

ALHeLA Synapse

of South Alabama
BIOMEDICAL LIBRARY
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PROF COLLECTION
ALABAMA HEALTH LIBRARIES ASSOCIATION

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MARCH 1989

PRESIDENT'S COLUMN

by
A. J. Wright
President, ALHeLA 1989

This year promises to be an exciting and busy one for ALHeLA; my reasons for this observation will be outlined below. First, I would like to offer, on behalf of the entire membership, some well-deserved "thank yous." Our organization is especially indebted to Sister Mary Giles Peresich, who has shepherded the Directory of Alabama Health Science Libraries through several editions; and Bob Donnell, who has ably edited Synapse for the past few years. Bobby H. Powell, ALHeLA's Archivist and ongoing Membership Committee Chairman, also deserves thanks for continuing to handle those duties so well. The officers for 1988 deserve our thanks for a very productive year: President Lisa Rains Russell, Secretary Barbara Doughty, Treasurer Marlyss Giles, and Members-at-Large Dan Blucker, Grace Manning and Barbara Shearer. Finally, union list coordinators Maureen Battistella and Pat Rodgers deserve thanks for toiling at an often thankless, but very important, task.

ALHeLA's Executive Council met March 24 at the AUM Library for a very productive session. Because of the growing number of the organization's activities, Council decided that 1989 should be a year of consolidation and planning for the future. Toward that end, organization has begun for an ALHeLA Workday to be held in Montgomery during June. A special mailing to members about this event was completed in early April; for anyone who missed it, the letter is reproduced elsewhere in this issue. I hope as many members as possible will attend this important event, which should give members of the Executive Council and the Long Range Planning Task Force (Lynn Fortney, Chair; Robert Donnell, Paula Davis, Maureen Battistella and Dan Blucker) plenty of ideas from which to choose in guiding ALHeLA.

Several other items of interest were covered at the March 24 meeting. The appointment of Maureen Battistella as ALHeLA's liaison to the Alabama Library Association's Executive Council was approved. With the demise last year of the ALHeLA's Health Sciences Round Table, ALHeLA

needs to be the voice of health science librarianship within the State's largest library organization. Also, Council approved the appointment of Barbara Shearer to serve as ad hoc editor of the Access to Information for Medical Professionals: Resource Manual (see ad elsewhere in this issue). During this year, Barbara will take a hard look at this publication with an eye toward revisions for a second edition in 1990.

On April 13, our past president, Lisa Rains Russell, and I will be attending a meeting of the newly-formed Alabama Library Forum (ALF), to be held during the Alabama Library Association Annual Conference. ALF's organization was begun late last year "as a vehicle of communication and cooperative planning among library-related organizations" in Alabama. ALHeLA will have two voting members in attendance at future Forum meetings. The Forum is tentatively planning a state-wide conference in 1992.

Finally, I would like to ask the membership to send items of personal and professional interest to Editor Paula Davis for inclusion in future issues of Synapse. And I hope to see many of you in Montgomery in June.

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**ALHeLA Committee Tasks and
Appointments 1989**

PROGRAM: Plan, publicize and evaluate 1989 annual meeting/ Beth Laughlin, Chair; Rachel Jones, Henrietta Jackson, Martha Verchot.

BYLAWS: Recommend revisions to Executive Council/Mary Giles Peresich, R.S.M., Chair; Rachel Jones, Pat Rodgers.

MEMBERSHIP: Follow-up notices to 1988 members who have not renewed/ Bobby Powell, Chair.

LIAISON: Attend and report on meetings as assigned/Maureen Battistella (Alabama Library Association); A.J. Wright (Alabama Library Forum) (Alabama Advisory Committee, Second White House Conference on Libraries and Information Science); Lisa Rains Russell (Alabama Library Forum).

LONG-RANGE PLANNING TASK FORCE: Consider major issues confronting ALHeLA as determined by Executive Council; develop a strategic plan/mission statement for 1990-92/Lynn Fortney, Chair; Robert Donnell, Paula Davis, Maureen Battistella, Dan Blucker.

EXCHANGE: Develop a duplicate journals/books exchange strategy for ALHeLA to begin in 1990/ Jay Harris, Chair; Kay Fowler, Mary Pullen.

EXHIBITS AND PUBLICITY: Develop a display to be used at meetings; to consider at which meetings ALHeLA should exhibit; to consider how ALHeLA should publicize its services/ Lisa Rains Russell, Chair; Johnette Cummins, Mary Ann Donnell.

PUBLICATIONS: To evaluate current publications for improvement; to consider possible other publications, such as a directory of Alabama health-related organizations/publications and a policy/procedures manual for ALHeLA officers/ Paula Davis, Barbara Doughty, Barbara Shearer.

NOMINATING: To prepare a slate of officers for 1990/ To be appointed by August 1, 1989

FINANCE: To explore possible funding sources - sponsor/advertising for Synapse? Directory? Resource Manual?/ Treasurer, Chair;.

Need assistance in setting up a library archives?

