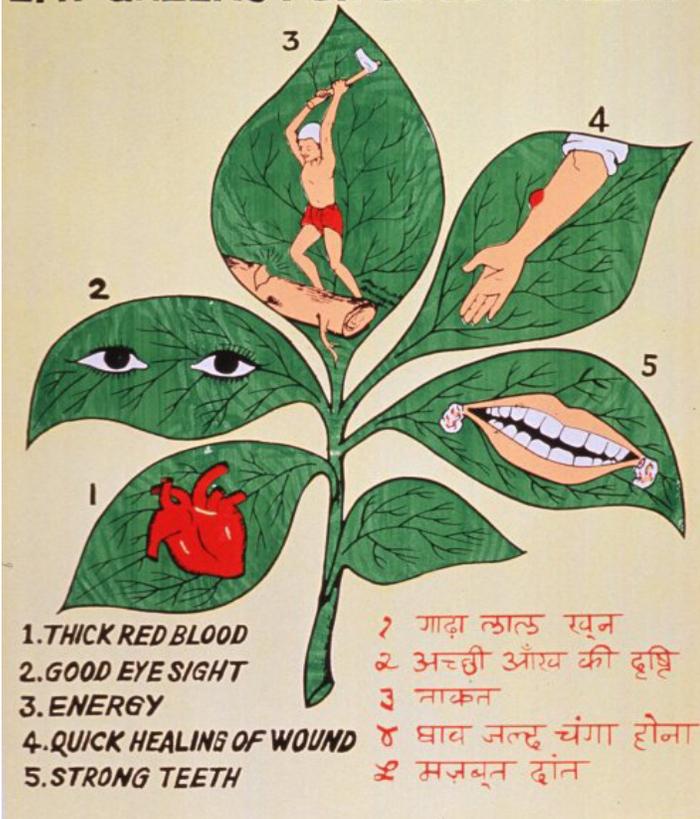
This research offers insight into faculty experiences with these two federal policies and guidance for librarians supporting compliance with these initiatives, policy awareness, copyright issues, and data management practices. Dr. Deborah Charbonneau is an Assistant Professor in the School of Library and Information Science at Wayne State University.

## New Library at MidMichigan Medical Center

Submitted by Jill VanBuskirk



अच्छे तबीयत के लिये  
ताज़े भाजियाँ खाइये  
EAT GREENS FOR GOOD HEALTH



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# MHSLA NEWS

*MHSLA News*, ISSN 1543-0359, is published three times each year by the Michigan Health Sciences Libraries Association, <http://www.mhsla.org>.

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