RSS Feeds
- Elisa Cortez
- Gabriel Beeler
- Ken Firestein
- Rikke Ogawa
- Robert Johnson

Screencasting
- Kelli Ham
- Rikke Ogawa
- Robert Johnson

Security
- Gabriel Beeler

Social Bookmarking (del.icio.us, etc.)
- Andrea Lynch
- Elisa Cortez
- Rikke Ogawa
- Robert Johnson
- Sharon Dennis

Voice Over IP / Videoconferencing (Skype, etc.)
- Andrea Lynch
- Cheryl Bartel
- Gabriel Beeler
- Jeff Williams
- Rikke Ogawa
- Sharon Dennis

Web Page Editing / Design
- Marcia Henry
- Rikke Ogawa

Wikis
- Andrea Lynch
- Cheryl Bartel
- Gabriel Beeler
- Jeff Williams
- Ken Firestein
- Marcia Henry
- Rikke Ogawa
- Robert Johnson
- Sharon Dennis

Social Networking (Facebook, LinkedIn, etc.)
- Andrea Lynch
- April Aguinaga
- Cheryl Bartel
- Elisa Cortez
- Gabriel Beeler
- Jeff Williams
- Ken Firestein
- Marcia Henry
- Rikke Ogawa
- Robert Johnson

Keynote Presentation: The Evolving Library

Libraries of today and the future are about online resources and bringing information to the consumer, not waiting for the consumer to come to the information. How can libraries use these technologies to find the potential online user and give them information while still serving the traditional in-person library user?

Michelle Kraft, Senior Medical Librarian, Cleveland Clinic Alumni Library & author of the well-known "The Krafty Librarian" blog

Michelle has authored several papers on Web 2.0 technologies and medical libraries. She has served as a co-presenter on MLA’s Emerging Technologies webcasts and was a Top Technical Trends panelist at the MLA 2008 Annual Meeting. Previously, she was a hospital librarian at South Pointe Hospital, an osteopathic community hospital in the Cleveland metropolitan area, where she coordinated and supervised the library’s transition into the digital world.
Acknowledgements

The Technology Sherpas program will take place in the Hi-Tech Lab. A variety of technologies will be available. Sherpas will be able to answer basic questions about each technology listed, and help you get started using it. When you go to the Hi-Tech Lab, you will be assigned to a Sherpa based on your technology interests. You may ask about more than one technology, based on demand. Availability will be on a first-come basis during the last segment of the day.

Blogs
Andrea Lynch
April Aguinaga
Cheryl Bartel
Elisa Cortez
Gabriel Beeler
Jeff Williams
Ken Firestein
Marcia Henry
Rikke Ogawa
Robert Johnson

Handhelds / Mobile Devices
Andrea Lynch
Gabriel Beeler

Online Application Sharing (Google Docs, etc.)
Andrea Lynch
Jeff Williams
Kelli Ham
Ken Firestein
Marcia Henry
Rikke Ogawa
Robert Johnson

Online Mapping
Andrea Lynch
Cheryl Bartel

Photo / Video Sharing
Andrea Lynch
Elisa Cortez
Gabriel Beeler
Kelli Ham
Rikke Ogawa

Podcasting
Andrea Lynch
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Robert Johnson
Camtasia Studio allows the user to produce HD-quality videos for the web and mobile devices. After the presentation has been captured, the presenter is able to revise it by cutting and/or pasting different parts as needed. In addition, the presenter is also able to overlay their voice, as well as sound effects or music onto the presentation. The UCI Science Library uses Camtasia Studio to record PC screen shots to create professional, instructional videos to clearly demonstrate how to find medical information or use medical databases. The use of a Camtasia produced video will be shown as an example. The advantages and disadvantages of the Camtasia Studio program, its cost, its uses, and the minimum as well as optional requirements for the system will be included.

