A message from the President
The Holidays Are Here!

I can't believe it's already November! And it appears that Halloween now marks the beginning of the holiday season. There are quite a few houses in Petaluma that have already been decorated. It motivated me to have a wreath making party already! Cookies are next!

I hope everyone is as energized professionally as I am right now. I was lucky enough to have the opportunity to attend the National of Library Medicine's Medical Informatics Symposium in Woods Hole, Massachusetts. It was quite the heady experience. For a week, 30 of us attended class from 8:30 in the morning until 9:00 at night, ate three meals together, and roomed in the local dormitory. The faculty wanted us to "bond" and bond we did! Some of us even found the energy to tootle down to the local pub after class where we joined a lively discussion on the taxonomy of certain types of fish! All of the speakers were top names in Medical Informatics including Don Lindberg, Ted Shortliffe and William Stead. Topics ranged from building a clinical information system to evaluation methods to designing a web page. And it all takes place in the picturesque setting of Cape Cod. It is an experience not to be missed. I strongly encourage everyone to seriously think of applying. The application and more information are available at [http://courses.mbl.edu/Medical_Informatics/index.html](http://courses.mbl.edu/Medical_Informatics/index.html). Feel free to contact me if you have any questions.

Closer to home, NCNMLG had its first program of the year. On October 18th, Neil Rambo from the NN/LM in the Pacific Northwest paid us a visit to discuss MLA's draft strategic plan. The discussion was quite lively and Neal received lots of suggestions to take back to MLA (probably more than he bargained for!). The meeting is summarized in this newsletter.

Have a wonderful holiday season. Our next program will be sometime in January 2003. Stay tuned to the listserv for details...

Sara Pimental
EDITOR'S CORNER

I want to thank all the contributors to this edition of the Newsletter! I’m sure you’ll enjoy reading about Neil Rambo’s visit and the discussion of MLA’s Strategic Plan, digital reference, PubMed update classes, and the Chapter's mentoring activities with other professional associations. EFTS is coming and you will be hearing more about that in future issues as well.

I take news items at any time, so send them along, whether it be a good Internet resource, a quote, projects you’re working on or grants you’ve received. Here's a quote one of my colleagues recently sent me:

The subject line in the Email was The Future of the Profession
"You see, I don't believe that libraries should be drab places where people sit in silence, and that's been the main reason for our policy of employing wild animals as librarians."

--Monty Python's Flying Circus

Happy Holidays!
Peggy Tahir, Editor

GET INVOLVED!

Get involved! The Nominating Committee, made up of Karen Halverson, Chair; Jerry Thompson; and Barbara Ryken is preparing the Chapter’s slate of officers to be presented at the winter meeting.

By taking on a leadership role in NCNMLG, you have the opportunity to become involved in the professional organization that does so much for you. The rewards of involvement are tremendous. You tap into resources that you may have been unaware of before, you learn first hand how NCNMLG functions, and, most importantly, you connect and collaborate with colleagues. When you hold office you enhance professional growth in many ways; AHIP certification points, opportunities to development new skills, and tenure status are just a few of the possibilities.

If you are interested in what holding office is like, please feel free to contact any of the current office holders. They can give you the rundown. A list of current officeholders is available on the NCNMLG website.

Any member of the Nominating Committee will be happy to hear of your interest. This year we are looking for candidates for the following offices: Vice President/ President Elect (1), Secretary (1), Treasurer (2 year position), Nominating Committee (2), MLA Nominating Committee (1), MLA Chapter Council (3)
We encourage you to run for office in NCNMLG. Our group is what the members make it – this is your opportunity to make a difference!

Karen Halverson, Committee Chair  
Phone: (510) 494-7009    Email: karen_halverson@whhs.com

Barbara Ryken  
Phone: (510) 869-8692    Email: bryken@samuelmerritt.edu

Jerry Thompson  
Phone: (530) 752-7637    Email: jlthompson@ucdavis.edu

MENTORING

Perchance to SIMS

On October 7th, NCNMLG joined the Special Libraries Association (SLA) and the Northern California Association of Law Libraries (NoCALL) in sponsorship of a Career Day reception for the students at UC Berkeley’s School of Information Management and Systems. Members of each sponsoring group spoke briefly about the joys of librarianship and the wonders of NCNMLG/SLA/NoCALL membership. Afterwards, there was much schmoozing and enjoying of refreshments. Approximately 30 people attended, a good turnout considering #1, it was HOT, way hot, outrageously hot, and #2, the event competed with a Giants playoff game.

