

NN/LM Southeastern/Atlantic Region

Region 2

Annual Report

May 1, 2008 – April 30, 2009

University of Maryland, Baltimore

Date submitted: November 17, 2009

Executive summary

Staffing: Mandy Meloy, community health outreach coordinator, began maternity leave on January 5, 2009. She was out for the months of January and February and returned to work with reduced hours in March. She returned to full time employment in early April. While on maternity leave, the SE/A staff performed her duties and monitored her projects.

In February, the president of the University of Maryland, Baltimore announced furloughs for all employees including grantees and contractors. Based on salary, each employee was assessed two-five days of furlough leave through June 20. Four hours per pay period of leave was required until the full commitment was met. In total, 30 days of employment will be lost by the end of the furlough period.

In April, Terri announced plans to telework from Raleigh, NC. She is relocating in June due to a personal change and we are happy that she has agreed to continue employment with the SE/A.

At the end of year 03, SE/A staff includes:

M.J. Tooley – director
Janice E. Kelly – executive director
Mandy Bayer Meloy – community outreach coordinator
Terri Ottosen – consumer health coordinator
Dale Prince – technology coordinator
Sheila Snow-Croft – outreach/education coordinator
Beth Wescott – network access coordinator
Toni Yancey – outreach/exhibits coordinator
Colette Becker – web developer
Regina Johnson – program management specialist
Evelyn Peyton - secretary

Membership: We began the year with 600 full members and 543 affiliate members. At the end of the contract year we had 581 full and 607 affiliate members, an overall gain of 45 members, mostly affiliates. 549 SE/A members participate in DOCLINE. The libraries offering service to unaffiliated health professionals and the public remained constant over the year at 45% and 49% respectively. Resource libraries maintained an 81% fill rate. EFTS membership in the region is now at 125 members with 27 of the 31 resource libraries participating.

The regional library group E-SEA, whose members lend electronically to each other rapidly and for free, continues to grow in members and volume of requests. Its founders, Karen Roth and Thomas Hill have written about E-SEA advantages in [J Med Libr Assoc.](#) 2009 Jan; 97(1):54-7. "Electronic document delivery; a six-year study to benchmark the shift to electronic interlibrary loan in two hospital libraries." (See <http://www.pubmedcentral.nih.gov/articlerender.fcgi?tool=pubmed&pubmedid=19158995>)

In year 03, SE/A formed another library group, Community Health Systems Libraries, that has 13 members from seven states including three SE/A members. For fuller details, see "On flocking together..." an article by the group's founder Martha Pedigo of Gateway Medical Center, Clarksville, TN at <http://nmlm.gov/sea/newsletter/?p=1008>.

Budget: The year 03 budget was slightly higher than the previous year. Unexpended funds were approved to supplement the year 03 operating budget. In addition, the staff continued to expand our distance programs to meet the challenge of decreasing budgets by Network libraries. MJ through her work with the Association of Academic Health Sciences Libraries' Charting the Future Committee developed and administered a survey to gauge the impact of the current economic recession on member libraries in early 2009. The survey asked questions regarding current conditions and future projections. As such, it is a snapshot in time for early calendar year 2009. After some modifications to address inconsistencies and irregularities in the survey, it will be repeated in late summer 2009. MJ will share the results of the survey at the RML Directors meeting in Honolulu.

Mid-Contract Review: In preparation for the site team visit in December, a questionnaire was distributed on the nnlm-sea listproc on November 5, 2008. 97 members responded to all questions; 121 was the highest number of respondents to any question. The raw data was shared with the visit team. Findings indicate that the services most important to SE/A Network members are the professional development opportunities, support and advocacy activities and funding. The unmet needs were identified as more support for basic library services, assistance with consortial purchasing, and more promotion and marketing of libraries. Suggestions for NLM included more, varied multilingual and low literacy materials; more dialogue with and advocacy for libraries and librarians; more and improved products such as LinkOut and for mobile technology; and more funding for awards, NN/LM programs and NN/LM staffing.

