



FHSLA ALERT

Volume 2, Number 1

ALERT!

New Volume/New Editor

This issue of FHSLAlert starts the new volume with a new Editor, James PAT Craig, Director, USF College of Medicine Medical Center Library. I am assuming the editorship from the capable hands of the first Editor, Ada Seltzer. Much of the success of the newsletter is due directly to her enthusiasm and capacity for work. In no way do I want to detract from the work of those persons who helped, but we all know how difficult it is to coordinate activities over a wide geographic area. Many thanks to all who contributed.

I would especially like to thank the following persons who have agreed to continue as reporters for the coming year -- Diane Ream, Suzetta Burrows, Linda O'Callaghan, Shirley Branden, Cheryl Dee, Vickie Sapp, Kay Franklin, Carolyn Hall, and Mary Cloyd. Anyone may submit material to me at MC Library, MDC-031, 12091 N. 30th Street, Tampa, Florida 33612. You may also call me at (813)974-2399.

The coming year will bring many changes, as each year always does. I look forward to the challenge of continuing this fine publication and of learning more about Florida health sciences librarians. May the coming year be a successful one for all.

Attached to this issue you will find three documents. Each is very important. PLEASE REVIEW THEM and respond when necessary.

KEYNOTES

TO MEMBERS: Welcome to a new year for the Association! Program plans have already begun for the 1986 annual meeting. In addition,

some activities are now history. More about these in this newsletter. TO OFFICERS: Thank you for volunteering your service. I am looking forward to a rewarding and challenging year as we begin implementation of the Strategic Plan. TO PAST OFFICERS: Special thanks for your dedicated service and hard work during the past twelve months. We, the members, duly acknowledge your accomplishments in guiding the work of the Association. TO STRATEGIC PLANNING COMMITTEE MEMBERS: KUDOS! The FHSLA Plan is a reality after many years of discussion and an intense year of designing the document. Given this excellent beginning, the Association should continue to increase its responsiveness and effectiveness as a professional organization to meet the needs of the members. TO ALERT EDITOR (J. Pat Craig, USF Medical Center Library): Welcome to Florida and to FHSLA. I am much obliged for your willingness to assist the Association by serving as editor of this newsletter.

OUR MISSION: "... to provide a forum for discussing professional concerns and to sponsor activities for developing information access programs which support quality health care in Florida". (Approved by the membership at the annual meeting, April 25, 1985.)

The 1985/86 year began with this charge as stated above as the mission of the Association upon the approval of the Strategic Plan at the annual meeting in Jekyll Island, GA. All members received a copy of the Plan with the conference pre-registration packet. I strongly urge all members to become familiar with the contents of the document as this will serve as the "blue print" of the Association's activities

for the next few years. The Plan establishes a number of committees: Membership Directory; Bylaws, Newsletter, Annual Meeting Program, Marketing/Public Relations, Continuing Education, and Strategic Planning. During this year, the Executive Committee and the new Strategic Planning Committee will be defining the implementation procedures for the Plan. FHSLA needs more membership involvement especially volunteers to serve on the committees to plan programs to meet the stated goals. I suggest that each member review the Plan to ascertain the objectives which will determine committee responsibilities. This first year will be primarily concerned with getting started except for a few committees such as Membership Directory, which will produce our new listing. Much of the work will probably overlap into next year. Now is a good time to become involved. Developing a new entity is always exciting, challenging and educational. A committee volunteer form is enclosed with this newsletter for your convenience. Become an ACTIVIST! Join FHSLA! Volunteer to serve as a committee member!

Ada M. Seltzer
President

Electronic Mail

Three new users of Class E mail have come online since the last issue. They are Miami Children's Hospital (MIACHIHOSP), Morton F. Plant Hospital (MFPHOSP/FL) in Clearwater, and the VA Medical Center Libraries (VAL/FLGAI) in Gainesville. For information on accessing, etc., contact CLASS, 1415 Koll Circle, Suite 101, San Jose, CA 95112-4698 or call (408-289-1756). Congratulations.

