



EHSL ALERT

Volume 1, Number 3

January 1985

KEYNOTES:

DESIGN YOUR FUTURE. Today's information explosion makes one thing certain - future activities of health science libraries will bear little resemblance to the past. We cannot avoid strategic planning and continue to exist based on old justification principles. We must explore the many new goals (outcomes) needed by our medical and lay clients, design new programs to achieve these outcomes, and evaluate and communicate our accomplishments. Lacking this kind of "road map", the changes in the economic structure and the health care field may too easily pass us by.

MAKE YOUR FIVE YEAR PLAN. In developing a five year plan for your library, the following steps should be incorporated. STEP 1: SPECIFY YOUR DESIRED OUTCOMES. Include those already identified by your institution. Concentrate on library-specific ones to add to the list. It is advantageous to seek input from your users, i.e., medical and health staff, patients and lay public as appropriate. Decide what the needs are and which needs the library wants to achieve. STEP 2: IDENTIFY ALL YOUR ASSETS/RESOURCES. Be sure to include both personnel and physical facilities. Networking is the name of the game! Identify institutional assets and resources as well as those of the library. Remember to include services/networks in the large community outside your institution. Can you capitalize on present services to the community to solicit funds and volunteers for additional assets? STEP 3: DIVIDE YOUR DESIRED OUTCOMES INTO SMALLER OBJECTIVES. Objectives should be specific so that you can easily measure achievement. Make statements precise and clear so that desired outcomes are

readily related to activities and services. STEP 4: OUTLINE YOUR PLAN FOR ACTION TO ACHIEVE EACH GOAL/OBJECTIVE. Set priorities. When are you going to start what? How are you going to do it? Give dates when each program should be completed. Remember, each action should have a specified time frame. STEP 5: EVALUATE YOUR RESULTS. Measure your progress at appropriate intervals. This on-going procedure will often suggest changes in your plan to improve or hasten progress. Nothing should be considered permanent. Be flexible so that the library can adapt to the rapidly changing health care scene. As each objective is achieved, or if time runs out, document the degree of accomplishment. Communicate the results to the proper authorities.

Frequently, documentation stimulates new ideas of desired outcomes. These should be incorporated into the library's planning process. Alas! The cycle has already begun -- you are back at Step 1 for a new five year plan! Meanwhile, the library's *raison d'etre* is by design a dynamic integral part of the present! -- C. Ploch, President

EXECUTIVE BRIEFS:

The Executive Committee and the Strategic Planning Committee held a meeting December 4, 1984 at the Airport Marriott, Orlando, to finalize the draft of the strategic planning document for presentation to the membership and for discussion at the annual meeting. Carol Jenkins, Executive Director Region 2, attended to serve as a resource for some of

the more complex issues. She also gave a detailed explanation of the proposed implementation of DOCLINE by the National Library of Medicine during 1985. This related to the networking issue contained in the Plan.

Discussion in formulating the Strategic Plan centered on 1) substituting the mission statement for Article II. Purpose in the Bylaws, 2) procedures to implement the objectives by establishing committees, 3) the composition and structure of the Strategic Planning Committee, 4) charges and responsibilities of the various committees, 5) implications for changes in the structure and operational procedures in FHSLA if the strategic plan is approved, 6) whether to change the annual meeting to a bi-annual meeting, and 7) dissemination of information to the members including the newsletter.

The Secretary reports that the Bylaws revision to increase dues was approved by mail ballot. 35% of the members voted. Only two negative votes were registered.

President Ploch initiated a membership drive in late December. All 1983 members who did not renew their membership for 1984 received a personal letter inviting them to join the Association, a 1985 membership form, and a sample page of the ALERT. To date, eleven new members have joined for 1985.

FHSLA STRATEGIC PLAN:

What is the Florida Health Sciences Library Association doing? That question has been the focus of the Executive Committee and the Strategic Planning Committee for the past two years. The members of the Committees have held planning sessions, made many phone calls, prepared reports, and solicited assistance from the Region 2 RMLS. While the purpose of strategic planning for the organization may seem obvious, namely to remain important and relevant to the members, there were many additional reasons that were discussed at the meeting. For example, what is the role of the Association in the delivery of health care information in Florida? How can, and should, the Association relate and respond to other state, regional and national library

and/or health care information groups? What is the role of the Association in developing information networks?

