

OHSLA VOICE

Fall 2009
Volume 16, Issue 2

President's Message - Bette Sydelko

Greetings Members!



You all have seen a plethora of information about the Midwest Chapter/MLA meeting to be held in Columbus, October 3-6. Be sure to register for the meeting soon as the early bird deadline is September 1, 2009. If you need a reminder of the exceptional programming, CE, and special events available just continue on to page 2! OHSLA is sponsoring the panel session "What Administrators Want From Libraries" featuring Margaret Bandy, Karen Heiser, and Rebecca Phillips. This event takes place on Sunday, October 4th from 11:00am-12:00pm. OHSLA also makes a scholarship available for a library school student in Ohio to attend the Midwest Chapter meeting when it is held here (that amounts to every nine years!). Several applications were received and one lucky student will receive the \$500.00 award. Thanks to Jackie Harris and her committee for all of their work to find a recipient.

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Since you really haven't heard much about the OHSLA Fall meeting to be convened during the chapter meeting, here is the scoop! Please join us as we celebrate the 15th Anniversary of the founding of the Ohio Health Sciences Library Association! See page 2 for more details about our festivities and how you can help the celebration. Somehow, during all this revelry, we'll find time to conduct the business of the organization, so expect to hear the membership and treasurer's report, vote on bylaws changes, meet the new executive committee members and more. The OHSLA meeting will be held on Sunday, October 4th from 4:30-5:15pm in the Judicial Room. Join us then! No reservation needed.

As your new President, I have very ambivalent feelings about suddenly stepping from President-Elect to President. It is with much regret that we accept the resignation of our President, Jackie Harris. We value her contributions to OHSLA and wish her the very best in the future. Please know that Jackie wrote a wonderful message about the Four P's from the marketing world for the "President's Corner" on the OHSLA website. Since that message will soon be removed from the website, this fall newsletter contains a reprise of that message plus one more "P". Besides refreshing yourself on the 4 P's, please be sure to read "The Fifth P of Marketing" featuring a long time OHSLA member, Charlotte Sievert. All five "P's" really have extremely important implications for the success of libraries and thanks to Jackie we have been reminded that Price, Promotion, Product, Place and Partnerships have their place in the library world.

Fall is typically the time to thank outgoing members of the executive committee for their many contributions to OHSLA. We are very grateful for their willingness to serve. These include Shirley Lewis, RAC representative, Susi Miller, Treasurer and Membership Chair, and Michelle Kraft, Past President. As we say good-bye, we also say hello to new executive committee members. Welcome to Mike McGraw, RAC representative and Jodith Janes, Treasurer and Membership Chair.

Upcoming Events

- ◆ Midwest Chapter/ MLA Meeting /OHSLA Fall Business Meeting October 3-6, 2009 Columbus, OH

**OHSLA 2009-2010
Executive Committee**

Bette Sydelko
President
937-775-3840
bette.sydelko@wright.edu

Marlene Porter
Past President
419-383-4220
marlene.porter@utoledo.edu

Jodith Janes
Treasurer/Membership Chair
216-445-7335
janesj@ccf.org

Fern Cheek
Secretary
614-688-4505
fern.cheek@osumc.edu

Michael McGraw
RAC Representative
(216)368-1396
michael.mcgraw@case.edu

Catherine Collier
Archivist
614-292-4861
catherine.collier@osumc.edu

Leslie Lindsey
Editor, OHSLA Voice
937-208-2617
llindsey@mvh.org

Susan Wehmeyer
Webmaster
937-775-3565
susan.wehmeyer@wright.edu

Wendy Hess
Listserv Coordinator
330-375-6108
wendy.a.hess@gmail.com



**Top five reasons to Seek, Explore, and Discover at the
Midwest Chapter/MLA 2009 Annual Conference:**

Submitted by the Midwest Chapter/MLA 2009 Publicity Committee

5. It will also be the site of **OHSLA's Fall Business Meeting**.
4. Entertainment fit for explorers, in honor of our Columbus location – Caribbean steel drum music by Deighton Charlemagne, tour (dinner included) of the Ohio Statehouse, and Short North Arts District Gallery Hop.
3. Renowned speakers—Astronomer Clifford Stoll and OCLC's VP and Chief Strategist Lorcan Dempsey
2. Budget friendly—Choose from a wide-variety of economical CE courses, plus a lot of food is already included in your registration cost. And, since OHSLA is the local hosting group for the conference, OHSLA members can register at the member rate!