OFFICERS - 1985/86:

President: Ada Seltzer
USF Medical Center Library
12901 N. 30th Street, MDC 31
Tampa, Florida 33612
(813) 974-2288

Vice-
President: Jo Ann Tibbs
University Community Hospital
3100 E. Fletcher Avenue
Tampa, Florida 33612

Secretary: Polly Duffey
UF Health Center Library
Box J-206
Gainesville, Florida 32610
(904) 392-4017

Treasurer: Ann Conlan
VA Medical Center Library
Bay Pines, Florida 33504
(813) 398-9366

Past-
President: Carol Ploch
Bethesda Memorial Hospital
2315 S. Seacrest Boulevard
Boynton Beach, FL 33435
(305) 737-7733, X4439

EXECUTIVE BRIEFS

The FHSLA annual business meeting convened at 3:00 p.m., April 25, 1985 at the Holiday Inn, Jekyll Island, Georgia.

Pi-Yung (Peggy) Hsu, Treasurer, reported a balance of \$4,032.00, excluding annual meeting expenses. Eighty members had paid their 1985 dues.

The membership officially (1) approved the Bylaws revisions, (2) elected new officers for 1985/86, (3) voted to continue the newsletter, (4) agreed to a joint annual meeting with the Special Libraries Association/Florida Chapter, April 28-29, 1986 at the Holiday Inn Airport, Tampa, Florida, and (5) adopted the Strategic Plan and Mission Statement as distributed.

Pat Craig volunteered to be the editor of ALERT for the next year. The Medical Center Library, University of South Florida will assume publication and mailing costs for the year.

President Carol Ploch urged all Florida Health Sciences libraries to enter serials holdings into the NLM SERHOLD data base. Participation in DOCLINE is limited to libraries having serials data in SERHOLD.

Discussion at the hearing on the Strategic Plan centered on possible revision of the committee structure. Such issues as committee responsibilities, number of members, possible reducing the number of committees still need to be decided. Bylaws changes will have to be made based on the specifics

of the Plan.

All minutes of the annual meeting business activities are distributed with this issue of ALERT.

FHSLA/SEARMLS Exhibit a Success

FHSLA had a major role in the publicity, public relations and marketing of health sciences library services for Florida, Region 2 and the National Library of Medicine by sponsoring the Southeastern/Atlantic RMLS exhibit at the annual meeting of the Florida Medical Association, May 1-4, 1985 at the Diplomat Hotel in Hollywood, Florida. President Ada Seltzer was the instructor for the end-user training session presented at the FMA meeting, "Searching MEDLINE on Your Office Computer". To provide hands-on search experience for workshop participants, free exhibit space was negotiated. MEDLINE search demonstrations were offered at the exhibit for two days and hands-on experience was provided with two terminals for the third day. Local Arrangements chair Diane Ream coordinated the availability of local online searchers, equipment, communications setups and Florida consortia/SEARMLS/NLM/FHSLA brochures for the booth. Generous support for this endeavor was granted by the Region 2 and the National Library of Medicine. Searchers who donated their time and expertise were Isabel Ezquerra, David Olson, and Carolyn Hill. Additional thanks for "behind the scenes" work goes to Jim Clark, Billie Grover, Carol Ploch, Sarah Harmon, Carolyn Hall, and Angela Sawdy.

Given the number of physicians who visited the booth, the exhibit was very successful. Special thanks to Region 2 and NLM for their encouragement, cooperation and support. This activity demonstrated the effectiveness of health sciences library networking involving national, regional and state organizations to market health sciences information services. Libraries at all levels benefited from this project. It was a rewarding professional experience to promote information access to physicians so directly and effectively on their own professional turf .. and at their invitation.