Elluminate vRoom: Creating the Virtual House Call

Pamela M. Corley and Evans Whitaker, University of Southern California, Norris Medical Library, Los Angeles, CA

The library offers free consultation and instructional services, referred to as House Calls, to campus faculty and staff. While these sessions have traditionally been held in the library or in a campus office, they can now take place virtually using Elluminate vRoom, a free full-featured real-time collaboration tool.

In considering the use of Elluminate vRoom for virtual House Calls, several questions were raised. Given the success of our existing House Calls program, should we even offer this option? Would end-user configuration be a roadblock when hosting the Elluminate Live session? Was it feasible for librarians to learn to use the product and troubleshoot technical difficulties?

This poster highlights the features of vRoom and explores the advantages and disadvantages of using it for House Calls. The poster format provides attendees the opportunity to give feedback and gives the presenter ideas for improving this project or considering a similar virtual solution.
Invited Speakers

Skyline Room A

Online Healthcare Communities in Social Media and Virtual Worlds

Healthcare consumer communities, clinical communities, and research communities all engage in social interactions that support their needs and goals. Some typical social needs and goals include support, sharing, exchange, learning, teaching, problem solving, decision making, cooperation, competition, and collaboration, with all of these roles being of interest to medical and public librarians. As long as online technologies have existed they have in some way supported these social functions, but social functions of online technology have become more explicit with the advent of what is popularly known as Web 2.0 or social media. Three-dimensional virtual worlds have extended the reach and application even further, showing significant potential for reaching communities such as the homebound and caregivers in new ways. This presentation will provide an overview of social media use in online healthcare communities, what technologies are most used by which communities, which ones aren't being used, what is working, what isn't working, focusing on future possibilities, trends, and applications for medical librarians.

Patricia F. Anderson, Emerging Technologies Librarian for the Health Sciences Libraries at the University of Michigan—Ann Arbor

Patricia is the author of "Emerging Technologies Librarian", a blog about current web technologies, tools, and trends. Patricia co-authored the Medical Library Association Encyclopedic Guide to Searching and Finding Health Information on the Web, and was awarded the Harriet L. Steuernagel Award by MLA’s Dental Section in 2004. Ms. Anderson’s current interests include the application of social, semantic and emerging technologies in clinical and academic settings.

Web 2.0 enhancements in the Oviatt Library (CSU Northridge) Catalog

Marcia Henry, Health Sciences Librarian and Christina Mayberry, Science and Engineering Librarian, California State University Oviatt Library, Northridge, CA

This poster will describe the web 2.0 enhancements which have been added to CSU Northridge’s Innovative catalog. The features introduced this past year, as well as the methods used to update the catalog, are: Text message call number, link to Google Books if book is available, more subjects, more related titles, Bookmark & Share, and link to WorldCat record. The methods varied with some enhancements done by javascripts found on the Innovative listserv, and a subscription to LibraryThing. The poster will share any statistics we retrieve on the use of the enhancements.


Robert Johnson, Research Librarian for Nursing and Allied Health and Judy Bube, Research Librarian for Medicine, UCI Science Library, Irvine, CA

Many library users do not have the time for long, complex explanations on how to find resources. They learn by doing or by watching as a task is performed. Users want to see what the Librarian is explaining as he shows the resources. Camtasia Studio produced videos allow the user to easily view the steps of a process and to participate in an asynchronous learning opportunity. Camtasia is a screen video capture program for Microsoft Windows that is published by TechSmith. The presenter can define the area of the screen or the window that is to be captured before recording begins. He can record on screen activity, edit the information, turn it into a video and share the information with oth-
Posters, continued

Special Collections – Experts: Career engineers and scientists at The Boeing Company have produced significant bodies of work in fields which, when combined with notes about their work or lessons learned, constitute a definitive view into that subject area. To make this information permanently discoverable for reuse enterprise-wide, the library compiles these bodies of work into searchable special expert collections accessible via Gateway pages and the Library Catalog.

