

A publication of the National Network of Libraries of Medicine MidContinental Region

2010 Outstanding Public Library/Public Health Partnership Awards Recipients

The National Network of Libraries of Medicine, MidContinental Region is excited to announce the recipients of the 2010 Outstanding Public Library/Public Health Partnership Awards. The award, which included a \$200 check, recognizes public libraries that have had successful public library/public health partnerships dfca chj health information.

And the winners are:

The Lawrence Public Library/Lawrence-Douglas County Health Department/Coalition Together Prepared Partnership - Kansas

The Lawrence Public Library and Together Prepared partnership began in 2009. The goal of the collaboration was to enhance the role of the library as an information center for the public during an emergency, as well as an outreach center for information related to disaster preparedness before an emergency.

Through collaboration with Together Prepared, the library formed partnerships with thirteen social service, non-profit, and governmental agencies providing services to vulnerable populations to increase their awareness regarding health and emergency preparedness information.

The library, with sixty-two computer workstations, maintains a public resource center for information on a variety of health topics. The library also provides information on local health and wellness services, and services specifically for the elderly. They host numerous free programs on health issues by local agencies, organizations, and physicians.

The Topeka & Shawnee County Public Library/Washburn Mobile Health Clinic Partnership - Kansas

The Topeka & Shawnee County Public Library and the Washburn Mobile Health Clinic partnership began in 2007 to raise awareness about access to the clinic's health services and the library's consumer health resources. The collaboration brings the mobile clinic to

the doors of the library every other month. The library sponsors free, health-related programming, such as diabetes awareness, benefits of exercise, breast health, and dental health - including age-appropriate programming for kids.

The library developed the Health Information Neighborhood, a collection of over 5,000 consumer health materials, including DVDs, health bags, and community resources for healthcare. The use of this collection has increased over 40% since it was made available in 2008. In addition, the mobile clinic and the library provide health information brochures on a variety of topics.

The library also provides information on local health and wellness services, and services specifically for the elderly. They host numerous free programs on health issues by local agencies, organizations, and physicians. Customers benefit by receiving immediate and free access to healthcare services provided by the mobile clinic and access health-related information at the library.

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The Salt Lake County Library Services /South Main Clinic Partnership - Utah

The South Main Clinic serves the highest at-risk population in Salt Lake County - a population that is predominately low-income and has low-literacy levels.

To boost literacy with this group, the Byington Reading Room became the site of a partnership between the clinic and the Salt Lake County Library Services. Located at the clinic, the Reading Room provides visitors information on educational requirements and opportunities, early literacy training in Spanish, and informal drop-in story times.

The Reading Room also provides computers for access to online resources and has trained staff available to assist visitors with health information.

The facility is named after Dr. Carrie Byington, who initiated the library in the clinic almost a decade ago.



Receiving the award were Gloria Nielsen, Library Assistant for the Byington Reading Room of the South Main Clinic; Raymond Christy, Chair of the Board, and Jim Cooper, Director of the Salt Lake County Library Services. Presenting the check is Claire Hamasa.

The Laramie County Library System/Wyoming Department of Health, Community and Rural Health Division - Maternal and Family Health Section Partnership - Wyoming

This collaboration grew out of the ECHO program developed by the library in 2002. The project name came from the idea that modeling or "echoing" reading aloud to children would give caregivers the experience and training to become better at literacy instruction. This project focused on meaningful and appropriate early literacy instruction in daycare and preschool settings.

The public library/public health partnership, which started in 2007, focused on reaching children in childcare who may not have regular access to a library. Library storytellers conducted story times. They also provided a storytelling and read aloud model for caregivers to emulate.

To reinforce early literacy instruction, the library - with funding from the Wyoming Department of Health - created kits to put library

materials into daycares, preschools, and homes. The kits contained themed curriculum materials that would make stories, songs, finger plays, crafts, games and other activities readily available to teachers and caregivers of preschoolers. The library now has 70 kits for checkout. Statistics show that each of the kits has checked out an average of 36 times in the past 26 months.



Receiving the check that accompanied the award was Judy Norris, Outreach Coordinator. Presenting the check is Jim Honour.

Congratulations to all those involved in these partnerships. A call for nominees for the 2011 awards will be posted this coming February. Self-nominations are encouraged! Examples of outstanding partnerships can include, but are not limited to:

1. Partnerships to improve access to health information for underserved/vulnerable populations
2. Partnerships to provide access to health information before/during/after a disaster or emergency (i.e. natural disaster, pandemic, man-made disaster)
3. Partnerships to benefit the overall library communities access to health information
4. Partnerships to conduct innovative health information outreach programs

-Dana Abbey, Colorado/Consumer Health Liaison

NLM Training at MCMLA 2010

Free!!