The document attached (blue sheets) is a draft of the Strategic Plan for FHSLA. This is only a beginning. The time has come for the members to decide if this meets their needs and if further revisions and/or additions are necessary in order to define the role of the organization. In other words, what is the purpose of the Florida Health Sciences Library Association? Only you, the members can decide.

The Plan is included with this issue for your study and review prior to the hearing at the annual meeting. Please read the Plan, give the contents serious thought and discuss it with your peers and co-workers. The hearing is scheduled for Thursday, April 25, 1985 at 3:30 p.m. immediately following the business meeting. Members are requested to come prepared to give the Committee advise about how to proceed with the Plan in the next year.
-- K. Mead

'85 MEMBERSHIP RENEWAL:

NOW IS THE TIME TO RENEW YOUR FHSLA MEMBERSHIP FOR 1985! The Associations' fiscal year is January 1 - December 31. Membership ceases if dues are not paid by June 1. A 1985 membership application form is attached to this issue for your convenience. Duplication is encouraged to recruit new members. BECOME AN ACTIVIST -- JOIN FHSLA!

FHSLA NOMINATIONS:

The Nominating Committee invites all members to participate in identifying candidates for the following offices for 1985/86: Vice President/President Elect, Secretary, Treasurer. Volunteers for any of these offices are especially welcome. The Committee will present the slate of candidates at the annual meeting. Elections will be held during the annual business session. Please contact any of the committee members:

Lenny Rhine, Health Center Library,
University of Florida, Box J-206, Gaines-
ville, FL 32610 904/392-4017

Mary Cloyd, Medical Library, Lee Memorial
Hospital, P.O. Drawer 2218, Ft. Myers,
FL 33902 813/334-5410

Cecy Rowan, VA Medical Center Library,
1210 N.W. 16th Street, Miami, FL 33125
305/342-4455

ELECTRONIC MAIL:

The following libraries report electronic mail access since the last issue of ALERT. All subscribe to OnTyme II and participate in inter-library loan networking.

- VA Medical Center, Bay Pines - (VAL/FLBPN)
- VA Medical Center, Miami - (VAL/FLMIA)

In order to continue sharing this information with members, new electronic mail subscribers should send the name of the EM system and the corresponding code to Vice President Seltzer.

THE CONNECTION AT JEKYLL:

Jekyll Island, Georgia -- a natural paradise featuring ten miles of beach where sand dollars outnumber people -- is the site of the first joint annual meeting of the Florida/Georgia Health Sciences Library Association, April 24-26, 1985 at the Hilton Inn. An excellent program has been planned based on the theme: "ADVANCING TECHNOLOGY - WHAT'S NEXT FOR HEALTH CARE PROVIDERS?"

Mike Rust, Director of Fiscal Affairs, Florida Hospital Association will address the opening session about "Cost Containment Measures in Hospitals - How Will They Affect Your Library?" A panel of Georgia and Florida hospital librarians will share their experiences on the effects of cost containment. Thomas Basler, Director, Medical College of Georgia Library, will present a program entitled: "Personal Computers: New Ways to Improve Library Services." A

special session devoted to demonstrations of personal computers and software will follow. The official business meeting of the Associations is scheduled for Thursday, April 25th at 2:30 - 4:30 p.m.

A reception featuring vendor exhibits will highlight the meeting from 5:30 - 6:30 p.m. on April 25, 1985. In recognition of this first joint meeting, a joint luncheon with a speaker will be held on Thursday. There will be plenty of time for personal enjoyment of the Island surroundings on Wednesday and Thursday evenings. For those who feel the need for a longer respite, the hotel will extend meeting rates for the weekend.