Mary McCarl - Director of the JCMS/UAB Health Science Archives offers her archival services. Ms. McCarl will go to ANY medical library and discuss strategy for setting up an archives. Ms. McCarl is a trained archivist with an MA in History and Archival Methods, and an MLS. She is a member of ALHeLA and spoke at the 1988 annual conference in Birmingham.

Ms. McCarl may be contacted at the JCMS/UAB (Jefferson County Medical Society/University of Alabama at Birmingham) Health Sciences Archives, 901 18th Street South/Birmingham, Alabama 35256 / (205)933-8601 or 933-8602.

RESOURCE MANUAL AVAILABLE

The Alabama Health libraries Association has compiled a manual that will prove useful to new medical librarians seeking an overview of medical librarianship and for others needing a ready reference source of often used telephone numbers and addresses. The manual, **Access to Information for Medical Professionals: Resource Manual**, contains chapters on core lists, the pursuit of medical information, the Regional Medical Library services, database vendors, microcomputers, compact disks, and telefacsimile technology. It was compiled for a workshop for continuing medical education directors in conjunction with the Medical Association of the State of Alabama. It may be used as a manual for other similar seminars.

The cost of the manual is \$8.00 including postage. Order by writing:

Mrs. Barbara Doughty
University of Alabama
Health Sciences Library
Box 870378
Tuscaloosa, AL 35487

GETTING THE FAX

The Authoritative Guide on the Use of Telefacsimile in Libraries: An Occasional Paper is now available from the State Library of Ohio. Written by head of circulation, James H. Buchman, the 21-page booklet addresses the positive and negative aspects of telefacsimile technology as it is used to meet library service needs. Especially useful for libraries considering purchasing telefacsimile equipment, the booklet includes a list of major vendors, features, and options common to a number of models, and offers the pros and cons of maintenance agreements. A FREE copy is available by writing:

Linda Pritchard Public
Information Officer
State Library of Ohio
65 S. Front Street
Columbus, OH 43266-0334

NEW AHA BIBLIOGRAPHIES

New bibliographies published by the American Hospital Association Resource Center include: Health Facility Directories, AIDS: Administrative Issues, Financial Management, Hospital/Medical Staff Relationships, Human Resources, and Quality of Care. Single copies are available FREE of charge by calling (800)621-6712, x6263.

ALHeLA WORKDAY

by A.J. Wright, President

At their March 24 meeting, members of the ALHeLA Executive Council considered a suggestion from Secretary Barbara Shearer that this organization hold a "workday" open to all members as a forum for addressing some of the issues and problems currently confronting us. The idea was met with much enthusiasm.

The ALHeLA workday will be held in Montgomery on June 9. We will probably begin at 10 A.M., arrange committee and issue/problem assignments and break for lunch at noon, ALHeLA Executive Council will meet during lunch. Work will resume at 1:30 P.M. and we can probably close by 3:30 or 4:00 P.M. If this event is productive, it can be repeated on an annual or every-other-year basis.

In anticipation of our upcoming "workday" be considering the following issues and problems:

1. What is ALHeLA's mission? Should ALHeLA form a three or five year plan and, if so, what would it look like?
2. Do ALHeLA's bylaws need changing-expanding? New committees? New membership categories?
3. Much interest has been expressed in reviving a duplicate journals exchange. How can this be done?
4. ALHeLA now has three publications - a newsletter, a resource manual and a

directory. What improvements to these can be made? For instance, does Synapse need an assistant editor?

5. ALHeLA has manned an exhibit booth at past MASA, Alabama Hospital Association and other meetings. Should this practice continue? In what format? At what meetings?
6. Can our annual meeting be improved? How? Should additional workshops be held, perhaps in conjunction with other Alabama library organizations?
7. Should ALHeLA create and market a speaker's bureau? What would be the audiences? Charges?
8. Should ALHeLA create and market a Directory of all health-related organizations and publications within the State?

Hopefully, this "workday" will help focus the energies of ALHeLA's officers and members and identify the two or three major tasks that the Long Range Planning Task Force should address in the coming months. If you have not sent in your Workday Survey form mailed in April and are still interested in attending contact:

Mary Pullen,
Library Manager
Thomas W. Martin
Mem. Library
Southern Research
Institute
P.O. Box 55305
Birmingham, AL
35255-5305

RESULTS OF THE RML CE SURVEY

by Nancy Clemons
Head of Reference Services
Lister Hill Library, UAB

Alabama 27 Respondents

Areas of Interest

"Library operations" is the area of greatest interest with 40% ranking it first and two-thirds of the respondents ranking it first or second. One-third rated "management" of greatest interest and over 55% ranked it first or second. "Health care issues" ranked somewhat higher than "health subject areas", but there was no widespread interest in either.

Library Applications

"Microcomputer applications" was of interest to two-thirds of the respondents. Almost half the respondents were interested in "marketing". "Developments in on-line searching" was third with 37% of the respondents expressing interest in the topic. Least interest was expressed in "preservation" and "IAIMS". Management

"Evaluation of library services" was the topic of greatest interest with over 70% of the respondents expressing interest. "Communication skills", "image" and "stress management" were topics of interest to about half of the respondents. There was also a strong interest in "personnel" as a management topic. Least interest was expressed in "fee-based services" and "statistics".