Gateway and Clinical Trials
October 6 - 12:30 - 4:30 pm

PubMed
October 7 - 8:00 am - 5:00 pm

Register before August 15
<http://sites.google.com/site/2010mcmla/ce/ce-classes>



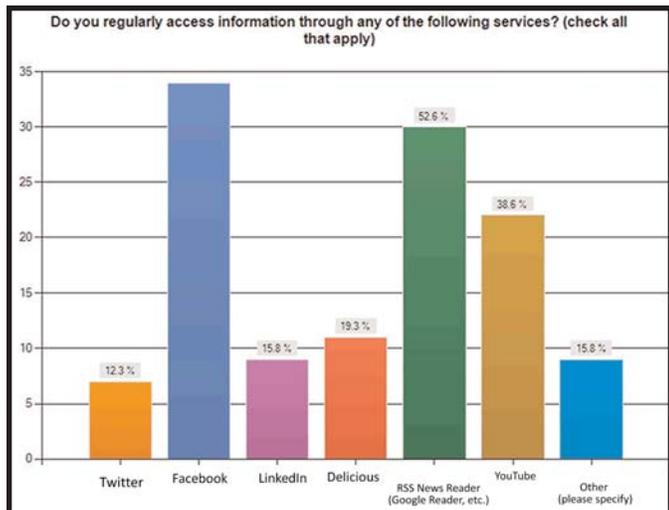
Spring 2010 Network Member Feedback

Understanding how well the NN/LM MCR programs and services meet the needs of health sciences librarians, health professionals, and consumers in the six state region is a continuous process. The NN/LM MCR uses a variety of ways to gather information about our impact. From responses to questionnaires, focus groups, visits, teleconferences, and one-on-one conversations we are able to assess what our Network members value, what they need, and how our programs are addressing what members value and need.

Occasional questionnaires yield rich feedback. We try not to overwhelm our Network members with questionnaires and except for the once-per-contract, major Network Member Questionnaire, we keep them brief and address just a few topics at a time. The most recent of these short questionnaires was distributed in April 2010. Eighty-six librarians took the time to respond. 48% were academic, 41% were hospital, and 11% were public or other librarians. The topics in this questionnaire came from the technology, advocacy, and network project areas.

The first questions were about the NN/LM web site. We learned that the site increased awareness of health information resources and regional activities for 71 of the 86 respondents (83%), that 75% consider the site usable and easy to navigate, and that 42% agree that the medical informatics information on the web site is helpful.

A focus of the Technology Coordinator and Technology Liaison in the fourth year of this contract was social bookmarking and new technologies. Forty-seven of 83 respondents said that they have adopted at least one of the technologies showcased in different classes and presentations. These might have included blogs, wikis, RSS, social bookmarking, Twitter, Facebook, Flickr, podcasting, online citation managers, LibX, or screencasting.

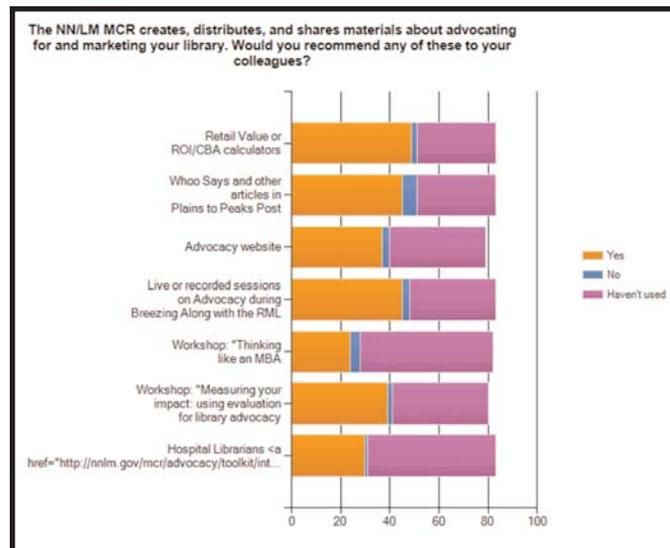


Fifty-seven respondents indicated that they regularly accessed information through at least one online service. Facebook (52.6%), RSS News Readers such as Google Reader (59.6%) and

YouTube (39%) were most frequently used. Just 24% of respondents agreed that the social bookmarking resource on the NN/LM web site is useful while 14% disagreed and 62% had no opinion.

The Network Member Liaison held nineteen web based classes on using DOCLINE between December 2009 and April 2010. We believe these classes resulted in eighty-nine percent of respondents indicating that they were confident or very confident using DOCLINE.

The Library Advocacy project offers a variety of tools and education events to help librarians show their value to their institutions. Librarians responding to the questionnaire were very positive with between 89% and 96% of those who have used one or more of the resources saying they would recommend them to their colleagues. The Library Advocacy and Assessment & Evaluation Liaisons also paid attention to the number who had never used these tools and will be looking for ways to increase awareness of workshops, the value calculators, the Hospital Librarians Power Toolkit, and live or recorded sessions on advocacy presented during Breezing Along with the RML.