On December 2, 2008 the eight-member National Library of Medicine site team visited. The team was welcomed by Dr. David Ramsay, president of the University of Maryland, Baltimore, and met with Dr. Malinda Orlin, vice president for Academic Affairs and MJ Tooley, SE/A director, in an administrator's session. They also heard from Chris Philips, Assistant Vice President of CITS, about emergency back-up plans for the library and campus. The SE/A staff provided an introduction to the region entitled "Blues, Booze and BBQ." We also provided a presentation on accomplishments to date, challenges and future endeavors in building capacity of SE/A network members to help meet the goals of the NN/LM program. In the afternoon, the team met with 33 Network members to discuss the value of the network and ways to improve or expand services.

In its report, the site team lauded UM,B for its "strong institutional commitment to the library and its outreach function through the NN/NLM." MJ Tooley was recognized for her leadership and participation in SE/A programs. Additionally, the site team recognized the "creative and energetic" SE/A staff for building the capacity of its Network members to provide outreach and services to health professionals and the public through its many and varied programs. In particular the team cited SE/A's commitment to outreach, responsiveness to member needs, strong community and network partnerships, and leadership in emergency preparedness. Our varied funding programs and commitment to meeting the educational needs of the SE/A members were cited. In the report, the team recognized the many challenges of working in a large, ethnically and racially diverse region. The team recommended that future directions include more programs targeting the growing number of unaffiliated health professionals working in rural areas and primary care, a continued and strong hospital library advocacy program and more and varied local collaborations and partnerships.

As a result of the report and meeting, we added new funding opportunities for hospital library promotion and digitization projects and requested use of unexpended funds to assess the health information needs of unaffiliated health professionals.

Advocacy: SE/A staff continued to support member initiatives and to meet members through attendance at state and regional meetings and through site visits. We provided NLM and NN/LM updates at regional meetings to enhance member knowledge of NLM resources and changes to programs and services for both. Staff attended state association meetings in NC, FL, GA, MD, TN and DC as well as regional MLA chapter meetings in AL and WV. Sixteen site visits were made in support of member outreach projects, statewide initiatives and library retirements and dedications.

In honor of National Medical Librarians Month in October, a letter to hospital administrators was composed. Network members were asked to submit the name and address of their administrator. By the end of the month, 105 letters of support were sent. This was cited many times in the member feedback survey as being an important role we play.

SE/A staff hosted the 2008-2009 NLM associate fellows in November. The associates heard about a "day in the life of an NN/LM coordinator," toured the library and learned about the benefits of housing an RML. It is always one of the highlights of our year.

We continued our support of the Florida Consumer Health information Network (FCHIN) activities. Janice and Terri attended several teleconferences during the year. Terri promoted and scheduled both in-person and online classes to and through the Florida library cooperatives. These classes will enable public librarians and others to earn credits for the MLA Consumer Health Information Specialization. Classes will be offered through the summer of 2009. It is hoped that we can continue this initiative in other states in the region in the coming years.

In November we restarted our bi-monthly Web conferences for network members. The ***Beyond the SEA*** series will include invited speakers from the National Library of Medicine, updates on NLM and NN/LM services and resources, and other topics of interest. Topics covered this year included MeSH, drug information resources from SIS, and NLM's History of Medicine division work.

As part of our hospital library advocacy program, we offer the quarterly SE/A Hospital Librarians Web conferences. Topics selected are those of particular interest to this group and included PubMed, marketing, personal health records, and vendor showcases. Because the distant location and cost of travel to the 2009 annual meeting of the Medical Library Association was out of reach for many regional librarians, Toni hosted a three part vendor showcase entitled "Better than the Beach." These well-received showcases enabled hospital librarians to stay in touch with new developments on products they use without incurring the expense of travel to Hawaii.

At the December SE/A mid-contract review meeting, there was concern that print collections at many Network libraries were being downsized and/or discarded with little time to consider what to retain or preserve. We worked with the Oversight Committee of the RAC to develop a charge for a new task force on print collection retention. In April we began the recruitment of volunteers to serve. The task force is charged to:

- Identify the changes, issues, problems affecting the collection and retention of print resources(journals and monographs) in SE/A libraries
- Recommend studies, such as a collection comparison, or methods to employ to ensure that access to information resources are available when needed
- Recommend strategic directions the SE/A and network libraries can take to build new collaborations, use new technologies or encourage future dialogue and attentiveness to ensure access to print and electronic materials in the region.

A chair and task force members will be appointed in June.

