

- ELECTION BALLOT
- SPRING MEETING REGISTRATION
- SPECIAL FEATURE: SVMMC USER SURVEY
- EFTS

## MESSAGE FROM THE PRESIDENT

### Pamela Bradigan



Mark your calendar for the Spring Meeting on March 31, 2003! OHSLA and the Central Ohio Health Sciences Library Association (COHSLA) are cosponsoring the meeting in Columbus. Peg Allen, a talented library consultant, will present a MLA approved continuing education class, "Finding the Best Evidence to Meet Nursing Information Needs."

The registration details and form are included in this issue of the newsletter. I anticipate a large turn out for this joint meeting and encourage you to make plans early. The meeting schedule provides a good opportunity during the registration/continental breakfast and lunch to make contacts with colleagues and exchange ideas.

The current OHSLA Executive Committee includes great team players who are very committed to keeping the organization moving forward. Bette Sydelko, Treasurer, recently mailed the 2002-2003 Membership Directory. Linda DeMuro, President-Elect, has been making the Spring Program a reality and Linda Bunyan, Chair of the Publicity Task Force, is generating new logo designs for all of us to review. Even while the new logo is under development, Susan Wehmeyer, our Webmaster, has crafted a visually appealing and easy to navigate website— <http://www.ohslanet.org>.

Other key members of the OHSLA team include Officers and Committee Chairs such as Marlene Porter, Secretary; Clare Leibfarth, RAC Representative; Ximena Chrisagis, Communications Chair; Sandy Wicker, Archives Chair and Mary Sprague, Listserv Coordinator. Marlene makes sure we have accurate Minutes, Bylaws and the very practical Policy and Procedure Manual. Clare keeps us up-to-date on news from the Greater Midwest Region of the National Network of Libraries of Medicine, and Ximena produces the important *OHSLA Voice*. Sandy's role as Archives Chair is very key in preserving our history and Mary keeps us in touch through the listserv.

These team members and other committee members are key to the success of this organization and they are working to keep OHSLA focused on its mission. Future plans include a Fall 2003 meeting about the librarian's role with PDAs, the selection of a new OHSLA logo, and a Ten Year Anniversary Celebration. I welcome your participation in any of the upcoming events.

### WHO VISITS THE SVMMC HEALTH SCIENCE LIBRARY? A USER SURVEY

By Ginger Bopp,  
Regional Manager of Library Services, St. Vincent  
Mercy Medical Center, Toledo

The SVMMC Health Science Library set up a User Survey at its front door on August 15, 2002. Our goal is to create a profile of our users by their educational groupings, leading to inferences about the informational needs of our in-person users. On January 13, 2003, we installed a front door counter, which maintains a count of persons entering (but not persons exiting) the library.

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## Summary: OHSLA Fall Meeting

by Linda DeMuro, President-Elect/Program Chair

The OHSLA Fall Meeting was held on Thursday, Oct. 24 at Akron City Hospital at the Professional Center. Dr. Thomas Froehlich, Professor and Director of the Master of Science Program in Information Architecture and Knowledge Management (IAKM) at Kent State University, spoke about the new IAKM degree program at Kent State as well as the impact of knowledge management on the profession of librarianship. (Members of the Program Committee were Linda Bunyan and her staff).

Twenty-three evaluations of the meeting were completed. The evaluation rated Dr. Froehlich's presentation in five areas, gathered demographic data on the registrants and solicited ideas for future meeting topics. Two-thirds

of those submitting evaluations were from hospital libraries and one-third were from academic libraries. Geographically, attendees were almost evenly divided between Northeast Ohio (40%) and Central Ohio (36%). Eight percent were from Southwest Ohio, 8% were from Northwest Ohio, 4% were from out of state, and 4% did not indicate their geographic region. Dr. Froehlich's expertise and the content of his presentation were very highly rated, with 100% of registrants marking him as either excellent or good in these areas.

Suggestions for future meeting topics included: benchmarking; best practices tools to teach searching, do EBM searches, Medline hedges; update on copyright; librarians' role in intranet

of organization; GMR's Advanced PubMed training; health literacy (Janet Petty CE course); sources of statistics (regional, state, local); consumer health; effective websites; integrating databases into websites; project management software; Eric Schnell's workshop on evaluating websites; a combined EFT (Ralph Accari) and GMR region implementation plan; Patriot Act vs. HIPAA; government officials restricting access to information and replacing scientific advisors with businessmen; and PDAs. There was also a suggestion that a future meeting be held in Toledo.

## EFTS: More Initials for Your Library!

By Clare Leibfarth, OHSLA RAC Representative

Would you like easier, more efficient interlibrary loan billing? Without invoices? Would you like to end the hassle of cutting checks to pay for your interlibrary loans? Then the Electronic Funds Transfer System, EFTS, just might be the answer to your interlibrary loan woes!

EFTS was developed in the NN/LM New England Region in collaboration with the University of Connecticut which administers the program with assistance from NLM. You open your account by establishing a deposit account with the University of Connecticut Health Center Library. The EFTS keeps track of all your DOCLINE document delivery charges and bills. Then monthly, EFTS credits your account if you are a net lender or sends you a bill if you have been

a net borrower. Just one monthly check could pay all your charges.

For EFTS to work well, as many libraries as possible need to participate. So far only two Ohio libraries have opened accounts. (Nope, I haven't gotten around to it yet either! Oops!) A list of participating libraries can be found on the NN/LM website (<http://nlnm.gov/libinfo/docline/efts.html>). And all the information you need to know about EFTS and how to open an account is at the EFTS website (<http://library.uchc.edu/efts/index.html>). The FAQ page is particularly helpful and you can print out a registration form and Memorandum of Agreement from the website.