Eighteen respondents took the opportunity to provide additional feedback through a comment box at the end of the questionnaire. Several offered suggestions for new studies or workshops. Many of the comments complimented the MCR staff or expressed gratitude for what the MCR does to support them. Getting responses to questions we ask is great but it is really gratifying to receive these unsolicited comments.

We are always open to suggestions and love hearing from you by whatever means you choose. Overall, we believe that we are making a difference, that Network members in the NN/LM MCR are aware of and using tools we develop or post on our web site and are taking advantage of the various learning opportunities to support them in their work.

-Betsy Kelly, Assessment and Evaluation Liaison



Whooo Says: . . .

Dear Whooo,

It is an exciting time to be a librarian! I have so many wonderful relationships in my hospital, and so many ideas of how to provide service. I feel very lucky to be part of such a great profession. My question for you is how do I find the time to do all this, and to do it well? I just can't seem to run any faster!

*Thanks for your advice,
Getting Winded*

Dear Getting Winded,

Thanks for writing! I'm so glad to hear all the enthusiasm and excitement in your letter. It is indeed an exciting time to be a librarian: new programs, products, and opportunities seem to be appearing faster than we can understand or implement them. It certainly creates a double-edged dilemma: how can we get involved in all these new and interesting opportunities vs. how can we ever get all this work done?

One positive note in your question is the realization that the demands on your time and skills are overwhelming. Your other important statement is that you "can't seem to run any faster." What you are describing is a system that is out of balance. The demands are continuous and increasing while your resources (time, energy, staff, etc.) are static or possibly even decreasing. The question then becomes how to balance what you have to work with against the daily demand for your skills. It is important to recognize and acknowledge that YOU are the person who must control this balance.

First take a serious look at what you are currently doing. Be brutally honest about this. Second assess what your users really need and want from the library. You can find out what users want by a variety of ways: survey, interviews, focus groups, observing what your users do, use and ask for etc. If you need help or advice, please contact your state liaison or Betsy Kelly, the Assessment and Evaluation Liaison.

After you have completed both of these tasks, the next step is to compare them. Some questions you may want to ask yourself are:

- Are you spending too much time on activities with marginal impact?
- Are there ways to streamline any of your procedures to achieve the same or better results?

- Are you effectively reaching the different populations in your hospital?
- Are you providing information services that your users value?
- Have your users made suggestions or requests for additional services or different services?
- Is your user base increasing or decreasing?
- Have you been out into the hospital units to investigate how you can integrate your services into the workflow there?

Evaluating these questions seriously can be an uncomfortable activity. Each one of us thinks we are working effectively in the best way we possibly can. However, it is only with in-depth scrutiny that we can truly uncover the weaknesses in our systems and respond to the need for change. And change is really what you are asking about, Getting Winded.

So, the next question is: what are you going to change? The answer lies in your data. Only you can make these decisions. You may respond that all of your activities are worthwhile. My reply is that you must pick the activities with the most impact, those that are fundamental to your practice and be willing to let some of the others go. Or, at the very least make changes in how you accomplish them so that your workload is manageable. Remember that it is your responsibility to maintain a balance providing high quality services efficiently and effectively while maintaining your health and personal life.

You have posed a question that I have heard from librarians all over the region. We are all struggling with the new challenges and opportunities while trying to maintain and perhaps increase our services. Also, we are all facing difficult times with budget cuts and staff reductions. Our opportunity in this situation is to manage ourselves and our work effectively, do our very best and then spend the time we need in relaxation and renewal.

I hope this has been helpful, Getting Winded. Thank you for writing.

Sincerely,

Whooo



**Free access to 99 E-books
on technical and
library management topics!**



<http://nlnm.gov/mcr/education/netlibrary.html>
Click on : [NetLibrary](#)

Missouri Health Literacy Summit: Partnering to Improve Health



Health Literacy Missouri (HLM), the nation's first statewide center devoted solely to increasing health literacy, hosted the Missouri Health Literacy Summit on June 15, 2010 in Columbia, Missouri. The summit brought together over 200 professionals from Missouri and surrounding

states to share the best practices being developed by three HLM funded demonstration projects and to share ideas in a series of four breakout sessions. In addition, all of the demonstration projects funded by HLM shared posters illustrating their projects and the impact on their communities.

