



# FHSLA ALERT

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## KEYNOTES

The "buzz word" in health sciences libraries for the past several years has been "strategic planning". The term has been so overused that it is becoming passe. We are told that strategic planning must be an ongoing process and that if libraries are to survive the future, we all need to develop such a plan. Without it, it is implied, we librarians will seal our doom!

What is this "strategic planning bandwagon"? How many of us really understand the basic concepts? We, the members of FHSLA have adopted a draft plan for our association. The Executive Committee has pledged to continue developing this plan further. How well do we comprehend what we are attempting to accomplish? I have pondered these questions and will share my understanding.

Strategic planning as a management innovation grew in business and industry to deal with the ever uncertain and ever changing future environment. Its primary purpose is to relate an organization to its environment and to provide direction to all of its activities. The central focus is to provide the best match between organization activities and environmental demands. The basic premise of a strategic plan is to decide where the organization wants to be in a given number of years. Then, strategies are chosen to allow the organization to reach this goal. Resources are deliberately concentrated in highly goal-oriented programs.

To further our understanding, a comparison between strategic planning and conventional planning may prove beneficial. First, strategic planning focuses more on the immediate environment. Second, time orientation is short-range. The rapidly changing environment no longer permits

successful realistic plans for the so-called distant future as in traditional planning. Third, strategic planning involves an understanding of open competition in all phases of the environment even for those organizations heretofore not engaged in open competition. Fourth, strategic planning is a task for top managers rather than individuals in a planning office or a committee. Only top level management has the power required to make the

necessary decisions to direct resources to implement the decisions. Finally, unlike traditional planning focusing on the everyday operations issues, strategic planning deals with larger issues of the organization's purpose and mission, relationships to its environment and its share of the market.

A strategic plan is a management tool for the successful functioning of a business organization and its emphasis concerns management in a general sense. Let us not confuse a strategic plan for a library as merely managing our primary resource, i.e., information. Rather, a library strategic plan should aim to provide a management structure to operate an information management business.

Given this need to better understand the underlying concepts of management which in turn can then be applied to the strategic planning process, the theme for the annual meeting is "MANAGEMENT: The Key to Success". This theme will form the framework for the program components. In addition, two half day CE activities will address the topics of conflict management and time management. In keeping with FHSLA's continued efforts at strategic planning for the association as well as assisting members to apply the principles to individual library situations, this year's annual meeting offers an

excellent opportunity to acquire relevant information. MAKE PLANS NOW TO ATTEND.

Ada M. Seltzer  
President

#### EXECUTIVE BRIEFS

The FHSLA Executive Committee held a planning session at the USF Medical Center Library in Tampa on October 17, 1985. Annual meeting plans, committee activities and strategic planning were among the topics of discussion. The treasurer reported a balance, as of September, 1985, of \$3,448.19. This amount excludes the \$326.83 received in October from the annual meeting proceeds at Jekyll Island, Georgia. The Treasurer will prepare a special financial report on the 1985 annual meeting.

Official action taken by the Committee included: 1) Approval of publication of the 1985 membership list to be distributed with the first issue of FSHAlert in 1986; 2) publication of the 1986 membership list to be distributed with the July issue of FSHAlert; 3) establishment of an annual meeting program theme, format, and speakers; 4) revision of the 1986 membership to be distributed with the January FSHAlert; 5) approval of the presentation of certificates in recognition of officers beginning in 1987; 6) approval of appointments to the Nominating Committee; 8) approval of other committee appointments; 9) arrangements for the Department of State corporation renewal in the future, and; 10) setting the Strategic Planning Committee meeting for early December.

#### NEWS FROM THE NORTHEAST

The JHEP (Jacksonville Health Education Programs) Library Network met on Tuesday, October 22nd, at the St. Vincent's Medical Center in Jacksonville. The Director of the Library at the University of Florida Health Science Center Library was also present. Chris Fentress, Librarian at St. Vincent's, demonstrated the new FOCUS terminal and discussion centered around plans for additional terminals in other JHEP member libraries.

The Borland Health Sciences Library staff held a one-day workshop for the professional on the "Basics of Searching Medline" on Wednesday, November 20th. Instructors for the workshop were Pam Neumann of the Borland staff and Peggy Hsu of the J. Hillis Miller Health Sciences Center Library staff. Tentative plans are to hold another such workshop in the early spring of 1986. Location is as yet undecided.