And...number 1...

1. As we said before, it's in Columbus, so it's centrally and conveniently located for us Ohio librarians!

For detailed information about the conference and to register, please visit the conference web site: <http://www.midwestmla.org/conference2009/>

If you have any questions about registration for the conference, please contact the Registration Chair, Jolene Miller, jolene.miller@utoledo.edu or 419.383.4959

**OHSLA Fall 2009 Meeting
by Bette Sydelko**

OHSLA celebrates 15th Anniversary!

To commemorate the 15th Anniversary of the founding of the Ohio Health Sciences Library Association, we need your participation! How can you contribute and make this a great memory? Take a second or two right now and think back. Did you attend a terrific CE where you just couldn't wait to take what you learned and implement it? What about a great guest speaker whose words you still recall today? Did something happen at a meeting to cause you to laugh and tell the story to your co-workers the next day? Write these tidbits down and bring them to share. Plans are also underway for an exhibit of the history of the organization as well as a slide show of memorable moments.

Additionally, please consider sharing your ideas for the future of this organization. The executive committee welcomes all suggestions for improving the association, for programming, and for continuing education opportunities. Answer this question - how can OHSLA be more relevant to you in your job. There is no better time for a discussion of the future than when you are celebrating a successful past. Contribute your thoughts! Celebrate the 15th Anniversary of OHSLA!

Proposed Bylaws Change - Submitted by Marlene Porter, Past-President

At the fall 2009 business meeting, members will vote on this proposed addition to the bylaws. For the past year and a half, Janet Petty, MLIS, AHIP, Associate Librarian, Craig Memorial Library, Miami Valley Hospital, Dayton, OH, has graciously served as OHSLA's representative to the *Ohio Collaborative for Clear Health Communication*.

To honor her service and continue our participation, an additional appointed position is being proposed to OHSLA's bylaws. Please come prepared to vote on this issue:

ARTICLE V - COMMITTEES AND APPOINTED POSITIONS

SECTION 4. APPOINTED POSITIONS

PART F. Ohio Collaborative for Clear Health Communication. The Representative shall be appointed by the President and shall serve as a liaison between OHSLA and the Collaborative. This person shall serve on the Ohio Collaborative for Clear Health Communication for two years acting as a conduit for communication and health literacy initiatives between the collaborative and the Association, local library groups, health sciences and hospital libraries, and library science educational programs in the State of Ohio.

OHSLA Spring 2009 Meeting Summary - by Jackie Harris

OHSLA's Spring 2009 Meeting was held on Friday, April 3, 2009 at the Mount Carmel Health Sciences Library in Columbus. Graciously hosted by OHSLA member Stevo Roksandic and his staff, the meeting took place in state-of-the-art facilities. The morning speaker was: Max Anderson, Technology Coordinator, GMR, presenting a course entitled "Can You Hear Me Now: How to Make a Podcast." 3 CE credits were available to participants upon course completion. In the afternoon Maryann Mlodzik, MLIS, from Cuyahoga Falls General Hospital followed with "Expecting the Unexpected: Emergency Preparedness and Response Planning for Ohio Libraries." The association's business meeting was led by Marlene Porter after the lunch break.

Facilities rental and parking was free, as well as the speaker's fees. The cost for breakfast and lunch totaled \$478. 17 association members completed evaluations; the facilities were overwhelmingly rated at "very good" or "excellent."

The 4 P's by Jackie Harris

Note: Jackie Harris originally wrote this article for her president's corner on the OHSLA website.

Few librarians that I know started out in life actually planning to become a librarian. For example, those closest to me were originally a television and communications major, a journalism major, and a philosophy major. I myself went to business school and received a degree in marketing. Although I never pursued a job in sales, I realize that marketing was still an important influence in most of my adult life, especially my library career. One thing I learned that particularly stuck with me was called the marketing mix, otherwise known as the Four P's: price, product, place and promotion.