A further advantage of the Library Catalog, Gateway Webpages and Special Collections - Experts as an access point for company technical papers is the potential to reveal Boeing authors with similar interests and similar projects across the enterprise.

Incorporating Library Resources into an Undergraduate Nursing Program Wiki

Danielle Linden, MLIS, AHIP, Librarian, West Coast University, Anaheim, CA

This poster will highlight the collaboration between nursing department leadership and the librarian in adopting the use of a wiki at a private nursing college.

Nursing leadership wanted to employ an efficient method for sharing information with faculty and students; this led to the adoption of an externally hosted wiki. The wiki includes general department information as well as pages for each class including: instructor contact, schedule, syllabi, handouts, and assignments. Instructors are given editing access to the wiki and students are given read-only access. The wiki has grown to become a vital communication tool between faculty and students outside of the classroom. As a result, it is accessed hundreds of times daily.

The presence of a library resources page within the nursing department wiki has created numerous opportunities. The collaboration has allowed for the librarian to connect with nursing faculty for support and involvement in a project they see as their own. In turn, this has fostered a sense of greater value regarding the librarian’s role on campus and to the nursing department specifically. Adoption of the wiki has created a need for an on campus “go-to specialist” to answer basic

Skyline Room B

Geographic Information Systems and Their Application in Health & Medicine

In this one hour concurrent session, Tracey Hughes presents the basics of GIS (geographic information systems) and its relevance to the medical field through examples of GIS being used in health and medicine at UC San Diego and beyond. Spatial epidemiology, public health, environmental toxicology – all are increasing using spatial analysis and GIS tools to better answer complex questions. Tracey will discuss the commonalities between traditional librarianship and GIS librarianship as well as provide an overview of the GIS tools and resources made available at UCSD as a case study. Time will made available for a discussion of your questions, experiences and ideas with respect to GIS. Please join us whether you are a technically oriented or not, involved with research or operations, in a hospital or university library – you'll be sure to learn something and gain a new perspective on the way!

Tracey Hughes, GIS Coordinator for the Social Sciences & Humanities Library at the University of California-San Diego

Tracey’s community-focused professional background began with studying the built environment as an urban planner. In this role, she developed the ability to examine issues at a variety of scales while balancing differing perspectives. After gaining professional certification in planning, she moved into the library field and earned a masters degree and certificate of spatial analysis from the University of Michigan. Immediately following graduate school, Tracey completed an internship with Google Book Search and then joined UC San Diego in August 2006 as GIS Coordinator based out of the Social Sciences & Humanities Library. In this role, she is responsible to teach, conduct outreach and manage the Data & GIS Lab to benefit UCSD’s faculty, students and staff. Her ability to assess the ‘big picture’ while managing important details allows her to create efficiency and improvement whether it be in organizing information, optimizing information flows, developing a GIS project, implementing a GIS solution, explaining the fundamental theories of geographic information systems, or teaching others how to use GIS in general.
Creating a New Partnership for Consortial Licensing: the NN/LM PSR – SCELC experience

Julie Kwan (principle contact), Library Network Coordinator (principle contact), National Network of Libraries of Medicine, Pacific Southwest Region and Rick Burke, Executive Director, Statewide California Electronic Library Consortium

The NN/LM PSR E-Licensing Program is a new partnership between the National Network of Libraries of Medicine, Pacific Southwest Region, and the Statewide California Electronic Library Consortium (SCELC). The goal of this partnership is to provide opportunities for consortial purchasing of electronic resources, primarily for hospital libraries in California and Nevada. This program meets one of the goals of the National Network of Libraries of Medicine, to improve access to electronic resources for member libraries. In addition, the program expands the breadth of resources offered by SCELC which will benefit existing SCELC members from colleges and universities with health sciences curricula. During this presentation, we will describe the goals of this partnership, explore the strengths each partner brings, and provide results to date.