#### LIBRARY CONFERENCE

The Florida State University School of Library and Information Studies in conjunction with the Center for Professional Development and Public Service will sponsor a conference on Multitype Library Cooperation. The conference speakers will explore many issues and problems. Governance, funding, resource sharing and the special contributions and difficulties encountered by each type of library—university, college, community college, public library, school library, and special library. The impact of today's technology and the potential of the continuing technological advances and improvements challenge librarians and network information specialists. The role of the national utilities; relationships between state, regional and national networks; and the developing Florida multitype network based on a strong university system (FOCUS) will be explored and debated. The list of speakers, consultants, and facilitators is indicative of the best there is in the field of library and information service today. The Conference is scheduled for February 16-19, 1986, at Tallahassee, in the Florida State Conference Center.

For more information on the program, call Alphonse F. Trezza, Conference Chairman at (904) 644-3801.

#### FROM THE WESTERN FRONT

News from Kay Franklin, Medical Librarian at the West Florida Regional Center informs us that the Sacred Heart Hospital Medical Library has recently gone online with the NLM databases. Congratulations to them!!! Kay also informs us that several librarians from the northwest section of Florida were able to take advantage of the 1986 NLM Update and the Teaching Medline to the Health Professional which was sponsored by the HSLA of Alabama in Gulf Shores. It is always good to be able to take advantage of geographically closely allied organization's offerings.

#### BIOETHICS LIBRARY IN MIAMI BEACH

An extensive library on bioethics is under development at St. Francis Hospital in Miami Beach. The Library will support the activities of the new Bioethics Institute, recently established in conjunction with St. Thomas University. The Institute, a response to the growing controversy in health care brought about by modern technology, deals pragmatically with the medical, legal and ethical aspects of such complicated problems.

as mercy killing, the criteria for brain death, nutrition withdrawal from the terminally ill, and other related issues, all considered within the Judeo-Christian tradition.

Mrs. Billie Grover, an Institute member, is working with librarians at St. Thomas University in Miami and at the Library of the Kennedy Institute of Ethics at Georgetown University. The collection will include basic textbooks and journals as well as more specialized literature on biomedical problems. The Bioethics Library, technically part of the Medical Library at St. Francis' Hospital, will serve members of the St. Francis Hospital Bioethics Institute, health care providers, and scholars at St. Thomas University interested in ethical theory and practice.

#### EMBASE TRAINING IN CENTRAL FLORIDA

The University Community Hospital in Tampa will sponsor EMBASE Training--Level I, on December 19. The class will be held in the 4 Main Classroom of the hospital from 9:30 am to 3:30 pm. For further information, contact Gwen Walters, Librarian at UCH, or Laura O'Reilly at Elsevier (212)916-1161.

#### "BASICS..." AT ORLANDO

Florida Hospital in Orlando will be sponsoring a "Basics of Searching Medline for the Health Professional" Workshop on February 9, 1986 at the Hospital. The workshop will be from 1:00 p.m. until 9:00 p.m. For further information you may contact Barbara Beckner, Medical Librarian, Orlando Hospital, 601 East Rollins, Orlando, FL 32803.

#### "PERSONALS"

JEFFREY M. WEHMEYER, Assistant Reference Librarian at the Health Science Center Library in Gainesville will be leaving to assume a new position at Wright State University in Dayton, Ohio. Jeffrey will be leaving in December.

MIRIAM L. KERR recently joined the faculty of the Louis Calder Memorial Library at the University of Miami School of Medicine as Head of Cataloging/Coordinator for Educational Resources.

CLAIRE KENERLY, formerly librarian at Smith-Kline Laboratories, has been appointed Librarian at the new Shriners' Crippled Children's Hospital in Tampa. The Hospital is located on the campus of the University of

South Florida College of Medicine campus. It recently opened and began accepting patients early in November.