## OHSLA & COHSLA AWARDED GRANT

Sincere thanks from OHSLA to Sarah Murphy, Head of the Veterinary Medicine Library at OSU. She successfully applied for an OCLIS grant on behalf of OHSLA and the Central Ohio Health Sciences Library Association. The organizations will use the funds to defray the cost of sponsoring our Spring 2003 Joint MLA CE Course, Peg Allen's "Finding the Best Evidence to Meet Nursing Information Needs."

PLEASE VOTE!

ENCLOSED  
BALLOT MUST  
BE RECEIVED BY  
MARCH 24

# REPORT ON THE OHSLA PUBLICITY TASK FORCE

by Linda Bunyan, Past President



Last June, as I became the Past President at our summer transitional meeting, the Executive Committee asked me to chair a Publicity Task Force. Our charge was to review our communications (print and electronic) for their effectiveness, to make recommendations for change, develop a new organization logo, and suggest alternate ways to promote membership interest and involvement in the organization.

I recruited Ginger Bopp of St. Vincent Mercy Medical Center, Laura Windsor of Ohio University, and Tom Atwood of NEOUCOM to assist me. The task force members and the Executive Committee

agree that much of our charge is dependent on the new logo. Therefore, we are concentrating our efforts there.

Tom has been instrumental in securing graphic assistance in designing the logo. The task force and the Executive Committee reviewed some preliminary designs. Feedback was provided to the designer, and revisions are now in hand. We anticipate "unveiling" the options to the OHSLA membership for their vote via files in e-mail, or on our website, and to have a display at the spring meeting.

The task force recommended to the Executive Committee that a student membership

rate be available. At their January 7 meeting, the Executive Committee approved a one-year \$5.00 membership to KSU Library School students. The Membership Chair will design a form for posting to the KSU Library School student list in August 2003.

There will be an oral report on the Task Force at the Spring Meeting, with a final report to the Executive Committee in June.

## SVMCMC USER SURVEY (continued from page 1, see insert for data)

Comparison of the counter numbers with the survey numbers indicates that about half our visitors cooperated with the survey, a reasonable rate of response. We are still collecting data.

In February 2002 the librarian participated in a benchmarking survey coordinated by the Medical Library Association, Hospital Libraries Section. Comparison of our numbers and their benchmark figures should help set budgetary goals. The comparison of our administrative data and national benchmarks helps keep the library's informal governance board, the Graduate Medical Education Committee, aware of this library's service levels and educational usage.

Being part of the Benchmarking project helped me to see my library's staffing and budget concerns in the context of healthcare education in 2001 (2001 data were collected when I participated). I've used my data collection and the benchmarks to provide comparative figures in Medical Staff meetings and in reports to administrators.

My study was not designed to monitor library usage via telephone, facsimile, or e-mail. Similarly, it does not count users of the digital library resources

(such as MD Consult, InfoPOEMs, Cochrane Library, licensed digital journals) where entering the physical library is not necessary. Most attending physicians (for example) use the library by phoning or faxing their requests. Often our replies are faxed or mailed, leaving no front-door traffic even to pick up photocopies or research products. We need to devise a different survey for these users.

We hoped to determine the largest user groups [by educational level] and assess our collection's ability to meet their information needs. We see resident physicians and medical or nursing students as our primary users.

Other benefits we hope to derive:

- Charting which days of the week show heaviest in-person usage
- Assessing overnight and/or weekend use
- Finding seasonal variations in use
- Targeting future needs assessment of user groups
- Correcting misleading impressions of user needs

**Discussion/Conclusion:** The gate counter implies we have twice as many library visitors as library "reported users." Clinical care support, quality improvement projects, and educational uses of the SVMCMC Library are ongoing processes, but we needed to establish this with data. Our library was a key part of the SVMCMC School of Nursing until it closed. Now we are concentrating on supporting the goals of St. Vincent Mercy Medical Center. Comparison to the library staffing and services of other teaching hospitals (the benchmarks) shows that we're an essential part of a community of practice—good medical care and medical education for our twenty-first century hospital.

### References:

Plosker GR. "Conducting user surveys: an ongoing information imperative." *Online* (Weston, CT) 2002 Sept./Oct.; 26 (5): 64-8.

Benchmarking Network Interactive Reports (free to participants) <http://www.mlanet.org/resources/benchmark/index.html> [accessed Feb 4, 2003].

(see insert for data)

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**MONDAY, MARCH 31, 2003**



**Network with your OHSLA/COHSLA Colleagues  
AND Earn 4 MLA CE Units!: Peg Allen, MLS, AHIP  
Presents "Finding the Best Evidence to Meet  
Nursing Information Needs"**

Where else can you get 4 MLA-approved CEUs at such a fantastic price (\$50 for OHSLA members and \$65 for nonmembers) with breakfast and lunch included?? OHSLA and COHSLA are co-sponsoring this course and will have their business meetings during the course of the day. In addition, the newly elected OHSLA officers will be announced and the OHSLA Publicity Task Force will unveil the design options for the new OHSLA logo. It's a meeting you don't want to miss.

Our presenter, Margaret (Peg) Allen, MLS-AHIP, is a Library Consultant based in Stratford, Wisconsin. Peg has a Master's degree in Library and Information Science from the University of Wisconsin, and is certified at the Distinguished Level in the Medical Library Association's Academy of Health Information Professionals (AHIP). She has more than 30 years of health science library experience, and has worked with four nursing schools in Minneapolis and Marshfield, including the Marshfield site of the UW Eau Claire School of Nursing. Her current consulting contracts include library outreach work with the Northern Wisconsin Area Health Education Center and Internet projects for CINAHL Information Systems.

The registration form and additional details about this terrific CE opportunity are enclosed in this newsletter. Hurry, you must register by **March 24, 2003!!**