Communications: ***SEA Currents*** is the main vehicle for communications in the region. We discontinued our regional listserv and use ***SEA Currents*** exclusively to push out information to SE/A members. Members can receive entries through RSS feeds, email, or in a mobile device format. This year we produced and solicited targeted, timely materials including:

- Emergency preparedness: 21 entries
- NLM publication releases: 15 entries
- Updated NLM products: 12 entries
- Funding opportunities: 11 entries
- Web conferencing: 6 entries
- Health literacy: 4 entries
- Public access: 3 entries
- Go Local: 3 entries
- DOCLINE: 2 entries
- EFTS: 2 entries
- Spanish language consumer health resources: 2 entries

Outreach: Training continues to be an important part of our outreach program. These offerings were rated highly in our mid-contract assessment. SE/A staff continue to expand our offerings of in-person and online courses in an effort to expand our distance learning opportunities, Mandy and Dale attended the Medical Library Association (MLA) Continuing Education Institute to learn more about developing online courses. Mandy chose to offer *Prescription for Success: Consumer Health Information on the Web* and Dale, *Geeks Bearing Gifts*. In addition, we added 10 new courses and updated nine.

Terri and Sheila undertook an assessment of distance education programs this year. With the assistance of the NN/LM Outreach Evaluation Resource Center and mentoring from MJ Tooley, they developed a survey which was reviewed and approved by the University of Maryland IRB. This survey affirmed that we are meeting our goals and successfully providing distance education opportunities to our network members and others. It also provided helpful information with which to continue to improve our online learning opportunities.

Exhibiting continues to be an excellent way to achieve our outreach objective of introducing quality information resources to health professionals, librarians and the public. This year SE/A staff exhibited at six national exhibits and 14 state or regional meetings and fairs. In addition, our network members exhibited at 24 meetings as well as health and technology fairs.

In year 03, the SE/A staff provided 129 outreach activities reaching 2,276 participants. 16% of those activities were offered remotely. In addition, the Outreach Challenge, unfunded outreach in the region, totaled 54 activities reaching 1,905 participants. We will continue to promote this endeavor throughout years 04 and 05.

Funding:

In June, we advertised the availability of express awards for outreach, planning and assessment, library technology improvement, follow-up, training, exhibit, disaster recovery and Welcome. In addition, we notified 10 successful applicants to proceed with full proposals for our larger outreach projects. We received no applications for Go Local projects this year.

Two new awards were announced in January: express hospital library promotion award and an express digitization award. The awards were in response to feedback received in the mid-contract assessment and at our site visit. The Library Digitization Award enables libraries to digitize historical materials or a unique collection to increase its accessibility within and without their institution. The Hospital Library Promotion Award provides support for projects that hospital librarians can use to demonstrate their value to and increase their visibility in their institution. Both awards brought a good response from members and we were able to fund eight awards.

By the end of the year, we funded 10 outreach projects, two library improvement awards, five training awards, 21 exhibit awards, nine library technology improvement awards, five technology awareness awards, one express follow-up award, three planning and assessment awards, three welcome awards, one community day award, three digitization awards, five hospital library promotion and 10 express outreach awards.

Staff contributions to the professional knowledgebase this year included:

Kelly. Getting Funded. J Hosp Librarianship. 2008; 8(4): 469-78.

Ottosen and Meloy. Match Made in Heaven: National Network of Libraries of Medicine Partners with HUD's Neighborhood Networks. Poster presentation. Mid-Atlantic Chapter/MLA annual meeting, October, 2009. Morgantown, WV.

Ottosen and Meloy. Melting Down Uncertainty and Persevering to Forge a Perfect Outreach Partnership: National Network of Libraries of Medicine Partners with HUD's Neighborhood Networks. Poster presentation. Southern Chapter/MLA annual meeting, October, 2009. Birmingham, AL.

Ottosen. WEBHEALTH TOPICS: Veterans Health Information: A Webliography. Journal of Consumer Health on the Internet. 2009: 13(1): 53-65.

Snow-Croft, Sheila, Yancey, T, et al. Exploring and Expanding Staff Skills and Expertise to Elevate Library Service. Poster presentation. Mid-Atlantic Chapter/MLA annual meeting, October, 2009. Morgantown, WV.