Fabulous prizes were awarded: NCNMLG gave away two free memberships and one free attendance at a CE program. (Sara really wanted to give away a PDA but, alas, you can’t always get what you want).

Thanks to Sara Pimental, Tamara Horacek (President of SLA-SF chapter), Diane Rodriguez (representing NoCALL), and Deborah Hunt (from the Exploratorium, also representing SLA) for participating as panelists; to Jenny Kanji for organizing; and to Kristi Mitchell of SIMS.

NCNMLG is hoping to continue to participate in this annual event – when you see the announcement next year, remember that a good, hot, tasty time was had by all.

EFTS NEWS

The National Library of Medicine (NLM) has awarded a sub-contract to the University of Connecticut Health Center (UCHC, Farmington) for the national implementation of the Electronic Fund Transfer System (EFTS) [http://efts.uchc.edu].
The EFTS is used by health sciences libraries for payment of interlibrary loan transactions. It centralizes this activity by electronically billing system participants, thereby reducing the number of checks needed for invoice processing. The University of Connecticut Health Center Library created the program and its supporting technologies in 1995 and currently maintains it. The EFTS is fully operational in NN/LM Regions 1, 5, and 8.

The National Library of Medicine supports the University of Connecticut in its efforts towards national implementation of the EFTS and expects to become a participant in 2003. It is expected that, after implementation of EFTS is in place in the U.S., the Canadian health sciences library community will be invited to participate through CISTI.

An EFTS listserv ([http://efts.uchc.edu/efts/listserv.html](http://efts.uchc.edu/efts/listserv.html)) is now available for subscription. Network members are encouraged to join the list to facilitate communication between EFTS and libraries in each of the NN/LM regions.

The list can be joined via [http://list.umassmed.edu](http://list.umassmed.edu) (choose "Library Science," then "EFTS-L") or by sending a message ("subscribe EFTS-L your_name" or "join EFTS-L your_name" in the body or subject line) to lyris@list.umassmed.edu or to join-EFTS-L@list.umassmed.edu

The EFTS also has a toll-free number: 1-866-561-5045. Also, the University of Connecticut has had some server problems recently and the EFTS pages ([http://efts.uchc.edu/](http://efts.uchc.edu/)) may load slowly. The problem should be resolved soon.

The EFTS staff look forward to serving your institution and staff as the system expands to meet the document delivery billing needs of the medical library community.

Angela B. Ruffin, PhD
Head, NN/LM National Network Office
National Library of Medicine
8600 Rockville Pike
Bldg 38 Room B1E-03
Bethesda, MD 20894
Voice: 301-496-4777
Fax: 301-480-1467
Email: ruffina@nlm.nih.gov

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**CLASSES!**

The 2003 National Training Center and Clearinghouse Class information is now available on the web. To get to the Pacific Southwest Regional schedule, go to the following URL:

[http://nnlm.gov/mar/online/regions.html#Southwest](http://nnlm.gov/mar/online/regions.html#Southwest)
PubMed Update Class: A Review
By Dorrie Slutsker

PubMed/ NLM Gateway/ Clinical Trials.gov update classes were held October 14th and 15th in the excellent computer instruction lab of the Shields Library at UC Davis. I attended the Oct. 14th session. The instructors were very knowledgeable, as were many of the class attendees, so it was a productive cooperative learning experience.
I want to share just a few details that were of interest to me:

- There is no actual adjacency searching in PubMed. Enclosing a phrase in quotes causes the system to search the index of searchable terms. If the phrase is not in the index, the phrase is processed using automatic term mapping.

- The Clipboard set can be manipulated using #0 (zero), for example #0 AND English to limit the Clipboard results to English. The Clipboard set can be combined with other numbered sets of search results in History.

- Choose Publication Type in the All Fields drop-down menu under Preview/Index to choose multiple publication types with which to limit the search results. You can only choose one publication type at a time in the Publication Type drop down box under Limits. Also, there are many more choices of publication type, such as biography, evaluation studies or historical article, under Preview/Index.