In these times of layoffs, consolidations, and closings, the Four P's are worth our while to look at and visit. They may well be the basis of survival for our library, our staff, and our own positions. Reviewing the course contents of the October 3-6 2009 Midwest Chapter/MLA Conference, I was pleased to find evidence of the Four P's in abundance. Here are some examples:

- Price is normally thought of selling the right product at the right price. However, in a service industry such as ours I also think of it as the cost of *acquiring* the tools to do business, or a dollar well spent. Consider the class "Cheap, Fast and Decent Strategic Planning for Medical Libraries."
- Product refers to providing the right services, branding and quality to attract your target customer. The class, "Emerging Technologies for Librarians," discusses a plethora of social networking tools and new devices to reach your customer.
- Place involves market coverage and distribution channels. The course "Distance Education: Supporting Anywhere Anytime Learning," is very appropriate given the medical industry's needs for continuing education and demand for greater flexibility, on and off-site.
- Promotion is the right combination of advertising and publicity to inform your customer of your product. "Measuring Your Impact: Using Evaluation for Library Advocacy" demonstrates how to show the value of your library's services to the organization.

While the Four P's are a baseline of marketing and business success, effective and efficient customer service are a benchmark of our mission as well. I hope that you will find this year's conference, with its many programs and speakers, to be an opportunity to learn more effective ways to pursue that mission. For a full listing of continuing education classes and other information, please visit the website <http://midwestmla.org/conference2009/>. I and all of my colleagues at OHSLA look forward to seeing you in October! Jackie Harris

The Fifth P of Marketing by Jackie Harris

Recently I wrote an article for the President's Corner on the OHSLA website. It discussed the importance of the 4 P's of Marketing (Price, Promotion, Product and Place) to the success of libraries. In this article I would like to propose an additional fifth P which incorporates all of these components: Partnerships.

Partnerships have long been the bread and butter of public libraries. However, they have not been so commonplace in the operation of special libraries such as health sciences libraries. Nonetheless, with a little imagination, the potential abounds: think collaborations with public schools, vocational schools, health centers, senior centers, daycares, fitness centers and drug stores. Below I would like to introduce an example of a unique health sciences library/public library collaboration which I find particularly inspiring.

Barberton Hospital is part of the Summa Health System in Summit County, Ohio. The hospital library is managed by Charlotte Sievert, a former cataloger from the Northeastern Ohio Universities College of Medicine. Charlotte has worked at the hospital since 1998.

When Charlotte arrived at the library, she was running both a professional collection and a consumer health collection. Both were funded by the hospital. Due to reorganization, however, staffing hours were cut and Charlotte needed a solution to successfully manage both divisions. The hospital CEO suggested she approach Barberton Public Library in hopes of a joint venture. The Library said yes, and now the two organizations work side by side at the hospital. (Continued on the next page)

Charlotte oversees the professional collection in the hospital. Her services include book loans, interlibrary loans, reference, collection development, and the provision of electronic services. Her counterpart, Rachel Helbing from Barberton Public Library, manages the other portion of the floor space. Her collection is designed to serve the needs of the layperson with consumer health needs, offering an array of reference books, dvd's, periodicals, pamphlets and online databases. In addition her library circulates entertainment movies and magazines. Both women have an MLS degree.

Besides possessing different collections, the two libraries serve different clientele. The professional collection serves hospital staff exclusively, while the consumer health collection is available to both staff and the public. There is an interesting dynamic here: when staff uses the popular materials from the consumer health side, they sometimes are drawn to use the professional collection as well.

Charlotte stated that the collaboration of the two entities has definitely been a win-win situation for the hospital and the public library. For her, the partnership has freed up her time to better manage the professional collection. As for the consumer health portion of the library, while Barberton Public Library must pay for the staffing and materials, the hospital covers the overhead. Furthermore, the addition of the Community Health Branch to the Barberton Library system qualifies the system for additional state funding.

I asked Charlotte if the venture has any new plans for the future. She hinted that there are a few things in the works, but cited the recent addition of a small computer-equipped resource center in the hospital's new cancer center. This service allows the libraries to reach out to patients at the other end of the hospital campus by offering consumer health information particularly aimed at cancer patients.

I hope you see by this example that there are many benefits to partnerships. Among them might be a greater customer base, decreased cost of operation, specialization, synergy, and greater visibility. In making your marketing plans for the future, I urge you not to overlook this last and valuable P.

The GMR Corner - Holly Ann Burt, MLIS, NN/LM-GMR

Professional development is an important part of our lives as librarians and we at the GMR are dedicated to helping you grow in your field. Here are some current and upcoming events that may interest you.