Health Care Issues

About half the respondents were interested in "health education" as a topic. Close behind was "new technologies" and "management information systems".

Health Science Subject Areas

"Geriatrics" was of interest to 40% of the respondents and "consumer health" to one-third. The general lack of interest in health sciences subjects for CE is reflective of the low ranking this area received in the first question.

Preferred Format

Workshops with hands-on is the preferred format with 74% rating it 1, 2, or 3. Courses (lectures) was second with 55% rating it 1, 2, or 3. Independent study was rated of least interest.

Timing

Timing was not a factor to the majority of respondents. Almost 30%, however, did indicate a preference for CE being offered in conjunction with a national, regional, or state/local group meetings.

Length

Among those who responded to this question, there was a strong preference for one day workshops or courses. Six did not respond.

MLA CE Credit

MLS credit is a strong incentive for Alabama librarians with 74% indicating that it was an important factor for them.

Costs

Almost 60% are willing to pay 51-100 for a one day workshop or course. The fact that there is little interest in two day courses may be reflected in the fact that there is little or no consensus on what a fair price is for a course of that length.

Financial Support

Over three quarters of the respondents receive financial support to attend CE. The majority of them (62%) are given full support.

Distance

There was no consensus on this question, however, 100-200 miles seems to be the acceptable range.

Independent Study

Only one person felt this was "highly desirable". If one considers the preferred format question above, the 59% who responded "somewhat desirable" to this question cannot be viewed as an endorsement. Printed material was the most popular form of endorsement. Printed material was the most popular form of independent study. CAI and 1/2" video followed at some distance.

Future Needs

Two separate questions were asked to assess future needs. The first asked for areas of anticipated growth in their current positions; the second where they would like to see their own career headed.

"Use of more sophisticated technology" barely edged out "higher levels of service to users" and "more planning responsibility within the parent organization" for desired growth in their current positions. It should be noted that "higher levels of service" was ranked first by more respondents (8), but second by only one person (combined 33%). "Use of more sophisticated technology" was ranked first by 6 and second by 6, or 44%.

For personal career development needs "library administration" received the highest number of first rankings (9, or 33%) and was ranked either first or second by 41%. "User services" was ranked either first or second by 37% of the respondents. Of least interest was "information brokerage".

It should be noted that although administration is the area of greatest interest for their career development, management was the area of least interest for growth in their current position.

RML/MLA Chapter Role in CE

Nineteen persons responded to this question. Of those responding, sponsorship of CE courses at annual meetings was seen as the most important role for the RML and the chapter. Eleven, or 58%, rated it either first, second or third. Establishing a clearinghouse for educational opportunities was seen as next most important with 47% rating it among the top three. Course development was a close third (42%).

Comments - RML/MLA Chapter Roles

Call a summit meeting of interested parties to outline future directions.

Present some medical/health sciences specific CE courses at state association meetings. Library schools may be interested in offering or sponsoring credit courses in conjunction with RML/MA.

Offer CE at the state association meeting.

Identify needs and let library schools know about them. Perhaps RML/MLA could sponsor library school courses for credit?

Provide more financial help so that charges for courses are more reasonable.

Provide evaluation of offerings.

Promote stronger relationships between the RML and areas local groups in the South to facilitate better communication. Provide CE within easy driving distance.

Develop 1/2 day courses. (N.B. There was little interest in attending 1/2 day courses).

Provide a clearinghouse of CE information.

The MBA is the real management track for those interested. Maybe the RML and MLA should acknowledge this and concentrate on library operations and health specific courses.

Continue disseminating CE information. (2 responses)

There is no reason for the RML to have a separate CE newsletter. This information should be included in the regular publication.

The RML's education function is not making an impact on Alabama. If RML didn't charge expenses for providing CE, maybe this would be different.

Funding is not available for travel (? see results above). Salaries are low. We need CE opportunities to be available statewide - in smaller communities in the north, east, central, south and west of the state, or at least have CE available at rotating locations. Let us know what is available throughout the state.

Offer courses in the Gulf Coast to draw on broad, generally underserved areas in Florida, Alabama and Mississippi. Establish permanent CE liaison between state groups and RML. Target audiences, don't try to attract everyone at every level with one course.

Offer CE suitable for paraprofessionals. There are a lot of non-librarian library managers in the state.

In the June Issue:
Library Spotlight
Featuring Baptist Memorial
Hospital Medical Library,
Gadsden, Alabama.

WPA

LIBRARY OF THE
UNITED STATES DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT
DENVER, COLORADO

AL
AL

MEDICAL LIBRARY
BAPTIST MEMORIAL HOSPITAL
1007 Goodyear Avenue
GADSDEN, AL 35999



UNIVERSITY OF SOUTH ALABAMA
Biomedical Library
Robert M. Donnell, Director
312 Library Building
Mobile, AL 36688