MARGOT HORACEK, Reference Librarian at the University of South Florida Medical Center Library retired on August 30, 1985. Margot had been with the Medical Center Library for eleven years. She has moved to West Virginia to be near her children. Margot's many friends will miss her cheery smile and her optimism. She was honored with a reception in the Library and a dinner sponsored by the Library staff. The dinner was well attended by both personal, professional, and Medical Center personnel. Our best wishes go to her in her deserved retirement.

Newly elected officers of the Tampa Bay Medical Library Network (TABAMLN) for 1986 are:

Mabel Costine, Chairperson  
Sun Coast Hospital  
Medical Education Department  
2025 Indian Rocks Road  
PO Box 2025  
Largo, FL 342942025

Dee Seglin, Vice Chairperson  
Medical Library  
St. Joseph's Hospital  
3001 W. Buffalo Avenue  
PO Box 4227  
Tampa, FL 33677

Pat Jennings, Secretary  
Mease Health Care  
Medical Library  
833 Milwaukee Avenue  
Dunedin, FL 33528

Cynthia Schmid, Treasurer  
Morton F. Plant Hospital  
Medical Library  
323 Jeffords Street  
PO Box 210  
Clearwater, FL 33516

#### BUDGET HELP FOR HOSPITAL LIBRARIANS

The after tax revenues of Florida acute-care hospitals increased by almost 80% during fiscal year 1984, according to a Hospital Cost Containment Board report released November 4.

A good explanation of the increase appears in a November FLORIDA TREND article on the growth of hospital advertising...

The article also quotes FHA Health Economist, Ken McBee as saying that "because

hospital profit margins still average only 5% in Florida, many hospitals are treading a thin line between red and black ink.

You should secure a copy of the article and read it before presenting the budget to your administrator.

#### VACANCIES

The University of Florida Health Science Center Library in Gainesville has a position available for a Reference Librarian which will be at the Assistant or Associate University Librarian level, depending on experience, qualifications, etc. Reference Librarians provide a full range of services, including manual and computerized bibliographic searching, collection development, and bibliographic instruction. Desirable qualifications include MEDLINE training and online search experience, reference experience in a health sciences situation, science background, and MLA certification. The appointment is a tenure accruing position, with rank and salary commensurate with qualifications. For further information, contact Ted F. Syrgley, Director of the Library, Box J-206, Health Science Center Library, University of Florida, Gainesville, FL 32610. Application deadline: January 1, 1986.

#### MEDICAL LIBRARY RESOURCE IMPROVEMENT GRANTS

In the belief that strong health science libraries must exist at the community level in order to satisfy information demands on a daily basis, the National Library of Medicine has established the Resource Improvement Grant Program. The primary goals of this program, as authorized by the Medical Library Assistance Act and its amendments are to develop adequate health science library collections at the local level and, as a logical adjunct, to encourage resource sharing among local health related institutions. Funding is provided to purchase basic and current collections of biomedical information materials. NLM grant funds are intended to provide startup costs, and applicants are required to present plans for continued library support with a commensurately increased institutional budget upon termination of NLM fundings.

Application kits, additional information, advice, and assistance about the Improvement Grant Program are available from the National Library of Medicine. You may request this

information at the address below:

Biomedical Information Support Branch  
Extramural Programs  
National Library of Medicine  
Bethesda, Maryland 20209, or  
may request this by calling (301)496-4221.

#### FLORIDA FIRST AT MT. SINAI

If my information is correct, Isabel Ezquerbra, Librarian at Mt. Sinai Medical Center in Miami has accomplished a FIRST for Florida--the first hospital library to have an online catalog! Congratulations.

Mt. Sinai Medical Library takes pride, with the support of the administration in being innovative. In only a few years it became one of the largest medical libraries in the Miami area. In keeping abreast of new technologies, it has produced one of the country's first computerized book catalogs in a hospital setting.

In 1975 the catalog provided access to the holdings, but the rapid growth severely taxed its effectiveness. Besides being costly and taking a great deal of staff time to produce, it only provided limited access and soon became outdated. A decision was made to create an online catalog. The creation of an OCLC Processing Center at the University of Miami Calder Library in 1982 provided timely support. It offered quality cataloging, shared costs and group membership in OCLC. Since the audiovisual collection had the most limited cataloging, a decision was made to begin with the reconversion of the media collection.