- To limit search results to consumer health publications, add AND consumerj [sb] to the search statement.

- Oldmedline in the Gateway now goes back to 1957. You can jump to the Oldmedline part of the search results or to a specific page.

- The Gateway is the only NLM source for the abstracts of AIDS, as well as other, meetings.

- You can email search results from the Gateway.

PubMed continues to evolve and improve. The new journals database, which replaces the journal browser, is an elegant tool for quickly finding comprehensive information on journal titles. Some changes have been made at the suggestion of librarians, so send your ideas for PubMed improvements to custserv@nlm.nih.gov. If you want to be alerted to new information on the NLM web site, such as new articles added to the NLM Technical Bulletin, subscribe to the NLM-Announces mailing list from
Good news! On November 2, 2002, President Bush signed into law the 21st Century Department of Justice Appropriations Authorization Act, which includes TEACH or the "Technology, Education, and Copyright Harmonization Act." TEACH updates the distance education provisions of the Copyright Act to meet the challenges of the networked environment.

Previously, the law included a statutory exception for the benefit of distance education, but because it was enacted in 1976, it failed to meet modern needs. That statute (Section 110[2] of the Copyright Act) generally encompassed closed-circuit television transmissions, and it could not foster robust and innovative and digital educational programs that might reach students at home, at work, or at any other location.

The TEACH Act repeals that statute and replaces it with a more complex, but more beneficial, revision of Section 110(2) and related provisions. Among the benefits of the TEACH Act for distance education are an expansion of the scope of materials that may be used in distance education; the ability to deliver content to students outside the classroom; the opportunity to retain archival copies of course materials on servers; and the authority to convert some works from analog to digital formats. On the other hand, the TEACH Act conditions those benefits on compliance with numerous restrictions and limitations. Among them are the need to adopt and disseminate copyright policies and information resources; implementation of technological restrictions on access and copying; adherence to limits on the quantity of certain works that may be digitized and included in distance education; and use of copyrighted materials in the context of "mediated instructional activities" akin in some respects to the conduct of a traditional course.

ARL will continue to work with the AAU, ALA, and others in the library and higher education community to develop educational materials to explain the provisions of the TEACH Act and its impact on libraries.

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Prudence S. Adler
Associate Executive Director
Association of Research Libraries

The Association of Research Libraries web site is:
A draft action agenda developed in response to the outcomes of the Informationist Conference and MLA member feedback on the topic is available on the web at:

[http://www.mlanet.org/research/informationist/discuss_plan.html](http://www.mlanet.org/research/informationist/discuss_plan.html)

To prioritize the association’s initiatives in this area, MLA wants to know what objectives and strategies are most important to you. Comments on the action agenda are needed by December 16, 2002 and will be discussed by the Board of Directors at its January 2003 meeting.

**FOLLOW-UP: MLA’S STRATEGIC PLAN**

Following this note is Neil Rambo’s summary of our discussion from the October 18th NCNMLG meeting. He is interested in our feedback, so forward any comments on to Sara Pimental or Neil if you have suggestions for additions/changes/deletions. He wrote in a brief note to Sara that he felt he should have focused more on the goals (included after the summary) rather than the background plan, which we examined in detail. The goals... “flow from the plan and that’s where the abstract begins to get more specific.” He’s interested in our feedback on these goals as well, so please take a look at them and forward your comments on!

**MLA Draft Strategic Plan**

**Discussion with the Northern California/Nevada Medical Library Group**

Oct. 18, 2002

Oakland, CA

Facilitator/Recorder: Neil Rambo, MLA Board of Directors

**Vision Statement:** “Quality information for improved health”

- Lack of context
- What data/proof shows a causal relationship between information and improved health?
- Information affects decision-making, not health
- Increasing knowledge, through research, rather than care provision
- Shouldn’t the association’s vision include mention of an obligation to its members?

**Core Values**

- No mention of care providers and health/biomedical professionals (including life, health, and social sciences)
- Why just the “public”? The public is not the primary group for most MLA members.
The statements are not parallel and are oddly uneven: the first statement ("… improving the knowledge and skills of health information professionals…) sets the stage, but the others don’t necessarily follow.

Poorly written and hard to understand what is really meant.

