

Consumer and Patient Health Information Section MLA Annual Report, 2007

Goal 1: Membership Survey

Reflects the MLA goal, Recruitment, Membership and Leadership in the Profession.

Non-renewal Survey: The purpose of this survey is to gather information from members who do not renew their section membership. Like most sections we periodically ask section members their needs and wants from the section, but we've never systematically surveyed those members that do not renew in the section. Kelli Ham, NN/LM Pacific Southwest Region at UCLA and membership chair, leads this effort. Shortly after the 2006 Annual Meeting Kelli constructed a very short survey for testing. In March 2007, Kelli deployed the survey to all non-renewing members for 2007.

Current Member Survey: Additionally, a separate survey was sent to all current members for feedback about what they find most useful, and what CAPHIS can do to help members professionally. She will report her findings on both surveys at the Annual Meeting.

Goal 2: CAPHIS Top 100

Reflects the MLA goal, creating and communicating our knowledge

Barbara Bibel, CAPHIS chair-elect (Oakland Public Library, CA), lead a team of four CAPHIS members that, as of December 2006, completely revised and updated the CAPHIS Top 100 list. Joining Barbara were: Michele Spatz, Planetree Library (Dalles, OR), Joy Kennedy, Northwest Community Hospital (Arlington Heights, IL), and Nancy Dickenson, Stanford Health Library (CA). This updated and revised list was posted to the section web site in December 2006. In February 2007 Nancy Dickenson took over as chair of the CAPHIS Top 100.

Goal 3: CAPHIS Web Site Redesign

Reflects the MLA goal, creating and communicating our knowledge

This past year Gillian Kumagai, Stanford Health Library (CA) graciously accepted the three year post of maintaining the section web site. Many of its design elements and usability were, to say the least, lacking. Gillian quickly standardized many of the design elements (font, font size, consistency, etc.) and removed dead links, old/dated content, removed flashing content, etc. She has also posted the revised CAPHIS Top 100 updated links and posted all electronic back issues of Consumer Connections, the section newsletter. Gillian will continue to evolve the section web site into a more substantive site to serve our membership.

Goal 4: Collection of Library Policy Statement

Reflects the MLA goal, creating and communicating our knowledge

This project was due to start in January 2007. Howard Fuller, section chair, and Gillian Kumagai, will manage this project. Our intent is to post these on the section web site. Library policy statements are frequently discussed on the section electronic discussion list. This project has not been started and will be carried over to the 2007-08 year.

Goal 5: Consumer Health Librarian Award

Terri Ottosen has led the process of establishing a Consumer Health Librarianship award, which will be awarded for the first time at the Annual Meeting in Philadelphia. This section award will be presented at the CAPHIS membership business meeting & reception. The winner receives a plaque and cash award of \$500.00. Winners do not need to be CAPHIS or MLA members, but do need to attend the MLA Annual Meeting and the CAPHIS membership meeting to receive the award. Our intent for this initial award is to cast a very wide net and be as inclusive as possible in the hopes of attracting consumer health projects and programs from all sectors of librarianship.

MLA-Google Health Coop Project

While not stated in our submitted goals and objects, this Association-wide 6 month pilot project, lead by CAPHIS came to a close on March 6, 2007. As defined by Google, Google Coop “is a platform that enables you to customize the web search experience for users of both Google and your own website.” The 21 members were recruited from a announcement initially posted on the CAPHIS electronic discussion group and MEDLIB, which was quickly distributed via other electronic discussion groups. MLA has proven to be one of the most prolific contributors to Health Coop and has served as a model for Google of how an entity comprised of widely distributed contributors can work as a team to achieve a common purpose. Our annotated sites have attracted one of the largest groups of subscribers of any health contributor suggesting, from a market lens, MLA members have produced a high value tool as defined by the user. Howard Fuller will continue to lead this project through June 2007.

List of MLA-Google Health Coop Pilot Project Participants:

Patricia Anderson, Gail Hendler, Chris Allen, Donna Timm, Deborah Clark, Janet Frey, Mary Jo Dorsey, Nandita Mani, Judy Kammerer, Terri Ottosen, Joan Stehn, Elizabeth Aitken, Paula Scott, Heather Ganshorn, Ruth Smith, Leslie Mackler, Diane Hummel, Susan Mongold, Susan Steelman, Eric Rumsey, and Micki McIntyre.

CAPHIS Officers and Committee Personnel

Bibel, Barbara – chair-elect; program chair; book review editor; Top 100 committee
Broering, Naomi – section council representative; awards committee
Corless, Denise – secretary
Crespo, Javier --treasurer
Dickenson, Nancy – chair Top 100
Duggar, David -- bylaws
Fuller, Howard – section chair
Goldstein, Mary Lou – awards committee
Ham, Kelli -- membership chair
Haydar, Rita – awards committee
Hogan-Smith, Kay – governmental relations liaison
Huang, Lisa – awards committee
Kennedy, Joy – Immediate past-chair; nominating; Top 100 committee
Klinke, Kelly – awards committee
Kumagai, Gillian – webmaster
Murray, Susan – awards committee
Nicholson, Joey – newsletter editor
Ottosen, Terri – awards chair
Pfannenstiel, Brenda R. – awards committee
Spatz, Michele – consultant to CAPHIS; Top 100 committee
Ward, Darlene – awards committee