Network infrastructure

TABLE 1. Annual infrastructure data

	Current year	Previous year
Network members – full	581	600
Network members – affiliate	607	543

Libraries providing services to unaffiliated health professionals	264 (45.4%)	274 (45.5%)
Libraries providing services to public users	288 (49.5%)	299 (49.8%)
Average fill rate for resource libraries	81%	81%

Affiliate membership grew this year. Because of hospital mergers, closings and staff downsizing more hospital libraries are losing space, losing staff, canceling journal orders and changing from full to affiliate membership. Also a recurrent issue in the region is the request by small hospital libraries, especially in NC, GA, WV and FL to move to "borrow only" status in DOCLINE. Unfortunately we do not have that option any longer.

Regional emergency preparedness planning

The organizing meeting of the SE/A Emergency Preparedness Regional Advisory Committee was held in St. Petersburg, FL, on May 28, 2008. Janice and Beth along with representatives from MD, FL, TN, PR, MS, and VA were present. Dan Wilson chaired the meeting and discussed the state of emergency preparedness in the region, reviewed results of the NN/LM questionnaire to members regarding their knowledge about emergency preparedness or readiness for emergencies or disasters. The committee discussed ways that the plan can help address the needs expressed by the results of the questionnaire. Also, Dan reviewed results from the table-top exercises conducted with RML staff in the regions, focusing on the role of the state representatives and discussed ideas for working with network members in the region. The committee set goals for the coming year.

By the end of Year 03, we had not rolled out a regional plan. We had to negotiate several stumbling blocks including identifying and appointing new committee members and confirming geographic coverage for those states with multiple representatives. Committee members requested and received contact information for SE/A members in their assigned area of responsibility to ensure visibility and name recognition. This was thought to be a precursor to the plan process.

There were no emergencies during the year that required putting the plan into action though we had several opportunities to test it. Whenever an emergency occurred in the region, Beth as the Network Access Coordinator contacted the state coordinator in the affected state to ensure there was no damage to libraries.

The back-up plans with the Region 6 office were finalized in July. We did not have to put the plan into action this year.

In response to the NN/LM questionnaire to assess emergency planning readiness among network members, 33 SE/A members indicated the need for more information or training. Beth responded to these requests by e-mail, calls and mailings, as well as, five 1:1 sessions about the Toolkit.

Identifying unique and historical collections

Beth wrote to SE/A libraries to solicit names and contact information about additional historical collections in the region. Five new collections of interest were located and approved by NLM for inclusion in their database of historical medical collections this year. Collections included:

- UNC Wilmington. *Sealy History of Medicine Collection*
- Meharry Medical College Archives and Historical Collection
<http://library.mmc.edu/archives.html>
- Crawford Long Hospital <http://www.crawfordlong.org/id14.html>
- Digital Library of Georgia: <http://dlg.galileo.usg.edu/Topics/ScienceMedicine.html>
- Mercer University School of Medicine
<http://medicine.mercer.edu/Library/About%20the%20Library/collections>

E-licensing

The Access Regional Advisory Committee completed a project authoring an FAQ for hospital librarians inexperienced in journal licensing. See <http://nmlm.gov/sea/rsdd/elicense/>. The site averaged about 12 hits each month it has been up.

Beth along with members of the Access RAC arranged to present on e-licensing to the hospital librarians at the 2009 Southern Chapter meeting in October in Memphis.

EFTS

SE/A membership in EFTS increased from 119 members to 125 in the current year. Of the region's 31 Resource libraries, 27 participate in EFTS.

Promotional activities for EFTS this year included two *SEA Currents* articles to include:

- Much About EFTS, NLM's Preferred Billing Program
- Got the DOCLINE Billing Blues?

In addition, we distributed EFTS materials at the 2008 Mid-Atlantic Chapter/MLA meeting. Beth continued to stay in touch with the resource libraries currently not members but for various reasons they still are reluctant to join.