The overwhelming highlight of the summit was the presentation by Marty, a woodworker from central Missouri. Marty was diagnosed with Stage 4 rectal cancer in 2008. His condition was preventable and his symptoms had been dismissed by his physicians for seven years. Marty blamed his situation on poor communication in the health care system, and between him and his doctors. Marty did not question his doctors, feeling it was not "his place." Fortunately, Marty and his family had doctor friends who referred him to Siteman Cancer Center in St. Louis where he received excellent care and the physicians and staff took the time to make sure he understood his condition and treatment in caring and effective ways. Today, Marty is engaged in telling his story so that others will not have to face the same terrible situation.

Throughout the summit, there was strong support for libraries and librarians, demonstrated through the promotion of the Health Literacy Missouri Library. The library brings together reviewed health literacy materials in a centralized location that are searchable through a web-based interface. It was developed by a team led by Susan Centner, Digital Library Project Director, Mid-Missouri AHEC, and Deb Ward, Director, J. Otto Lottes Health Sciences Library, and can be found at www.healthliteracymissouri.org. The HLM library is an excellent resource for librarians, health care providers, and consumers. It is being recognized nationally for its quality, and will continue to expand coverage into new materials.

The MO Best Practices Panel focused on three very different projects focused on three very diverse populations. The first project, led by Sharon Wilkerson, MD, and Catherine Pribyl, RN, MN, MBA, CPN, at Children's Mercy Hospital and Clinics in Kansas City, focused on using the requirements and influence of the Joint Commission to introduce health literacy services for their patients and families. For librarians, a very interesting portion of this program involves the librarian at Children's Mercy - Brenda

Pfannenstiel. Brenda is an integral partner on the hospital's Health Literacy Committee, and has developed an excellent collection of materials available to the patients and families. She has also done extensive work on the hospital's health literacy web site linking to valuable resources for both professionals and consumers. Other best practices described adult education and literacy 'd'f'c[f'Ua g' at the Parkway Area Adult Education and Literacy Center in St. Louis and school garden projects developed in the Maplewood Richmond Heights School District Seed to Garden Health Literacy Project.

Darcy Santor, PhD, from the Children's Hospital of Eastern Ontario and Professor, School of Psychology, University of Ottawa, Ontario, presented the work he and his team have done working with troubled teens in high schools. Discovering how many teens struggled with depression, anxiety, and thoughts of suicide led Dr. Santor to develop YOO Magazine. YOO Magazine (<http://www.yoomagazine.net/>), an online, teen-focused magazine, is funded by extremely affordable subscriptions to schools and school districts and is free to the students. It offers insight to teens and provides quality referral services so the troubled individuals can connect successfully with help.

In the Library Breakout Session, participants focused on the following questions:

- What is your role in health literacy?
- What information resources do you need in your daily practice or work?
- What is the best way to disseminate information to you?
- How can we work together to accomplish your goals and fulfill your information needs?

Lively conversation in three separate groups identified needs for easy-to-read/low literacy materials, more bilingual materials and easy access for professionals to these materials. Participants were all interested in print materials, they are not yet using mobile devices but expect that they will do so more and more when working with youth. Ideas for collaboration stressed that librarians need to strongly increase awareness among their users of the role they can play in health literacy work. One participant exclaimed that she wished she had known about libraries and health information literacy; it would have saved her hours of struggle. Another suggestion for librarians is to tie collaborative efforts to subject areas and the availability of resources at the library. An example would be promoting resources and reference services on H1N1 at the health sciences library.

After attending this summit, it became even clearer that there is tremendous work and opportunity for librarians in the field of health literacy. I encourage interested librarians to make contacts with those in your institutions or communities to explore ways to get involved.

-Barb Jones, Missouri/Library Advocacy Liaison

Online Citation Managers 101

What is an online citation manager?

Similar to bibliographic management software, such as EndNote or RefWorks, online citation managers allow you to save bibliographic information for articles and books to an online account. The free, online citation managers reviewed in this article (CiteULike, Connotea, and 2Collab) are all hybrids of bibliographic management software and social bookmarking services, such as Delicious. When you see an article that interests you, you click on a bookmarklet button installed on your browser, and you add the citation to your personal, online library.

The developers of CiteULike, Connotea, and 2Collab are Springer, Nature Publishing, and Elsevier, respectively. These three publishers provide the citation managers as a free service to support researchers of all kinds, and particularly those in the biosciences. Hence, the process of importing citation data from an article cited in PubMed can be seamless. And even if the data is not captured automatically, you can easily enter the data manually.



Why would you need to use an online citation manager?

1. **Money:** With budget cut backs at our institutions, and personal budget issues for the people we serve at our libraries, acquiring programs such as EndNote or RefWorks can be cost prohibitive. Free online alternatives offer some of the same functions as the commercial products.
2. **Organization:** The three citation managers in this article all have similar functionality as social bookmarking sites such as Delicious (www.delicious.com). When you save a citation, instead of saving it to a folder on your own computer, you assign tags (keywords) to the article, and save it online. You can assign as many tags as you like to a single resource, anything that will help you find it the next time you are looking for it.
3. **Access:** Do you use more than one computer at work? Do you do research on the Internet while on your computer at home? Where do you save the resources that you find? Online citation managers provide a central location where you can save all your research regardless of which computer you are working on. So, now it doesn't matter where you are when you save or retrieve a citation.
4. **Collaboration:** Online citation managers let you create groups so you can share your research with colleagues, a journal club or a class project. Groups can be public or private.