Should the Code of Ethics for Health Sciences Librarians be renamed Code of Ethics for Health Information Professionals?

Envisioned Future

- How can “… positive influence on the quality of health in the world” ever be proven?
- Too many prepositions!
- One person liked the first part of the statement ("To be the association of the most visible, trusted, and respected health information experts… ”).
- “Trusted” isn’t good enough. “Authoritative” matters more.
- “Valued” rather than “respected.”

Description of Future

- The structure is confusing. The relationship to the tagline is not clear.
- “I like it.”
- Needs rewrite!

Challenges

- Why no mention of global?
- The 1st “challenge” is actually two separate issues: diversity and changing roles. Suggest splitting into two.
- 2nd challenge (providing health information education): who is doing this and who is the audience? Not clear.
- 3rd challenge (promoting value of health information professionals): this is the goal; not exactly a challenge...
- 4th challenge (information needs of public): “… those who meet their needs…” Who and/or what is meant by this?
- The “challenges” are hard to understand.
- Too wordy, lengthy, and not clear.
- How is a challenge not simply a goal?
- What is the difference between MLA and its members, and what each can do?

Strategic Choices

- Not clear enough
- Use plain language. (Enlist Valerie Florance to re-write the draft!)
- Use more active voice and fewer prepositions.
Redundant

“This plan, as it is, does not help librarians survive/ thrive.”

MLA’s GOALS 2002

Guiding Principle:
MLA engages and effectively communicates with its members to harness their ideas and energies in exploring new directions for the profession in developing new programs and services that meet member needs.

▲ Life-Long Learning

- Members and customers turn to MLA first as their best source of health information education delivered in multiple formats and using new information technologies.

- MLA members and customers expand their knowledge and improve their expertise in management and use of information as a result of using instructional products delivered by MLA that meet their needs.

- MLA is recognized as the leading educational authority for health information management and is sought after as a partner by other organizations providing education.

▲ Advocacy

- MLA is the leading voice for quality information improving health in America.

- MLA’s efforts will lead to universal recognition of the high value of health information professionals to society.

- MLA represents the professional concerns of its members.

▲ Recruitment and Membership

- MLA attracts to the profession those having the greatest potential to succeed in a rapidly changing world, including those from under-represented backgrounds.

- MLA attracts and retains members from diverse professional groups having a common interest in health information management.

▲ Knowledge Source

- MLA is a primary resource for capturing and sharing knowledge that advances the profession of health sciences librarianship.
MLA promotes and supports research by members and others and brokers access to its own knowledge for the benefit of its members.

Building a Global Network of Partners

- MLA seeks partnerships with other groups who share our values and goals.
- MLA, through partnerships, seeks to increase health information literacy as a strategy to improve health.

RESOURCES

CDC Resource on West Nile Virus:
Information for both the public and health professional about the West Nile Virus (WNV).
http://www.library.ucsf.edu/kr/data/988.html

Kartoo
An unusual and original search engine. Give it a try!
http://www.kartoo.com

Infopeople Search Tools Chart
Details on search features of selected Internet search engines.
http://www.infopeople.org/search/chart.html

Thyroid Disease Manager
Up-to-date analysis of thyrotoxicosis, hypothyroidism, thyroid nodules and cancer, thyroiditis, and all aspects of human thyroid disease and thyroid physiology.
http://www.thyroidmanager.org/

DIGITAL REFERENCE: QandA CAFE

The QandA cafe is a free, live, online reference service for everyone in the San Francisco, the North Bay, and Monterey Bay counties. 120 librarians from twenty-two libraries in 14 counties staff it.

Starting October 1, 2002, the QandA cafe will be open 24/7. In cooperation with the Southern California 24/7 Reference project, QandA cafe librarians and their 24/7 Reference counterparts will answer questions for over 37% of California’s population. This service will soon be made available to all Californians.

Local reference librarians run the QandA cafe from their respective libraries, via web call center software. To answer questions, librarians guide users through information searches, display Web pages, send documents from library databases, and suggest other sources of information.
Live Homework Help

Starting in April 2002 through December 2002, students needing homework help can log on to the QandA cafe Monday through Thursday, 4 PM to 8 PM to meet with a tutor. In partnership with Tutor.com’s Live Homework Help, libraries have made experienced teachers available to help with questions in math, science, English and social studies. In addition to all the features of the QandA cafe software, tutors can share a whiteboard with the students. Tutors must undergo 7-year background checks and their transcripts are monitored. Students must have Shockwave downloaded onto their computer.