Accommodations may be made now by calling the Hilton (912/635-2531) or by submitting the registration card which will be included in the pre-conference packet to be mailed during the first week of March. Room rates range from \$49.00 (Plaza Room) to \$90.00 for a two bedroom villa. Limo service is available from the Jacksonville airport for \$20.00 per person if more than one person. Single limo rates are \$40.00.

This joint meeting provides a marvelous opportunity to engage in fellowship with our Georgia neighbors, increase our knowledge and enjoy the beauty of one of "America's treasure islands". JOIN your colleagues for the right "connection". COME to Jekyll Island -- April 24-26!

CE NEWS:

The FHSLA/GHSLA joint annual meeting will offer two CE activities on Wednesday, April 24, 1985 available for the first time through SE/A RMLS. "Teaching the Health Professional to Search Online Data Bases" is designed to "train the trainer" to teach MEDLINE to the health professional on NLM and other computer systems. The Medical Library Association has approved this course for .6 units of credit applicable for certification. A fee of \$48.00 includes a copy of the Guide developed by NLM entitled: THE BASICS OF SEARCHING MEDLINE: A GUIDE FOR THE HEALTH PROFESSIONAL.

"Preparing to Teach Basic Library Skills" is a clinic for consultants and librarians to provide training in teaching non-professionals the basics of library service. Handouts and other materials supplement the presentation. A fee of \$45.00 will be assessed.

Advanced technology increases the demand for an expanded educational role for librarians. To meet these needs for the members, the Association is providing the necessary continuing educational activities, emphasizing teaching skills in various contexts. The SE/A RMLS is supporting this effort by developing the workshops for librarians as needs arise. Both Associations are pleased to join with Region 2 to offer these workshops. TAKE ADVANTAGE OF THIS FIRST!

MLA NOTES:

The 1985 annual meeting of the Hospital Library Section of the Medical Library Association will be held on Tuesday, May 28, 1985, 8:15 a.m. at the New York Hilton, New York City. A coffee beginning at 7:00 a.m. will precede the meeting. The business meeting convenes at 7:30 a.m.

"New Ventures, New Roles, New Processes for Information Management" is the program theme. Victor R. Neufeld, M.D., Chairman, The M.D. Program, McMaster University School of Medicine will speak about the independent learning and problem-solving skills needed by the physician of the 21st century. Rya Ben-Shir, Associate Director of Administrative Services, Medical Division, MacNeal Hospital will discuss the perspective from the hospital administration and the hospital librarian on the processes that will be necessary for the hospital librarian to develop and use in gaining acceptance by the administration to move into an information management role.

For further information, contact: Cheryl Dee, Watson Clinic Library, P.O. Box 1429, Lakeland, FL 33802. -- C. Dee

ONLINE '84 OVERVIEW:

"We are drowning in information and starved

for knowledge." (MEGATRENDS, John Naisbitt). With the battle cry quote of the information industry, ONLINE '84 keynote speaker, Jack Simpson, President of Mead Data Central, addressed the audience in San Francisco's Hilton, with an overview of the evolution of information and ten "information megatrends" as follows: 1) information is becoming a strategic weapon, 2) ownership of information is at the root of world conflict between government and private enterprise, 3) information is no longer free, 4) all high value information will be available in digital form, 5) a worldwide "megalibrary" of electronic information is emerging, 6) intelligent electronic books will evolve to access the "megalibrary". The electronic book will be a combination of the phone, TV, and microcomputer, but has not totally evolved as yet. Viewtron is probably the closest example we have presently, 7) new technology will reshape our concept of privacy, security, and intellectual property, 8) exchange of information through shared networks will break down barriers of geography and culture, 9) a conflict over control of computers and information will occur between end users and the management information services (MIS) function, 10) librarians and information specialists are becoming a major force in helping end users interface with the "megalibrary".

Other sessions included such topics as full text searching, downloading, the end user, numeric data bases and numerous product demonstrations as sessions themselves, in addition to their exhibits. Another session "Microcomputers: the Year in Review" emphasized the many trends in this area that are becoming part of the library information business. One after thought of the meeting is that library business is no longer just libraries, but IT IS information! -- D. Ream.