Features to look for in a citation manager

- Import and Export Option	- Watch Lists
- Online PDF Storage	- RSS Feeds
- Social Features	- Link Resolver
- Groups	- Bibliography on the fly

Import and Export Option

All three citation services allow you to import citations that you already have saved to your hard drive. They all allow you to export citations from your online library into a number of different file formats, and then import them into a program (EndNote for example) that is on your computer. This allows you to format a bibliography in almost unlimited styles.

Online PDF Storage

CiteULike is the only service that lets you attach a copy of the full-text article to the citation. This is a nice feature not only because you can keep track of the article, but because you can easily share it as well. That said, copyright restrictions do apply; a rule of thumb is, if you work in the same institution as the person or people you are sharing with, then you are being copyright compliant. If you plan on saving a copy of the article within CiteULike, I suggest you make the citation private, which will limit access to the article to only those who fall under your library's license agreements.

Social Features

The social features of CiteULike, Connotea, and 2Collab are the same features that we have come to know in Delicious or other social bookmarking sites. When I bookmark a citation, the services show me who else has bookmarked the citation and the tags assigned to it. You can explore tags and users that share the same interests as you.

All the services, except Connotea, connect to Delicious and allow you to post or export to Delicious. CiteULike lets you sign into your Twitter account while saving to CiteULike and you can Tweet your research findings.

Groups

All three online services allow you to create public and private groups. 2Collab has an additional category of closed public, where people have to request membership. You can use the group feature to set up a journal club or a group project.

Watchlists

CiteULike has a service called Recommendations. These kick in after you have at least 20 citations in your library. CiteULike uses an algorithm to learn the topics you are interested in and matches that with what other CiteULike users are posting. The recommendations will appear on the home page when you are signed into your account. You can accept the recommendations, and include them in

See "Citation" on page 7

"Citation" continued from page 6

your library or if you are not interested in the recommendation, 'X' will delete it and it will never show up again.

2Collab lets you choose a research field of interest from a limited list on their web site, then, articles matching your research interest, that have been bookmarked by other 2Collab users, will appear in a tab on the home page of your account when you are signed in. This option is available in your profile.

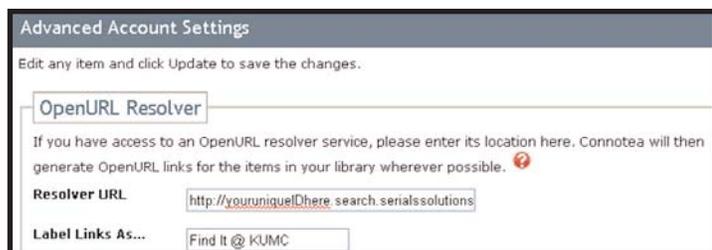
RSS Feeds

All three citation services let you set up RSS feeds for individual tags, individual users, or a combination of a particular user plus a particular tag.

You can set up your Google Reader account to send an item of interest that you view in Google Reader directly to your CiteULike account. I call this RSS in reverse, but that isn't really the case, I just think it's funny that there is so much connectivity between the two programs.

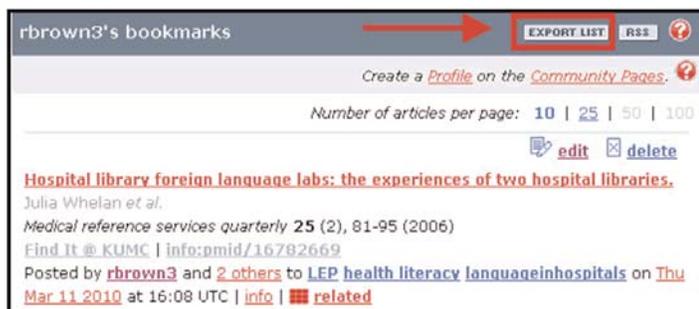
Link Resolver

Connotea is the only citation manager reviewed here that offers link resolver functionality. If your library uses a link resolver that connects your database search results to your electronic holdings, you can setup Connotea so it links your saved citations to your library holdings. You will need to enter your institution's unique link resolver URL in your advanced account settings within Connotea. Then enter some descriptive text that will display below the citation details for your articles and books.