Simplify Access to Hospital Library Resources with Technology

Judy Kraemer, MLIS, MBA (principle contact), Paula Romeyn, MLIS, Elizabeth Mason, BA, Long Beach Memorial Medical Center and Miller Children’s Hospital

This paper examines a hospital library’s efforts to simplify access to library resources through the integrated use of library access technologies including: library intranet site, integrated library system, link resolver, and federated search engine.

The librarians will share their initial system implementation process, evaluation of project effectiveness, and continued implementation of various product functionalities. They will share road blocks along the way, negotiated resolutions and lessons learned. Pre and post library use statistics provide evidence of the success and return on investment (ROI) of the integrated library access technology implementation project.

Leveraging Technical Expertise via Boeing Library Services

Diane Brenes, Margaret Deeds, Karen L. Robertson, Blair Hinz, Joan Dubis, The Boeing Company, Huntington Beach, CA

The Boeing Company’s Library Services is now improving access to external and internal technical information via the library catalog, customized webpages and special collections. This helps leverage expertise across the enterprise.

Library Catalog: The Boeing library catalog offers an affordable platform to capture, organize and share digitized internal technical papers across the enterprise or to a selected audience within the Boeing firewall. The catalog has good search capabilities, a controlled vocabulary, and flexible delivery options. It can provide a simple record with or without a detailed abstract or an entire document for immediate full text access. The library provides access to Boeing technical expertise as well as external content such as ScienceDirect, ACM, Knovel, and Ebsco’s Science & Technology Collection.

Customized Webpages: Gateway Webpages present information resources on a particular topic and bridge the gap between knowledge management and library resources. Librarians create and customize Gateway pages according to a group’s knowledge and content specifications. A Gateway provides quick access to external information databases and subscriptions that a group uses most. Special collections of internal documents are then added to the library catalog, which can be searched directly from the Gateway page as well. Thus, a combination of internal and external material can be accessed by a user team via one Gateway page.
apply for medical school and use their experience as a SHA to learn about being a health care provider.

Each academic year, the student health center partners with the university biomedical library in preparing SHAs to effectively evaluate online health information. This past year, the in-person instruction session was replaced with an online tutorial which was created by a librarian in cooperation with the institution’s health education coordinator. This presentation examines the transition from in-person to online instruction, and specifically discusses:

• pedagogical decisions made, given that instruction was moved to an online format and could no longer be group-based;
• pros and cons of the specific software used in creating the tutorial;
• assessment of student learning, which combined formative and summative methods;
• recommended changes and future plans for the tutorial.

Posters

Using a Wiki to Promote Collaboration Among Members of the Fresno CyberTools Union Catalog Group

Judith Kammerer, UCSF-Fresno and Community Regional Medical Center, Fresno, CA

There are 5 medical libraries in Fresno, CA, that share a union catalog developed by CyberTools for Libraries. Union catalogs require a collaborative effort in several areas. It is important to agree on the scope of the shared electronic resource component so that it meets each member’s needs. Certain cataloging issues unique to union catalogs must be understood. Librarians with more experience using the CyberTools platform are called on to help new users understand key issues involving each module as the need arises. Personal attention is generally more effective than long-distance generic training. A group meeting was held on August 25, 2008, which resulted in a shared enthusiasm for the vision of substantially improving our individual catalogs with the collaborative potential of our union catalog. One outcome of that meeting

No Danger Here: Web Sandbox for Skill Development

Jennifer Reiswig, Electronic Services Librarian, UC San Diego Biomedical Library

Today’s library websites are increasingly complex and interactive, far from the relatively simple mix of HTML and graphics of ten years ago. Their creation and management can require an understanding of Web databases, content management, multimedia and scripting environments. At the same time, there is generally increased institutional concern over security and access to servers and software. This can leave library folks with responsibility for web content stuck in limbo between the need to keep pace with current web technologies and yet with no obvious way to develop hands-on expertise. At the UC San Diego Biomedical Library, we decided to implement a web sandbox via a commercial hosting service as a way for the electronic services librarian to have an opportunity to explore new web software, including installing and configuring open source software such as content management and learning management systems, survey tools, discussion tools, etc. While the purpose of the project was to facilitate professional development and learning, we have put a few of these tools into use within the library. We will discuss this experience along with alternative cheap and free solutions. A sandbox can be a viable way to let library web staff develop needed skills while avoiding running afoul of institutional IT policies and with minimal risk to institutional content, reputation or user experience. This type of project could be useful in academic, hospital or other libraries where there is a need to gain and maintain skills within a locked-down setting.
**Skyline Room B**