REGIONAL ADVISORY COUNCIL:

The second meeting of the Region 2 Advisory Council (RAC) will be held in Baltimore on March 28, 1985. During 1985 the National Library of Medicine will award new five year contracts for regional medical library services in the seven regions. The Council's major task is to help identify appropriate

programs which can improve library services to health professionals during the next contract period 1986-1990. In conjunction with the RAC meeting, SE/A RMLS will also host a meeting of resource library directors on March 27, 1985 to provide input for new program priorities. The results of this meeting will also be considered by the Council.

Librarians are urged to share any comments, ideas, suggestions with the SE/A RMLS concerning new programs and services for the contract renewal. Contact Carol Jenkins by calling direct using the toll free number. (800/638-6093). Please contact the RAC Florida representatives as well: Ted Srygley, Health Center Library, University of Florida, Gainesville -- 904/392-4017; or Ada M. Seltzer, Medical Center Library, University of South Florida, Tampa -- 813/974-2288.

FMA EXHIBIT:

Given the current medical library environment of teaching health professionals to search online data bases, marketing library information services, strategic planning and outreach activities, the Executive Committee of FHSLA has decided to sponsor an exhibit at the annual meeting of the Florida Medical Association, May 1-3, 1985 at the Diplomat Hotel in Hollywood. This effort is made possible by the cooperation of the SE/A RMLS which has agreed to share the prepared Region 2 exhibit and some brochures. FMA has generously provided educational exhibit space.

The exhibit will feature a computer terminal to provide access to NLM data bases. Both online search demonstrations and individual hands-on experience will be available. All consortia in the state have been contacted to participate in this activity. Diane Ream, Baptist Hospital Library, Miami is the project coordinator. Ideas are needed to determine items for display and distribution. The following items have been identified for inclusion: a list of Florida MEDLINE centers, the FHSLA directory, networking information such as consortia brochures. Volunteers are also being solicited to staff the booth. Sponsors to design, type and duplicate materials are needed.

Please share your expertise and services by contacting Diane Ream, Director, Health Sciences Library, Baptist Hospital, 8900 N. Kendall Dr., Miami, FL 33176. (305/596-6506).

PAST PRESIDENT HONORED:

Flora H. Wellington, Professor and Collection Development Specialist since 1983, retired from the Louis Calder Memorial Library of the University of Miami School of Medicine on December 31, 1984 after 29 years of service in its Division of Technical Services. A reception in her honor is being planned for February.

Mrs. Wellington was President of the Florida Health Sciences Library Association during 1977-78. She was also a member of the original Steering Committee of the Southern Chapter/Medical Library Association which was appointed at the Chapter's first meeting in New Orleans in 1951. She has served as Chair of the Dade County Library Association and the Florida Chapter, Special Libraries Association.

As the Library's first Collection Development Specialist, she organized this function and was responsible for selecting more than 200 new journals during 1982-84. She initiated liaisons with departments at the School of Medicine for collection development activities. Her duties will be ably assumed by Ms. Dorian E. Martyn, Head of Technical Services since 1983. -- S. Burrows

MARKETING SEMINAR:

The Tennessee Hospital Association in Nashville will host the seminar "Marketing and Analyzing Health Information" sponsored by SE/A RMLS on March 21, 1985. The morning keynote speakers will focus on marketing information services and the impact of DRGs on both the provision and continuation of these services. The program is designed to introduce those attending to the increasingly competitive health care marketplace and to redefine information

services within that context.

For further information, contact Karen Hackleman, Consultation Coordinator, RMLS Office, (800/638-6093); or the Tennessee local coordinator, Martha Childs, Director, Library Services, Preston Medical Library, Knoxville, TN (615/544-9525). -- K. Hackleman

NON-BOOK CATALOGING INSTITUTE:

Florida Library Association will host the ALA/RTSD Regional Institute on Non-Book Cataloging on May 26-28, 1985 at the Hyatt Orlando in Kissimmee. The workshop is limited to 150 participants. Topics will include cataloging for motion pictures, microcomputer software, video cassettes, maps, music, etc. Health science librarians working with AV materials will benefit from this intensive review of AACR 2 applications. Fees are as follows: ALA/FLA members -- \$215.00; non-ALA members -- \$265.00.