Experts in Law, Medicine, Art, and Education

QandA cafe offers a direct link on its home page to the librarians at the Stanford Health Library Tuesday and Wednesdays 2 p.m. to 4:30 p.m. There is also a direct link from the home page to librarians from California’s public law libraries. These experts, as well as California medical librarians in medical schools and hospitals, art librarians, and education librarians are on tap for the QandA cafe librarians to refer the public during weekday business hours. The Stanford Health Library will also answer emailed questions at health.library@medcenter.stanford.edu.

Spanish Language Service

Those who can “chat” in Spanish can interact with a Spanish-speaking librarian some weekday hours, or they also can send an email to espanol@247ref.org.

The QandA cafe has grown incrementally. Starting in February 2001, it served two small communities, then four, then in July 2001 it was opened up to 14 Northern California counties. Through a cooperative arrangement with the Metropolitan Cooperative Library System’s 24/7 Reference service a year ago, the hours were expanded from weekdays to seven days a week, from 2 p.m. to 9 p.m.

www.qandacafe.com  www.qandacafe.org

Mary Beth Train, QandA cafe Coordinator
408-294-7334  qandacafe@ix.netcom.com

MOVING ON, BUT NOT LEAVING

Jackie Wilson, after 36 years of service, has left the Kalmanovitz Library and Center for Knowledge Management at the University of California, San Francisco. Though it is a huge loss to the library, she will still be nearby, working in Oakland at the California Digital Library. Congratulations Jackie! We wish you well in your new job.
AHIP NEWS

Kudos to Karen Halverson! As of November 2002, Karen Halverson was accepted into AHIP as a Senior Member. Keep up the good work!

KRONICK TRAVELLING FELLOWSHIP JURY SEEKS APPLICATIONS

There’s still time to apply! Deadline is Dec. 1, 2002.

Are you working on or planning a project that would be enhanced by visiting other health sciences libraries? If yes, consider applying for a Kronick Traveling Fellowship. The fellowship is a new award established by Virginia Bowden to provide support for travel and research in the field of health science librarianship. It was awarded for the first time last year.

One grant of $2,000 will be awarded to cover the expenses involved in traveling to three or more medical libraries in the United States or Canada to study a specific aspect of health information management. The Kronick award winner will be an experienced librarian wanting to study an aspect of health information management at three or more different libraries. For example, a benchmarking project, a management survey, a staff development program, or a workflow analysis could qualify as long as at least three libraries are involved in the project. The Kronick award primarily pays for travel expenses.

Applications are due December 1. More information about the award can be found on the MLA website [http://mlanet.org/awards/honor](http://mlanet.org/awards/honor). The application form can be retrieved from there as well. For additional information, contact Lisa Fried at MLA Headquarters (Her Email address is mlapd2@mla.org; her telephone number is 312-419-9094, ext 28). You may also contact:

Rosanne Labree (labree1@juno.com)
Chair, Kronick Traveling Fellowship Jury
Biomedical Library Consultant
Library and Information Services
61 Washington Street
Belmont, MA 02478
617-489-3595 (voice and fax)

GOT STATISTICS?

The NN/LM Pacific Southwest Region "About Us" page provides links to access state and regional statistical information related to health. Click on Arizona, California, Hawaii, Nevada or U.S.-Associated Pacific Basin. [http://nnlm.gov/psr/aboutus.html]

FEDSTATS - The Federal Interagency Council on Statistical Policy provides this gateway to statistics from over 100 U.S. Federal agencies. [http://www.fedstats.gov/]

CDC Wonder - Provides statistics of sexually transmitted diseases, cancer cases, death in the United States and other public health data. [http://wonder.cdc.gov/]

Counting California - Quick facts and pre-prepared tables on California social science and economic data. [http://countingcalifornia.cdlib.org/]

FactFinder - Provides access to basic facts/quick tables on population, housing, economic and geographic data for a specific state, county, county subdivision or a place in the U.S. [http://factfinder.census.gov/servlet/BasicFactsServlet]

**JOB POSTING: SEARCH RE-OPENED**

**Manager, Medical Library, Cedars-Sinai Medical Center**

Cedars-Sinai Medical Center, the largest non-profit hospital in the western United States, is located on a 24-acre campus in the heart of Los Angeles, adjacent to Beverly Hills. The Medical Center is a private teaching, general acute care hospital with 800+ beds, renowned for its excellent patient care, biomedical education and research, and community outreach activities.