In 1983, with the AV reconversion in progress and the limitations of the book catalog becoming more obvious, the next logical step was to close the existing catalog and begin OCLC processing of print materials. The cataloging of current materials by the Processing Center and the reconversion of the rest of the collection by SOLINET began simultaneously. Lambda, the SOLINET in-house database, was chosen to support the patron access catalog and the M-300 was selected as a terminal for its potential use in automating other functions.

As work on the reconversion progressed, certain deviations from the traditional standard reconversion procedures became desirable. For example, it was decided to have all holdings on both LAMBDA and OCLC. Since Mount Sinai was SOLINET's first medical library reconversion, the software had to be updated to include NLM subject headings (Mesh). As the first medical library to use LAMBDA for patron access, one of the

database qualifier options had to be adapted to retrieve MeSH headings. At present, with the catalog fully operational, individual training for patrons is being organized. Other uses of the M-300, such as the creation of a temporary file of journal holdings and, for 1987, the implementation of the OCLC SC-350 system for serials control are being evaluated.

#### STRATEGIC PLANNING COMMITTEE APPOINTED

Suzetta Burrows is the new chair of the Strategic Planning Committee for 1985/1986. Because Suzetta serves as the Florida representative on the same committee for the Southern Chapter/MLA, her background and expertise will ably assist her in providing leadership for the committee for this year.

Two new members were also appointed: Gwen Walters, Medical Library, University Community Hospital, Tampa and Diane Ream, Medical Library, Baptist Hospital, Miami. Other members serving on the committee are

Carolyn Hall, Borland Health Sciences Library, Jacksonville, Cheryl Dee, Watson Clinic Library, Lakeland, and Ted Srygley, Health Center Library, University of Florida, Gainesville.

The committee will meet on December 12, 1985 at University Community Hospital in Tampa to discuss the following: 1) establish a time frame for the objectives and program areas for the FHSLA plan, 2) develop an implementation procedure for the plan, 3) review the current committee structure and establish membership guidelines and responsibilities, and 4) incorporate the roles of the Serials Coordinator in terms of the plan.

Special thanks to Ken Mead, Halifax Hospital Medical Center, Daytona Beach for his untiring dedication to the work of this committee over the past 10 years. Although Ken is not able to serve as a committee member this year, the accomplishments of the committee would not have been possible without his hard work. Likewise, thanks and appreciation are given to Jim Tillman, Medical Center Library, University of South Florida for his years of service on the committee. The committee will miss the valuable efforts of two two members.

#### FHSLA '86 MEETING

Plans for the 1986 annual meeting in Tampa are coming along nicely. At a meeting of the Executive Committee on October 17, "Management: The Key to Success" was chosen as the program theme. This ties in with the two CE courses being offered by the Florida Chapter of SLA on April 29. A course on Time Management will be held from 9-12 a.m. and one on Conflict Management will be held from 1:30-4:30 p.m. You may register for one or both courses, and, hopefully, preapproved MLA CE credits will be available.

Dr. Morton F. Meltzer, Information Manager for Martin Marietta Corporation in Orlando has agreed to be our keynote speaker. In keeping with our theme, he will speak on the topic of Information Management. We can all look forward to hearing his address.

Mark your calendar now and plan to attend!

Jo Ann W. Tibbs

#### CONTINUING EDUCATION UNITS

A special article in the Bulletin of the Florida Chapter, Special Libraries Association, Volume 17, Number 4, October 1985, discusses the collective reactions on continuing education units in professional development workshops. The article is quite interesting and presents the viewpoints from a wide variety of practicing librarians, one of whom is Ada M. Seltzer, the current President of the Florida Health Sciences Library Association as well as the Assistant Director for Public Services at the USF Medical Center Library. If you do not have access to the publication please call the USF Medical Center Library, Office of the Director at 813 974 2399 and we will be happy to send you a copy.

1986 FHSLA ANNUAL MEETING  
April 28 - 29, 1986  
Holiday Inn Airport  
Tampa, Florida

## Region 2 Locator Tools

### 1985 REGION 2 UNION LIST OF SERIALS

As a health sciences librarian you need access to the most current information indicating the biomedical serials holdings of academic health sciences and hospital libraries in the Southeastern/Atlantic region.