For more information, contact Chuck Muller, Broward County Library System, 100 S. Andrews St., Ft. Lauderdale, FL 33301 (305/357-7482).

1986 MEETING SITE?

The FHSLA Executive Committee welcomes invitations from any library willing to host the annual meeting in the spring of 1986. The host library is responsible for local arrangements. An appointed Program Committee chaired by the Vice President is charged with planning the program and meeting.

Libraries should address invitations to the President, Carol Ploch, Medical Library, Bethesda Memorial Hospital, 2815 S. Seacrest Blvd., Boynton Beach, FL 33435. (305/737-7733 X4439).

BYLAWS REVISIONS:

As previously reported, the Bylaws Committee

has been at work all year making much needed revisions. The first draft was approved by the Executive Committee in October. Additional changes were recommended and format reorganization requested. The work has been completed and the revisions will be distributed to the membership with the pre-conference mailing during the first week in March.

Please read the proposed changes carefully. Members will vote on the revisions at the annual meeting at Jekyll Island. Direct any questions to Sarah Harmon, Chair, Bylaws Committee, Tampa Bay Medical Library Network, Medical Center Library, University of South Florida, 12901 N. 30th St., Tampa, FL 33612 (813/974-2775).

1984 UNION LIST:

The Region 2 1984 UNION LIST OF SERIALS is now available for purchase. The LIST is the official locator tool which libraries in the SE/A Region must consult before sending serial requests to the National Library of Medicine. This edition includes the holdings of 41 Florida hospital libraries not included in previous lists. Also included is a directory of names, addresses and interlibrary loan policies of participating libraries; and the new inter-regional referral policy. For \$20.00 you can obtain the updated LIST in 48x reduction microfiche.

Payment must accompany the order. Make checks payable to the University of Maryland Health Sciences Library, RMLS and mail to : SE/A RMLS, Univeristy of Maryland Health Sciences Library, 111 S. Greene St., Baltimore, MD 21201.

JOTTINGS:

The 1984 FHSLA membership directory is attached for your convenience. The current format is a temporary measure to serve the members needs until the Executive Committee decides upon a format for a more complete directory. Not included in this list is the information

gathered some time ago concerning the institutions within the state. Funds for printing have been a problem as well. The Executive Committee welcomes ideas and comments regarding the directory information which you, the members, prefer.

Congratulations are extended to the Southeastern Conference of Hospital Librarians for the publication of its first newsletter FORWARD October 1984. Credit belongs to the two Floridians responsible for its publication, namely Gwen Walters, (President), University Community Hospital Library, Tampa and Robert Hinz, (Editor), Borland Health Sciences Library, Jacksonville. The issue was produced with the cooperation of Majors Scientific Books, Inc.

During the past two years, the Calder Memorial Library of the University of Miami School of Medicine added more than 200 new journal titles to its collections. This is the first major expansion of its journal collection in more than ten years. More than 400 titles were evaluated against eight selection criteria. Each title was searched in the SERLINE data base which proved to be the most significant of these criteria. A new list of the Library's current periodicals is available upon request from Suzetta Burrows, Louis Calder Memorial Library, University of Miami School of Medicine, P. O. Box 016950, Miami, FL 33101. (305/547-6441). -- S. Burrows

Baptist Hospital, Pensacola recently acquired an Apple IIE microcomputer with a Comrex printer. With this acquisition, the library has initiated online searching for its users. Two hospitals in Pensacola now offer online literature search service as a part of the medical library's functions. -- K. Franklin

St. Luke's Hospital (Jacksonville) moved into its recently completed new building in early December. Margo Wally, librarian, will host a February meeting of the Jacksonville Health Education Programs Library Network in her new quarters on Belfort Road. -- C. Hall

The Miami Health Sciences Library Consortium elected the following officers for 1985:
Chair - Naomi Prussiano, Southeastern College of Osteopathic Medicine; Vice Chair - Celia Steinberg, South Miami Hospital; Secretary - Reggie Knight, American Dade Division of the