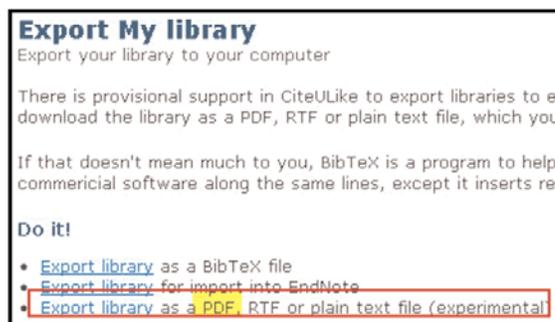


Bibliography on the :ly

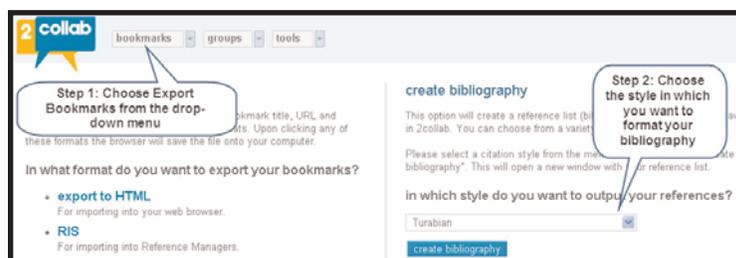
All three citation managers discussed in this article offer the option to create a formatted bibliography at a moment's notice. In Connotea, click on My Library in the upper-right corner of the home page, then choose Export List. Choose simple text citation.



If you are using CiteULike, click on MyCiteULike at the top of the home page, and then choose PDF.



If you are using 2Collab, click on Bookmarks at the top of the page, then choose Export Bookmarks, and then choose Create Bibliography. You will be able to choose a format style from a drop-down menu.



Program Pros and Cons

citeulike

(<http://www.citeulike.org>)

Strengths: Allows you to upload a full-text copy of an article
Weaknesses: Ads on the site

Connotea

(<http://www.connotea.org>)

Strengths: If your library uses a link resolver service, you can use the advanced settings in Connotea to connect to your library's holdings. There are no ads on the site.

Weaknesses: Cannot upload a full-text copy of an article

2collab

(<http://www.2collab.com>)

Strengths: The Create Bibliography feature is simple to use.

Weaknesses: Ads on the site. 2Collab is extremely slow, even if you have a fast connection.

-Rebecca Brown, Kansas/Technology Liaison



GET PLUGGED IN TO EDUCATION!

Requirements:

All online webinar classes require: 1) a computer with Internet access and speakers, and 2) a phone. Log in to the specified web site, enter your phone number when prompted, and the system calls you! What could be easier?
Captioning available. Questions to: mmagee@unmc.edu

Breezing with the RML

- a monthly update from the NN/LM MidContinental staff

When: 3rd Wednesday of each month at 10-11 MT, 11-12 CT

Where: Online at: <https://webmeeting.nih.gov/mcr>

Registration: No registration.

- August 18, 2010 Siobhan Champ-Blackwell & Betsy Kelly
- September 15, 2010 Dana Abbey & Sharon Dennis
- October 20, 2010 Rebecca Brown & John Bramble

Spotlight! On National Library of Medicine Resources

- online sessions focused on NLM resources

When: 4th Wednesday of each month at 8:30 -9:30MT, 9:30-10:30 CT

Where: Online at: <https://webmeeting.nih.gov/mcr>

MLA CE credit: 1 Medical Library Association Continuing Education credit is offered upon completion of class exercises and class evaluation.

Registration: Registration is encouraged, but not required at: <http://tinyurl.com/mcrclasses>

- August 25, 2010 Alcohol and Drug Abuse
- September 22, 2010 My NCBI - for use with PubMed
- October 27, 2010 Senior Resources

DOCLINE and EFTS

Where: Online at <https://webmeeting.nih.gov/memberservices>

MLA CE Credit: 1 Medical Library Association Continuing Education credit is offered upon completion of class exercises and class evaluation.

Registration: No registration.

More about these classes at: <http://nnlm.gov/mcr/education/online.html#A3>

Beginning Docline

- September 2, 2010 at 11-12 MT/ 12-1 CT

Docline : Serial Holdings

- August 11, 2010 at 11-12 MT/ 12-1 CT
- September 9, 2010 at 11-12 MT/ 12-1 CT

Docline: Routing Tables

- August 18, 2010 at 11-12 MT/ 12-1 CT
- September 16, 2010 at 11-12 MT/ 12-1 CT

DOCLINE: Borrow and Lend

- August 25, 2010 at 11-12 MT/ 12-1 CT
- September 23, 2010 at 11-12 MT/ 12-1 CT

Everything you want to know about EFTS and more!