Outreach

- Major (\geq \$15,000) projects funded in contract year: 10
 - University of South Carolina – *Linking South Carolina Free Clinics to Quality Health Information*
 - University of Miami – *Librarians and DOCS for Health*
 - Mountain AHEC – *Health Information Prescription of Seniors*
 - Flagler Hospital – *Promoting Community Care through Access to Electronic Health Information*
 - George Washington University – *HIPS 4*
 - University of AL Birmingham - *Health Action Partnership*
 - Johns Hopkins University - *Current state of access for public health professionals*
 - East Tennessee State University – *Color my World Healthy*
 - Eastern Shore AHEC – *Teen Health Initiative*
 - Three Rivers AHEC – *Tour of Duty*

- National exhibits conducted by RML: 7
 - National Patient Safety Foundation, Nashville, TN
 - American Library Association, assisted NLM, Anaheim, CA
 - American Academy of Nurse Practitioners, assisted SIS, National Harbor, MD
 - AARP Life@50 Conference, Washington, DC
 - Employee Assistance Professionals Assn, Atlanta, GA
 - National Athletic Training Association, National Harbor, MD
 - National Student Nurses Association, Nashville, TN

- National exhibits conducted by subcontractors: 0

- Regional/state/local exhibits conducted by RML: 15
 - Florida Health Sciences Library Association, St. Petersburg, FL
 - Pride Fest Key West, Key West, FL
 - Veterans of Foreign Wars, Greensboro, NC
 - MS Public Health Association, Philadelphia, MS
 - Asociación Central Hispanoamericana, August, GA
 - Mid-Atlantic Chapter of MLA, Morgantown, WV
 - Southern Chapter of MLA, Birmingham, AL
 - United Cerebral Palsy of Greater Alabama, Mobile, AL
 - Virginia Association of School Nurses, Virginia Beach, VA
 - Southern Nursing Research Society, Baltimore, MD
 - South Carolina Association of School Librarians, Greenville, SC
 - East Carolina University Technology Fair, Greenville, NC

- West Virginia Public Health Nurses, Roanoke, WV
- Maryland Association of Christian Home Educators, Frederick, MD
- Florida Health Sciences Association, Gainesville, FL

- Regional/state/local exhibits conducted by subcontractors: 33
 - Alabama Gerontological Society, Birmingham, AL
 - Alabama Occupational Therapy Association, Birmingham, AL
 - Alabama Public Health Association, Mobile, AL
 - Hispanic Business Council of the Birmingham Regional Chamber of Commerce, Birmingham, AL
 - Medical Association of the State of Alabama, Sandestin, FL
 - 2008 Hispanic Festival and Health Fair, Mayo, FL
 - Georgia Academy of Family Physicians, Atlanta, GA
 - Georgia State Medical Association, Myrtle Beach, SC
 - 2009 Caregivers, Seniors and Student Health Awareness & Resolution Show, Baltimore, MD
 - Montgomery College Health Fair, Rockville, MD
 - Anne Arundel Community College Health Fair, Annapolis, MD
 - Howard Community College, Columbia, MD
 - Maryland Academy of Physician Assistants Ocean City, MD
 - Maryland -National Association of Social Workers Linthicum, MD
 - National Alliance on Mental Illness -Maryland Chapter Baltimore, MD
 - Sister to Sister Women's Heart Fair, Baltimore, MD
 - North Carolina Veterinary Medicine Association, Research Triangle Park, NC
 - 2008 La Fiesta del Pueblo, Raleigh, NC
 - American Indian Expo, Charleston, SC
 - Black Expo, Charleston, SC
 - Making Connections for a Brighter Future, Greenwood, SC
 - South Carolina Chapter of the American Association of Intellectual and Developmental Disabilities, Myrtle Beach, SC
 - South Carolina Department of Health and Human Services, Columbus, SC
 - South Carolina Native American Inaugural Business Expo, Columbia, SC
 - Rural Health Association of Tennessee, Pigeon Forge, TN
 - Tennessee Association of School Librarians, Cool Springs, TN
 - Tennessee Library Association, Nashville, TN
 - Tennessee Public Health Association, Franklin, TN
 - Norfolk State University Student Health Fair, Norfolk, VA
 - School Health and Education Partnership, Farmville, VA
 - Strong Roots for a Healthy Future, Newport News, VA
 - UVA Charles L. Brown Science and Engineering Library, Charlottesville, VA
 - Virginia Rural Health Association, Staunton, VA