The Health System Manager, Medical Library has overall responsibility for the management and supervision of programs and services of the Medical Library. In this capacity, the Manager is responsible for planning programs and organizing work, supervising employees, enhancing staff development, controlling expenses, improving processes, and participating in the National Network of Medical Libraries.

The Manager:

- Develops business and operational plans for the department
- Supervises the delivery of services and ensures optimal employee productivity levels and high customer satisfaction levels
- Hires and supervises employees, assigns work, coaches, trains & evaluates personnel
- Collaborates with managers and directors of other hospital departments for institutional performance improvement
Ensures compliance with state and federal laws (including copyright and licensure), regulations, and standards (including JCAHO Management of Information standards)

Markets department's services through participation in CSHS committees as well as through the use of other targeted activities

Identifies needs and develops educational programming in the area of knowledge-based information and Internet/Intranet services

Participates in library renovation planning and fund-raising activities.

Qualifications/ Competencies:

- M.L.S. degree from an ALA accredited library school and a minimum of 5 years of experience in a health sciences library/information center
- Demonstrated effective leadership in the medical library field
- Knowledge of trends in the field of knowledge-based information and web services, particularly as they relate to the health care and corporate environments
- Knowledge of automated library functions and systems
- Flexibility and initiative to effectively lead change efforts to respond to environmental or organizational changes
- Superior interpersonal and communications skills
- Fiscal management capabilities, including effective expense reduction, utilization management, and budget control
- Personnel management strength, including demonstrated ability to select, motivate, discipline, evaluate performance, and promote collaborative team efforts
- Demonstrated capabilities in problem solving and process improvement

Salary range: Commensurate with qualifications and experience within a range of $65,146 - $114,005.

For consideration, please include Job# EW-MLGSA in cover letter. Send or fax resume and cover letter to:

Ellen Green
Director, Medical Education
Suite 2727A
Cedars-Sinai Medical Center
8700 Beverly Blvd.
Los Angeles, CA 90048

Email: [green@cshs.org](mailto:green@cshs.org) FAX: (310) 423-0383

Cedars-Sinai welcomes and encourages diversity in the workplace. AA/EOE.

[www.cedars-sinai.edu](http://www.cedars-sinai.edu)
DIRECTIONS FOR JOINING THE NCNMLG LISTSERVS

LISTSERV ADDRESS: ncnmlglist@lists.stanford.edu
Everyone is encouraged to subscribe to the general listserv. These are very low-volume lists designed for communication of important information from NCNMLG to its members. The only time you will need to unsubscribe is when your e-mail address changes. In this case two actions are necessary. You will need to unsubscribe your old e-mail address and then subscribe the new address. This keeps our listserv current!

TO SUBSCRIBE:
Send a message to: majordomo@lists.stanford.edu
Leave the subject line blank
Type in body of the message: subscribe ncnmlglist your_email_address_here

TO UNSUBSCRIBE
Send a message to: majordomo@lists.stanford.edu
Leave the subject line blank
Type in body of the message: unsubscribe ncnmlglist your_email_address_here

TO SEND A MESSAGE:
Send a general e-mail: ncnmlglist@lists.stanford.edu

SUBMITTING ITEMS TO THE NEWSLETTER

Please email your submissions to the Newsletter. Items for the NCNMLG Newsletter may be sent in electronic format (text or WORD format preferred) to:

Peggy Tahir
Email: peggy.tahir@library.ucsf.edu
Phone: 415-476-5765

If you have questions about submitting articles or announcements to the Newsletter, please feel free to call and ask questions.

The NCNMLG Newsletter is published 6 times a year: (July/ August, September/ October, November/ December, January/ February, March/ April, May/ June.

Copy for the January/ February newsletter is due by the 15th of December.