Guest speaker Jolanta Sliwinski, EFTS Program Coordinator

- September 29, 2010, 2010 at 11-12 MT/ 12-1 CT

Calendar of MCR events -

<http://nnlm.gov/mcr/education/calendar.html>



Getting the Hang of Knowledge Management

Erica Lake

Medical Librarian

Intermountain Health Care

erica.lake@imail.org

It took me a while to grasp the concept of knowledge management. In fact, I was still muddled after the first day of the Knowledge Sharing workshop led by Lorri Zipperer and sponsored by the NN/LM MidContinental Region in April 2009. I guess I didn't think it should be as straight forward as it is - as simple. I was focusing on explicit information projects and outcomes, and it took me a while to realize that the emphasis was on tacit knowledge. A light went on for me after I read the following definition:

"The purpose of knowledge management is to provide support for improved decision making and innovation throughout the organization. This is achieved through the effective management of human intuition and experience..."¹

Managing the information means tapping into and sharing all of the best, tacit knowledge in our coworkers' heads. Hospital librarians are naturals for this. We can facilitate sharing because of our interactions with such a broad cross-section of staff in our organizations and we can manage the knowledge uncovered because of our integration and organization skills.

The workshop had us sharing from the get go - we had to participate with another staff member from our organizations. Dr. Chris Wood was my partner. We had started working together six months before the workshop as co-chairs of a new corporate e-resources committee, and hoped to gain some ideas for directing and developing the group.

By the end of the workshop, we realized that this committee is knowledge management in action: the members engage in tacit knowledge sharing; the committee is truly maximizing each member's connections; there is constant sharing across departments and professions; and each member has the responsibility, accountability, and authority to contribute - and does.

We are utilizing what we have shared and learned to reach our goals for 2010:

- Focus on organizational innovation, rather than clean-up and catch-up
- Establish more formal communities of practice to network, share, and respond to common problems
- Make value decisions more quickly
- Market and promote the committee and the e-resources

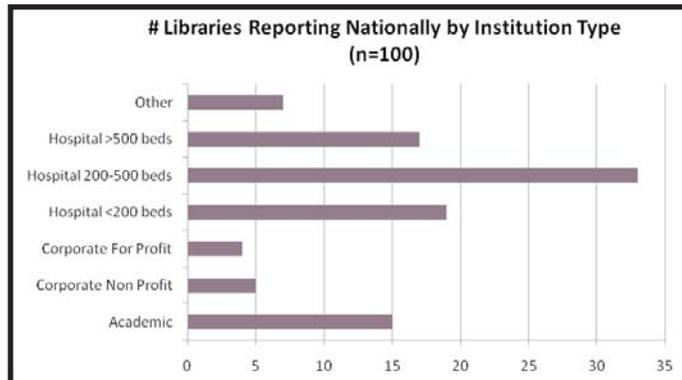
Yes, the knowledge management principles are simple and seem to emanate from common sense, but as my partner pointed out, it's their combination, bringing an idea into physical reality, that is valuable.

¹ Snowden, D. (2009, September 23). *Defining KM*. Cognitive Edge. Retrieved from http://www.cognitive-edge.com/blogs/dave/2009/09/defining_km.php

Library Value: Results from Retail Value Calculator

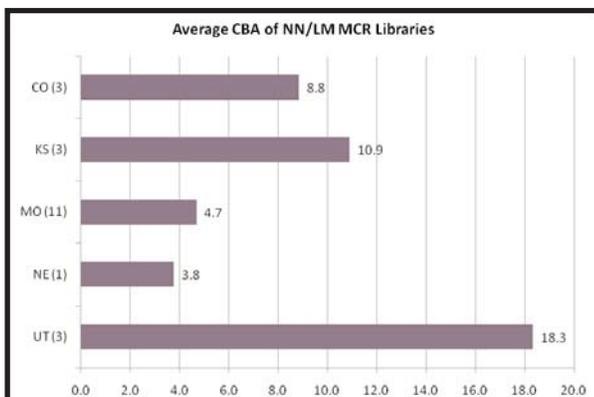
Librarians throughout the region are becoming more proactive in demonstrating the value of their collections, services, and professional expertise to their institutions. The Assessment & Evaluation and Library Advocacy Liaisons have been developing several tools to support these efforts. The Retail Value Calculator (<http://nmlm.gov/mcr/evaluation/calculator.html>) was introduced at MLA in Chicago in May 2008. During that meeting RML staff chatted about the kinds of results different size libraries might get when they used the calculator and how interesting it would be to collect and share the data. In January 2009, a call went out through all of the NN/LM regions inviting librarians to use the calculator and submit their results to the MCR.

In the past eighteen months we have received calculator results from 100 health related/academic libraries in thirty-seven states and three Canadian provinces. An additional twenty-one libraries who described themselves as 'Other' or 'Public' also have submitted data.