American Hospital Supply Corporation; Treasurer - Peg Casey, Parkway Regional Medical Center. An overview article of the consortium has been accepted by the SE/A RMLS for publication in the March/April issue of SE/A CURRENTS. -- D. Ream

An IBM-PC/AT has been purchased by the West Florida Regional Medical Center Library. The micro will operate on D-Base III and will initially store CME files and other similar records. The Library has just installed the CLASS. Checkmate Serials Control software package for their serials management system. -- K. Franklin

The Florida Center for Library Automation has been established in Gainesville to support and coordinate an online catalog of holdings of Florida libraries. Originally proposed by the Board of Regents for online catalog support of the nine State University System libraries, the Center was legislated in the 1984 legislative session to initially serve the nine libraries and to be expandable to serve any library in the state. The Center will utilize the FOCUS (Florida Online Computerized User System) software for supporting the libraries' automation efforts. Access to the data base will be through the SUS SNA communications network and through the Florida Information Resources Network (FIRN). Current activities include arrangements for permanent office space, hiring of staff, ordering of equipment, and initial evaluation and processing of the data bases for loading into FOCUS. James Cory has been named the new Director of the Center. He held a similar previous position in Missouri. He assumes the office on April 1, 1985. -- L. Rhine

CREDITS AND MERITS:

Ted Srygley, Health Center Library, University of Florida -- appointed to the reorganized State Library Network Advisory Committee for 1985.

BITS AND TICKS:

February 5-7, 1985 -- Basics of Searching

MEDLINE...for the Health Professional,
Health Center Library, University of
Florida, Gainesville, FL. Contact:
Shirley Branden (904/392-4017).

February 11-15, 1985 -- NLM Initial Online
Services Training Class, University
Community Hospital, Tampa, FL. Contact:
Gwen Walters (813/971-6000 X1046).

February 27, 1985 -- seminar "Advances in the
Development of Automated Library Systems
in Florida", ACRL Florida Chapter, Univer-
sity of Tampa, Tampa, FL. Contact: Lydia
Acosta (813/253-3333 X464).

March 12, 1985 -- Basics of Searching MEDLINE
...for the Health Professional, Medical
Center Library, University of South Florida,
Tampa, FL. Contact: CME Office (813/
974-4296; for course specifics: Ada M.
Seltzer (813/974-2288).

March 23, 1985 -- Basics of Searching MEDLINE
... for the Health Professional, Bethesda
Memorial Hospital, Boynton Beach, FL.
Contact: Carol Ploch (305/737-7733 X4439).

April 10-12, 1985 -- annual meeting, South-
eastern Conference of Hospital Librarians,
Atlanta, GA. Contact: Gwen Walters,
President (813/971-6000 X1046).

May 24-30, 1985 -- annual meeting, Medical
Library Association, New York, NY.
Contact: MLA Headquarters (312/266-2456).

May 26-28, 1985 -- Non-Book Cataloging Insti-
tute, Florida Library Association, ALA/RTSD,
Kissimmee, FL. Contact: Chuck Muller
(305/357-7482).

May 28 - June 1, 1985 -- annual meeting,
Florida Library Association, Hyatt Orlando,
Kissimmee, FL. Contact: FLA Office
(305/647-8839).

November 13-16, 1985 -- joint annual meeting,
Southern Chapter/Mid-Atlantic Chapter,
Medical Library Association, Winston Plaza,
Winston Salem, NC. Contact for SC/MLA:
Jean Williams, Chair (912/744-2515).

APRIL 24-26, 1985

JOINT ANNUAL MEETING, FLORIDA/
GEORGIA HEALTH SCIENCES LIBRARY
ASSOCIATIONS, HILTON INN, JEKYLL
ISLAND, GA.

SEE YOU THERE!!

Special thanks to all the
reporters and members who worked
diligently and with dedication
to contribute news for each issue.
My personal gratitude to all for
your support and encouragement.

The Editor