**Collaboration’s Killer App: How One Library Has Simplified and Streamlined Working Together with Google Docs**

*Jeff Williams, MLIS, AHIP, Head, Collections & Access Services, UC San Diego Biomedical Library*

The UC San Diego Biomedical Library uses Google Docs in many ways to simplify and streamline collaboration. Examples include onetime collaboration between two or three staff members on a discrete project, all the way to being the fundamental resource supporting a heavily used public service. In each case where Google Docs is used, the fundamental reason it is selected over other technologies is it provides the simplest method of collaboration. In this presentation, you will see examples of how the Library uses all three document types, Documents, Presentations, and Spreadsheets to simplify activities ranging from creating our newsletter to managing holds for materials and Library spaces. The presenter will discuss some pros and cons of using Google Docs for common library activities, including: 1) how it is especially attractive in library environments with limited budgets, staffing and IT support, and 2) some of the data security/privacy issues to consider before selecting Google Docs for an activity or project. Finally, the presenter will present ideas of possible additional activities common to libraries that may be well suited for this resource.

**Electronic Resources To Go**

*Lisa Sibert (principle contact) Electronic Resources Acquisitions Librarian, Kristine Ferry, Director of Web Services, and Holly Tomren, Electronic Resources and Metadata Cataloger, University of California, Irvine*

Students and faculty are always on the go. Our collections need to be available to them when and where they need them. The presenters will address the special challenges involved in providing library content to mobile users. The topics will range from offering an entire library experience to your mobile users to potential best practices for cataloging electronic resources specific to mobile devices. Other topics include IT issues, collection development trends, licensing issues and gathering usage statistics. We will round out the discussion with a stab at predicting what is coming next in this developing area.

Prioritizing those portions of a library collection in which to pursue mobile-device compatibility will be challenging. Librarians will need to consider trends and have foresight in order to determine where to focus energy; much will also depend on which vendors are offering mobile-friendly products, whether in the form of databases, major ejournal and ebook packages, or subject-specific collections such as medical resources.

We will discuss general trends, available statistics, and specific examples of mobile use as factors affecting the decision to offer electronic resources for mobile devices. We will discuss and demonstrate some discovery tools available, such as mobile-friendly OPACs, union catalogs, library web pages and subject guides. We will also consider the current state of electronic resources and strategize ways in which we can communicate and coordinate with vendors to provide mobile-friendly resources.

In order to acquire and activate mobile-friendly resources, issues such as licensing, authentication, cataloging, description and access need to be considered. Best practices have yet to be established. We will discuss the impacts of these issues, and consider ways in which the library can best position itself for the mobile revolution.

**Beyond Walls: Moving from In-Person to Online Instruction to Teach Evaluation Skills**

*Dominique Turnbow (principle contact), UC San Diego Biomedical Library and Talitha Matlin, San Jose State University Library School Student*

This presentation will discuss the implementation of an online tutorial which was used to teach strategies to undergraduate students in evaluating health information found on the Internet. The tutorial was completed by students at a large, academic, research university. They were Student Health Advocates (SHA) at the on-campus student health center, where they were responsible for educating their peers and local high school students about youth health issues. In working with these groups, SHAs must be able to find and present current and reliable health information. As with most undergraduates, SHAs often rely on the Internet for their information, making it imperative that they are able to evaluate online health information. Many of these students will