D. Ream

FHSLA '86 MEETING

At the 1985 annual business meeting, the FHSLA membership voted to accept the invitation of the Florida Chapter of Special Libraries Association (SLA) to meet with them. They are planning to meet at the airport Holiday Inn in Tampa on April 28-30. This date overlaps with the Florida Library Association (FLA) annual meeting, which is scheduled for April 29 - May 3. By coordinating with the FLA dates, we will be able to take advantage of FLA room rates and reserve free meeting space. SLA is planning to hold two half-day CEs, one on time management and one on conflict management or goal setting. We can join them in their CEs or have one of our own. For more details, see Page 3 of the annual meeting minutes. Please share your ideas for the meeting with the Program Chair, Jo Ann Tibbs. Begin planning now to attend and watch the ALERT for more details as they become finalized.

FOCUS

The library at St. Vincent's Medical Center, Jacksonville, is the first hospital library to become a full participant in FOCUS (Florida Online Computerized User System). St. Vincent's is a Library Network, with headquarters at the Borland Health Sciences Library, a branch of the University of Florida Health Center Library in Gainesville. St. Vincent's Medical Center Library, directed by Chris Fentress, now has all its holdings, both monographic and serials in FOCUS and accesses the system by means of a terminal located in the library. Other members of the JHEP Library Network have their holdings in FOCUS but do not as yet have on-line access to the system.

REGIONAL UNION LIST OF SERIALS

Janice Kelly, of SEA/RMLS, has indicated the availability, for a limited time, of funds to finance the initial entry of library holdings into the Region II Union List of Serials. This offer is probably the last opportunity to gain entry into the Union List at no cost to the individual library. The time limit is very short. The RMLS must be billed (received in their office) no later than Friday, October 11,

1985, which means that the lists must be submitted as early in September as possible. If you will be able to meet the time constraints as if you are interested in participating in the Union List for our region, or if you wish more information, please contact Carolyn Hall, State Union List Coordinator, Borland Health Sciences Library, 580 West 8th Street, Jacksonville, Florida 32209, (904) 359-6517.

STRATEGIC PLANNING MINUTES

The Strategic Planning meeting of the Florida Health Sciences Library Association (FHSLA) began at approximately 4 p.m., on Thursday, April 25, 1985, at Jekyll Island, Georgia, immediately following the annual meeting. Carol Ploch, Past President, began the meeting by explaining about the membership drive. A mailing was sent to 500 hospitals and to former members. The mailing told about the benefits of belonging to FHSLA and included a sample from the ALERT newsletter. The campaign was successful in getting some former members to renew and in attracting several new members.

Ted Srygley led in a discussion of the new Mission Statement in the absence of Ken Mead, Chair of the Strategic Planning Committee. First he gave a special thanks to Carol Jenkins, Executive Director, Southeastern/Atlantic Regional Medical Library Services, who did an outstanding job as facilitator for most of the committee's meetings this past year.

Sarah Harmon asked if the committees listed in the Mission Statement were standing committees. She was especially interested in the Bylaws Committee. Ted said the committees were not standing committees but were ad hoc.

Pat Craig said the large number of committees could be a problem. He asked how many people would be on each committee. Each committee should have one member from the Strategic Planning Committee. Cheryl Dee said there should be a description of the duties of each of the committees. Pat suggested that some of the committees be combined, i.e., Newsletter/Marketing, Continuing Education/Annual Meeting. This would broaden the scope of the individual committee charges.

The Bylaws Committee is very important in this

process of reorganization and should incorporate the changes that were suggested at this meeting into the bylaws. Ted moved that the Bylaws Committee work on these suggested changes. Pat seconded the motion, and it was approved.

Pat Cole made a motion to accept the Strategic Plan as distributed to the membership. It was seconded. Motion carried.

Submitted by
Jo Ann W. Tibbs,
Vice-President
(Acting Secretary).

CREDITS AND MERITS

Diane Ream (Baptist Hospital, Miami) is new editor of Southern Expressions, the newsletter of the Southern Chapter/MLA.

James Pat Craig was appointed Director, Medical Center Library, USF College of Medicine. Pat comes from the University of Texas Health Science Center Library at Dallas where he coordinated the NLM Regional Medical Library Program known as TALON for Region 5.

A new library is in the planning stages for the Southeastern College of Osteopathic Medicine. Congratulations to Naomi Prussiano.