- Holly Ann Burt, Outreach and Exhibits Coordinator

Upcoming Classes Offered at Midwest Chapter MLA: October 3rd

- * Can You Hear Me Now: How to Make a Podcast - Max Anderson
- Measuring Your Impact: Using Evaluation for Library Advocacy - Ruth Holst & Jacqueline Leskovec
- PubMed Clinics of North America: A Problem-based Approach to Advanced PubMed Searching - Holly Burt October 6th
- Emergency Preparedness for Libraries - Holly Burt
- Super Searcher - Max Anderson

Visit the conference website at:

<http://midwestmla.org/conference2009>

Online Courses Coming Soon:

- The Patient Safety Resources Seminar, online version, will be offered in the fall for 6 MLA CE.
- In September, the new PubMed interface is scheduled to go live. A number of one-hour online courses will be offered at that time to help answer questions about the changes. For a preview, read Max's blog article at: <http://nmlm.gov/gmr/blog/2009/08/06/pubmed-redesign-web-meeting-recording-available/>
- Other courses, especially those in the technology area, will also be offered in 2009. Look for announcements on GMRLIST and register on the GMR Calendar at: <http://www.eventkeeper.com/code/events.cfm?curOrg=NNLMGMR>

OHSLA News

OHSLA President Resignation

It is with much regret we announce the resignation of Jackie Harris as OHSLA president. A family matter has taken her from us but we are ever grateful for the time she has served in the organization.

According to the OHSLA bylaws Article IV - Officers, Section 4 - Vacancies "...The unexpired term of office of the President shall be filled by the President-Elect". Therefore, effective immediately, Bette Sydelko, president-elect, will assume the presidency with Marlene Porter, past-president, assisting her as needed.

Thank you Jackie! We wish you the best and you are in our thoughts and prayers.

Sincerely,
OHSLA Executive Committee

Treasurer - Judith Janes

Treasurer transfer is now complete: As you may know Mary Ann Mlodzik resigned and the process to hand over has been a little complicated. Judith was unable to attend the Executive Meeting when the transfer should have taken place. The result being that it was not until August 7, 2009

Invite Us Out to Teach:

- For face-to-face classes you may offer your groups and consortia, visit <http://nmlm.gov/gmr/training/classes.html>

Borrow Books from our Lending Library:

Max adds new books frequently, so stop by often at:

<http://69.63.217.27/n94003Staff/OPAC/Index.asp>

New additions include

- Blueprint for Your Library Marketing Plan, by Patricia H. Fisher and Marseille M. Pride (2006)
- Information Literacy Assessment, by Teresa Y. Neely and
- Intellectual Property: Everything the Digital-Age Librarian Needs to Know, by Timothy Lee Wherry

Read about other additions on the GMR Blog at;

<http://nmlm.gov/gmr/blog/2009/08/07/new-additions-to-the-gmr-lending-library/>

Consider Applying for an Award or Subcontract:

- Exhibit Award
- Outreach Express Award
- Planning and Assessment Award
- Professional Development Award
- Professional Instruction Award
- Technology Improvement Award
- Consumer Health Subcontract - Nov Deadline
- MedlinePlus® Go Local Subcontract
- Public Health Subcontract - Nov Deadline

For more information, visit:

<http://nmlm.gov/gmr/funding/current.html>

Stop by <http://nmlm.gov/gmr/> for additional resources and information materials that you can use. Have a wonderful fall everyone and hope to see you at Midwest MLA. - Holly

that Susi Miller and Jodith found a mutually workable time to meet. Renewal checks were deposited on August 8 and members should already have received confirmation. If you have not received confirmation of your membership please email Jodith JANESJ@ccf.org and she will check the records. Heartfelt thanks to Susi and to all OHSLA members for their patience during this transition period.

Regional Advisory Council (RAC) representative Special Election Results

Michelle Kraft is glad to report the results of special online election OHSLA held for the Regional Advisory Council (RAC) representative. Michael McGraw, Reference and User Services Librarian at Cleveland Health Sciences Library Case Western Reserve University, was elected to the position. Michael will serve as the communication link between OHSLA and the Regional Advisory Council of the Greater Midwest Region of NN/LM. OHSLA would like to thank Shirley Lewis, Assistant Public Services and Instruction at Walsh University for all of her work as serving as OHSLA's RAC rep.