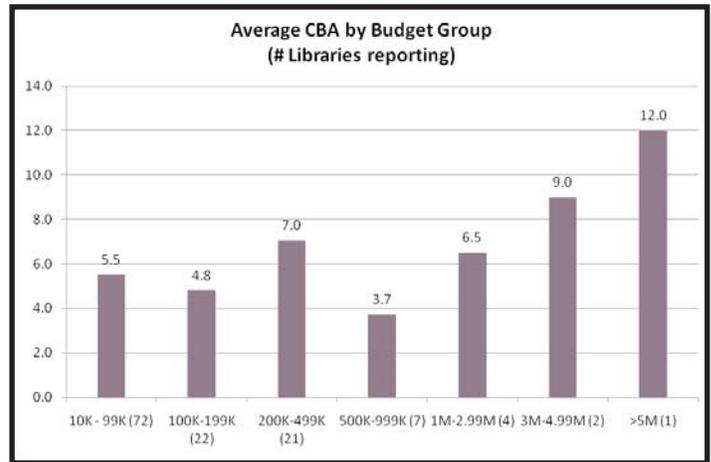


While we realize that the results are self reported, and it is entirely possible that those whose results are not particularly impressive may choose not to submit, we are seeing both high and low cost benefit analyses (CBAs) and want to share our summary of the data received as of July 1, 2010.

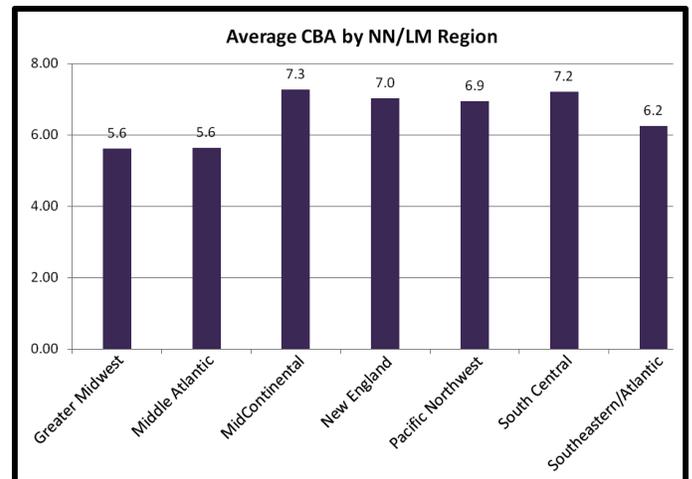
Twenty-one libraries in the NN/LM MCR (out of 100 nationally) have submitted calculator data. Of states in the MCR with more than one library reporting, Utah has highest average CBA at \$18 in benefits for every \$1 spent. (\$18:\$1)



We have also learned that the benefit the institution sees is not directly related to the size of the budget. Libraries with budgets under \$100,000 and between \$200,000 and \$499,000 report better CBAs than any other libraries with a budget of less than \$1 million. Those with budgets between \$200,000 and \$499,000 have a better CBA than all libraries with budgets of less than \$3 million.



Libraries in the MCR have a higher average Cost/Benefit ratio (\$7:\$1) than those reporting from all other NN/LM regions.



Is your library represented? If you haven't tried it yet go to <http://nmlm.gov/mcr/evaluation/calculator.html> and find out what the value is of your services!

-Betsy Kelly, Assessment & Evaluation Liaison
-Barb Jones, Library Advocacy Liaison



10-Step Approach to Service Continuity Planning



The MidContinental region is sponsoring a series of classes online to assist you with emergency planning: 10-Step Approach to Service Continuity Planning, which is one of the components of the NN/LM's Emergency Preparedness & Response Plan. (nnlm.gov/ep)

Dan Wilson, Coordinator of the National EP& R Plan and Marty Magee, MCR Education/Nebraska Liaison presented Steps 1 & 2 on June 9, 2010. You may view that archived session at <https://webmeeting.nih.gov/p26476024>.

Upcoming Sessions

- August 11, 2010 -Steps 3 and 4 - (Determine your core services; Create procedures for remote access to core services)
- October 13, 2010 - Steps 5 and 6 - (Determine your core electronic resources; Develop a continuity of access plan for your essential electronic resources)
- January 12, 2011- Steps 7 and 8 - (Identify your core print collection; Identify your unique or highly valued resources)
- March 9, 2011- Steps 9 and 10 - (Proactively plan for the recovery of your unique and highly valued resources; Know how to obtain outside assistance)

Two staff members will be presenting at each session.

Register at: www.tinyurl.com/mcrclasses. (Not required, but recommended.)

Logging In: Go to <http://webmeeting.nih.gov/mcr>. Enter as a guest. Sign in with your first and last names. Follow the instructions in the meeting room to have the Adobe Acrobat Connect system call you on your telephone.

When: at 12 pm MT and 1 pm CT

1 MLA CE credit is available for each session

Questions about the Ten Step sessions or receiving credit?, contact Jim Honour jhonour@uwyo.edu

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