- Courses developed by SE/A staff:**
 - Beth co-developed with Re Mischra *Getting the Best Out of DOCLINE*. Approved by MLA for 3 CE credits
 - Dale completed the online version of the *Geeks Bearing Gifts*
 - Dale developed *The Ropes: Planning instruction for the adult learner*
 - Mandy created *Información confiable de salud: recursos de Internet que usted puede utilizar* (Trustworthy Health Information: Internet resources you can use)
 - Mandy completed *Let's Talk about Sex: Sexual Health and Resources*
 - Mandy completed the online version of *Prescription for Success* and received 4 MLA CE contact hours
 - Mandy, Terri, and Colette completed Parts 1, 2, and 3 of the Wishing Well Tutorials Series see: <http://nnlm.gov/sea/training/wishingwell/index.html>
 - Sheila developed a course for the public health workforce called *Who You Gonna Call?: Emergency Preparedness and Disaster Recovery Resources from the National Library of Medicine*
 - Sheila created a distance education version of *Nursing on the Net: Healthcare Resources You Can Use*

- Terri completed the patient informatics class *Canny Consumer: Resources for Consumer Health Decision-Making* and received 3 MLA CE contact hours
- Courses updated or renewed by SE/A staff:**
 - Mandy updated and renewed *African American Community Health* for MLA CE credit
 - Sheila updated and revised the distance education version of *¿No Comprendo?: Spanish Health Information Resources for English Speaking Librarians* and renewed it with MLA for 6 MLA CE contact hours
 - Sheila renewed the in-person class *¿No Comprendo?: Spanish Health Information Resources for English Speaking Librarians* with MLA for 4 CE contact hours
 - Sheila resubmitted *Keeping Up with PubMed* for MLA CE credit approval
 - Terri renewed *ABCs of DNA* class for 4 MLA CE contact hours
 - Terri renewed *Combatting Information Fatigue: Health Information Resources for Veterans* for 3 MLA CE contact hours
 - Terri updated *From Snake Oil to Penicillin: Evaluating Health Information on the Internet* online version
 - Terri updated *Beyond an Apple a Day: Providing Consumer Health Information at Your Library* with Michelle Eberle of Region 8 and renewed with MLA for 2,3, and 4 MLA CE in-person and 8 MLA CE for online version
 - Toni updated and renewed accreditation for *Introduction to Evidence based Practice in a Magnetic World*

TABLE 2. Site visits

Date	Last name of RML staff responsible	Institution	Location (city, state)	Topics addressed
May 30, 2008	Meloy, Ottosen	Associated Health Resource Center	Baltimore, MD	Express award
June 9, 2008	Kelly	University of Mississippi	Jackson, MS	Retirement of library director
August 5, 2008	Kelly, Tooley	University of Central Florida	Orlando, FL	New medical school library/new director orientation
August 6, 2008	Kelly, Tooley	University of Florida	Gainesville, FL	SE/A programs and trends in academic health sciences libraries.
August 27, 2008	Kelly, Tooley	University of Miami	Miami, FL	Library plans and initiatives/ SE/A programs
August 28, 2008	Kelly, Tooley	Florida International University	Miami, FL	New medical school library/new director orientation
September 15, 2008	Kelly, Tooley	Meharry University	Nashville, TN	New director orientation/library plans
October 22, 2008	Kelly	University of Washington	Seattle, WA	Mid-contract site visit
February 20, 2009	Kelly	Florida State University	Tallahassee, FL	Emergency preparedness and express award next steps
March 4-6, 2009	Kelly	University of South Florida	Sarasota, FL	Express award site visit/ visit with library school students
March 18, 2009	Kelly	George Washington University	Washington, DC	Go Local celebration
September 10, 2008	Snow-Croft	St Jude's Hospital	Memphis, TN	Future collaborations with St Jude's and other local organizations, future training opportunities

September 12, 2008	Snow-Croft,	Memphis-Shelby County Health Department	Memphis, TN	Public Health worker information needs, collaborations, and possible training opportunities
September 12, 2008	Snow-Croft	Healthy Memphis Common Table	Memphis, TN	Future collaborative and training opportunities
February 11, 2009	Yancey	Georgia Southern University	Statesboro, GA	LinkOut, funding, outreach, DOCLINE
February 10, 2009	Yancey	Memorial Health University Medical Center	Savannah, GA	Outreach and Loansome Doc

Web site use