News from around the state

The NEOUCOM's Oliver Ocasek Regional Medical Information Center (OORMIC) is happy to announce the appointment of a new director. Ms. Beth Layton, MLS, MBA, will assume leadership of the library as the Health Sciences Library Director beginning August 10, 2009. Ms. Layton brings a breadth of professional experience and leadership from her past positions at several large health sciences/medical center libraries including Johns Hopkins University, George Washington University, and most recently, the University of Florida's Health Science Center Libraries in Gainesville, Florida. She has also served for 10 years as a medical librarian for Winchester Medical Center in northern Virginia. In addition to her responsibilities in OORMIC, she will oversee the Northeastern Ohio Cooperative Regional Library Depository which is located on the NEOUCOM campus.

The Ohio State University:

- **Pam Bradigan** was appointed as Assistant Vice President of Health Sciences and Director of the Prior Health Sciences Library in May, 2009. Most recently, she served as Associate Director for Education and Information for the Library.
- **Stephanie Schulte** is currently serving as Interim Head of Education and Information Services at the OSU Prior Health Sciences Library and **Judy Wiener** is serving as Interim Head of Affiliates and Special collections at Prior. **Amanda Levine** was promoted to ASK Desk Team Lead.
- **Catherine Collier** accepted a position as Evening Supervisor at the Prior Health Sciences Library. Formerly, she was a Librarian at Mount Carmel Health. She is also currently serving as Archivist for OHSLA.
- **OSU University Hospital** and **OSU Richard M. Ross Heart Hospital** have been re-designated as Magnet hospitals.

Librarians from the **Ohio State University's Health Sciences Library, Biology and Pharmacy Library, and the Science and Engineering Library** are working together to plan a program to promote open access publishing at 10:30 a.m. on October 21, 2009 at the newly-opened Thompson Library. Open access publishing is a movement that encourages making scholarly publishing more freely available over the internet. The goal is to maximize the impact of research, particularly research that has been funded with public money. One of the most notable examples of open access is the National Institutes of Health Public Access policy, which requires that, after a 12-month embargo period, funded research be made publicly available.

The program will consist of a panel of speakers that includes both people who publish in and edit open access journals and also those who are more skeptical of the movement. The intent is to show both the advantages and challenges of open access. Those who cannot attend the program in person will be able to view the program via video streaming and capture.

The week of October 19 is Open Access Week, and this program is only one of many events that publishers, universities, and libraries all over the world are planning in order to highlight the movement. The Open Access Day program at OSU will be of interest to anyone involved in research and publishing in the health sciences, as well as to library staff.

For more information, contact Anne Gilliland, anne.gilliland@osumc.edu.

Fordham Health Sciences Library Closes:

In April of this year, Stephen Foster, University Librarian at Wright State University, Dayton, Ohio, announced the decision to consolidate the Fordham Health Sciences Library with the Paul Laurence Dunbar Library, the main academic library on campus. This action was based on the current budget climate as well as a need for classroom space at WSU.

The Fordham Library officially closed for business in June after 35 years of serving the Dayton health sciences community. It was founded in 1974 as part of the development of Wright State's School of Medicine. A major endowment was received from Thelma Fordham Pruett and the library was named in honor of her husband, Thomas B. Fordham, Sr. and son, Thomas B. Fordham, Jr. The Fordham Library is most known for the Ross A. McFarland Collection in aerospace medicine and human factors engineering. Raymond A. Palmer served as the first library director.

With the library closed, staffs at both libraries are working diligently to ensure a quick and efficient transfer of materials. Can you imagine re-labeling every book in your library with a new call number - well, that's job security for a few months at least! We hope to complete the consolidation efforts by next June and will continue to provide excellent service to all faculty, staff and students throughout the University and the greater Dayton health sciences community.

Submitted by Bette Sydelko, University Libraries, Wright State University

Membership Form
Ohio Health Sciences Library Association

July 2009 – June 2010

(dues paid after March 31, 2010 will be for the 2010/11 membership year)

First Name: _____ Last Name: _____

Institution: _____

Library: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Phone: _____ Fax: _____

Email: _____

- Please check if you do **NOT** want to be added to the OHSLA listserv
- Please check if you are interested in serving on an OHSLA 2009-10 committee
- Please check if you are interested in running for an OHSLA office for 2010-11

Membership categories (please check one):

† New or renewing member...\$15.00

† Introductory one-year student membership...\$5.00 (renewals at regular rate)

Print this form and mail it with your check made payable to **OHSLA** to:

Jodith Janes
Chair, OHSLA Membership Committee
2181 Concord Dr.
Lakewood, Ohio 44107