For just \$20 you can own the new *1985 Region 2 Union List of Serials*. This indispensable regional locator tool will save you time and money. You can avoid charges for sending inappropriate requests, and eliminate unnecessary telephone calls to verify holdings. But most importantly you can speed the document delivery process and get needed information to your patrons in the most timely manner.

When you order the *1985 Region 2 Union List of Serials* you will also receive an updated version of the *SE/A RMLS Interlibrary Loan Policy Handbook*. This reference provides you with the addresses, telephone numbers and interlibrary loan policies of more than 400 libraries participating in the *Union List*.

Use the order form below to order your copy of the 1985 edition of the *Region 2 Union List of Serials*.

Use this form to order your copy now

#### 1985 Region 2 Union List of Serials

Mail to: SE/A RMLS University of Maryland  
Health Sciences Library  
111 S. Greene Street  
Baltimore, Maryland 21201

Please send \_\_\_\_\_ copy(ies) of the *1985 Region 2 Union List of Serials*. I have enclosed \$20 for each copy requested.

Mail to:  
Name \_\_\_\_\_  
Institution \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
ZIP \_\_\_\_\_

Contact Person \_\_\_\_\_  
Telephone (\_\_\_\_\_) \_\_\_\_\_

\_\_\_\_\_ Copies @ \$20.00 each = \_\_\_\_\_  
Amount Enclosed

Make check payable to the University of Maryland Health Sciences Library, RMLS

In a previous issue of *SEA Currents* locator tools of all regions (except Region 2) were listed. The following is an outline of Region 2 Union Lists. For a fact sheet detailing the union lists available from all regions contact the RMLS.

#### Serials

**SEMPUL (Southeastern Medical Periodicals Union List)** Includes 15 Resource Libraries in AL, FL, GA, MS, SC, and TN Price: \$35 Order from Karen Warren, CONBLS, c/o School of Medicine Library, University of South Carolina, Columbia, SC 29208. Phone: (803) 733-3344.

#### Monographs

(1) **MICROCAT**, 8th ed., 1984 Includes 60 Academic, College, Government, Law, Medical, Public and Special Libraries in MD. Price: \$105 (microfiche) Order from Richard Parsons, 320 York Rd., Baltimore County Public Library, Towson, MD 21204. Phone: (301) 296-8500, x279. Make checks payable to Baltimore County Public Library.

(2) **CAVALIR** Includes 90 Academic, College, Law, Medical, Public, and Special Libraries in VA. Price: Approximately \$500 for one annual cumulation and two cumulative supplements (microfiche). Order from Computer Co., Library Services Division, 1905 Westmoreland Street, Richmond, VA 23230. Phone: (800) 446-2612.

(3) **South Carolina Union Catalog** Includes 15 Basic HSLs, and Resource Libraries in SC. Price: \$35 (microfiche) Order from Mary Helen Sinclair, School of Medicine Library, University of South Carolina, Columbia, SC 29208. Phone: (803) 733-3344.

#### Audiovisuals

(1) **North Carolina AHEC Audiovisual Union List** Includes 12 Area Health Education Center (AHEC) Learning Resource Centers and Academic HSLs in NC. Price: \$65 (hard copy), \$50 (hard copy, in-state), \$35 (microfiche), Free (microfiche, in-state) Order from Jim Gogan, AHEC, Box 3 Wing C Medical School 221H, University of North Carolina, Chapel Hill, NC 27514. Phone: (919) 966-2461

(2) **South Carolina Union Catalog** Includes 15 Basic HSLs and Resource Libraries in SC. Price: \$35 (microfiche) Order from Mary Helen Sinclair, School of Medicine Library, University of South Carolina, Columbia, SC 29208. Phone: (803) 733-3344.

### SAVE WITH CLASS DEPOSIT ACCOUNT

The bibliographic utility CLASS now offers a deposit account option which can be applied to Dialog Information Services, SDC Search Services (ORBIT), BRS and OnTyme Electronic Mail.

This prepayment plan exempts users from the \$10 service fee normally charged on the monthly invoice. Also, by using the deposit account option, Dialog users will avoid the risk of penalties for late payments. For more information contact: Janet Bruman, CLASS, 1514 Koll Circle, Suite 101, San Jose, CA 95112-4698; (408) 289-1756.