Several FHSLers have been appointed to SC/MLA committees:

Irene Bohlman (Cedars Medical Center, Miami)
GOVERNMENTAL RELATIONS COMMITTEE

Dorian E. Martin (Calder Memorial Library,
University of Miami)

MEMBERSHIP COMMITTEE

Cheryl Dee (Watson Clinic, Lakeland)

NOMINATING COMMITTEE

Suzetta Burrows (Calder Memorial Library,
University of Miami)

AD-HOC PLANNING COMMITTEE

Polly Jean Duffey has been appointed to the Medical Library Association Audiovisual Standards and practices Committee. If you have concerns or comments that you want heard by the Committee, please direct them to her as the representative of this region, (904)392-4018. Polly is at the University of Florida Health Science Center Library and is in charge of Audiovisual Media.

Shirley Branden, Tom Kinney, and Susan Woods of the University of Florida Libraries at Gainesville, have written a handbook to assist users-- both general and library personnel-- in the use of FOCUS (Florida Online Computerized User System). The FOCUS System will be implemented initially in the State University System and then will be expanded into other types of libraries. The 80-page FOCUS USER MANUAL is in loose leaf format to facilitate updates and additions to suit differing audiences and locations.

HEALTH INFORMATION NETWORK

The establishment of the Ellen Gartenfeld Health Information Network has recently been announced as a joint project of the Louis Calder Memorial Library and the Medical School Auxiliary, University of Miami School of Medicine. Named for a pioneering librarian who established the first consumer health information network in Boston, the Ellen Gartenfeld Health Information Network extends health information access to diverse and geographically remote constituencies served by the University and the Jackson Memorial Medical Center. The information needs of School of Medicine volunteer groups and their members are directly served by the network, and through direct physician and student access, the network also serves the health information needs of all patients treated by University of Miami/Jackson Memorial Medical Center faculty and staff. A network coordinator makes sure that the information supplied to these groups is carefully selected and tailored to the specific needs and level of expertise of the requestors.

Development of the Ellen Gartenfeld Health Information Network will occur in four stages:

Phase I - Creation of the Ellen Gartenfeld Health Information Network collection of print and non-print materials developed specifically for consumers. These materials will be housed in a special room of the Louis Calder Memorial Library and consumers will have telephone and direct access to them.

Phase II - Provision of Library computer access to a full range of health information for consumers, health professionals, and students.

Phase III - Establishment of the Ellen Gartenfeld Health Information Network Endowment Fund

Phase IV - Expansion of the Network to consumers and health professionals through community and health care institutions, professional and self-help associations, and public libraries.

The Network was launched at the Medical School Auxiliary's annual luncheon on March 4, 1985 with more than 700 medical center and community members attending. Proceeds from the luncheon and contributions from family, friends, and colleagues of Ellen will enable Phase I of the Network to be completed in 1985.

For additional information about the Network, contact Henry L. Lemkau, Jr., Director, Louis Calder Memorial Library, University of Miami School of Medicine, P.O. Box 016950, Miami, Florida 33101.

MEDICAL MEDIA FELLOWSHIPS

Two master's level fellowships will be available from the University of Alabama Graduate School of Library Service for students interested in practicing medical media/librarianship in small hospitals. The fellowships, funded by Title II-B of the Higher Education Act, provide tuition and a stipend of \$4,000 to each recipient. Preference will be given to minority applicants currently working in small rural hospitals and to those working in small hospitals serving a predominantly minority or economically depressed population. Other forms of financial aid are available for additional qualified applicants wishing to study medical/media librarianship at the University of Alabama.

The program in medical media librarianship is designed to prepare graduates to work in small hospitals, designing and producing media in support of patient and staff educational programs and administering the library. Students will take the regular core curriculum, a sequence of three courses in instructional design and media production, and a course and internship in medical librarianship.

Other options in education for medical librarianship offered by the School include a 36-credit program in general medical librarianship.

ship and a 48-credit combined media and medical librarianship program for those planning to work in large medical libraries.

For further information, contact the Graduate School of Library Service, P.O. Box 6242, University, AL 35486.