



July 2003 Vol. 24 (3)

MAHSLIN NETWORK NEWS

**A Quarterly Publication
of the Massachusetts Health Sciences Libraries Network**

From the Desk of the Editor

As the new co-chair of the Publicity Committee for MAHSLIN, I am looking forward to promoting this newsletter as a vehicle of communication for members of the MAHSLIN community. I have a special fondness for MAHSLIN since not only has MAHSLIN provided mentoring opportunities and professional development opportunities which have helped to shape my career, but I met my husband through the MAHSLIN network. Being involved with MAHSLIN is a powerful way to connect with fellow medical librarians on both a professional and social level. The many opportunities for professional development that are provided through MAHSLIN are a testimony to our strength and vitality as an organization. I attended the recent class at Tufts Veterinary School on web design and Photoshop which provided MAHSLIN members an opportunity free of charge to learn very important skill of web design. This year, MAHSLIN will host several new exciting professional development opportunities. Stay tuned for more information to be posted soon. If you have any notable news to share with your MAHSLIN colleagues, please do not hesitate to e-mail your news to me at michelle.eberle@umassmed.edu for publication in the MAHSLIN Network News.

Thanks,

Michelle Eberle

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Welcome New MAHSLIN Members!



Welcome to the 15 new MAHSLIN members
from 14 different institutions!

Thank you for joining!

Let us roll out the "red carpet" to welcome you
to our fine organization.

NAME	INSTITUTION
Kathleen R Attfield	Silent Spring Institute
Dorothy J Barr	UMASS Medical Ctr
Donna R Berryman	NN/LM, New England Region
Bette Bissonnette	Saints Memorial Medical Ctr
Javier Crespo	NN/LM, New England Region
Joseph Holland	Sturdy Memorial Hospital
Jerry Houlihan	Matthews Medical Books
Gayle Kadlik	Heywood Hospital
Brandy E King	Children's Hospital
Rob Lennox	Rittenhouse
John J Looney	Milton Hospital
Erin McDonagh	OVID Technologies, Inc.
Kathryn Noonan	Lemuel Shattuck Hospital
Nathan Norris	Beth Israel Deaconess
Trish Reid	Somerville Hospital

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MASHLIN EDUCATION COMMITTEE REPORT

By Alison Clapp and Nathan Norris

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On Wednesday, June 16, 2004, the MAHSLIN Education Committee sponsored a program on Web Design and PhotoShop. Brendan Wahlberg, the Webmaster for the Tufts School of Veterinary Medicine, taught this all-day program. MAHSLIN would like to thank the Vet School for providing refreshments and the use of their computer lab for this educational session. Attendees universally agreed that the Vet School campus is an idyllic spot.

The morning session focused on the process the Vet School recently went through in a total redesign of their website. Brendan emphasized the need to strive to be 508 compliant which means that users with various disabilities should be able to use your website. Using XHTML (Extensive Hypertext Markup Language) has multiple benefits including the fact that it meets 508 compliance, is easier for PDA's to utilize your content and is viewable on all browsers. The Tufts Vet School website was initially created by an outside consultant. While the initial website was successful in getting the necessary content to the users, the redesign team wanted to upgrade the sites' "look", navigation (the goal was one click to get to the content) and finally the productivity of the staff. Part of the process was looking at a wide selection of other library websites with particular attention to structure, colors and classification.

Initially, staff identified all potential users (which turned out to be more than they realized) and then came up with various scenarios based on the groups and how they would be using the website. Focus groups were used to test the functionality of the "old" website rather than the design. Staff then tested the scenarios and started to think about what to name the specific sections for which they were responsible. After this initial testing, they found that they needed further work on the navigation system. In looking at the site before the new one debuted, they found both outdated and duplicate content. The testing process also demonstrated that people have different thought patterns in terms of finding information, and the redesign would try to take these differences into consideration.

The new navigation format includes top and bottom of the page options and does not use "hockey stick" navigation (where there is a navigation bar down the right or left side of the page. The design also relies on three colors.

Anyone interested in seeing the current version of the Webster Library's website can go to: <http://www.library.tufts.edu/vet/>

During the afternoon session Brendan presented the group with a basic introduction to Photoshop. Throughout the session, he relayed numerous good Web design practices including how to create and save "layers" to make changes

easier, as well as the importance of back-ups. The group worked with color images and modified them with Photoshop tools such as the “Magic Wand”, cropping tool and paint bucket to change their look and create navigation buttons for Web pages. The group learned that the format “. jpg” should be used for images that will be used for print and Web (those with photo qualities). The “. gif” format should be used for images that have no photo qualities such as school logos. Finally, images should be saved as the smallest possible file size while still retaining good quality.

Other useful information included the recommendation that Web page and image filenames contain all lower case letters with no spaces between them. The background layer should not contain arrows or wording, which will create additional work when changes are made. It is also useful to have separate folders for all Photoshop files (format .psd).

UPCOMING EVENTS

The second technology day program planned with the Mass. Medical Society has been finalized, and the date for this event is Sept. 22, 2004. The afternoon portion of the program will be the MLA satellite teleconference entitled, The Art and Practice of Electronic Journal, Book and Database Licenses: Practical Tips for Health Care Organizations. (<http://www.mlanet.org/education/telecon/licenses/index.html>)

The Education Committee is also planning a continuing education course on producing library flyers and newsletters. More details on this program will be coming soon.



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NAHSL 2004: “ Sea Change: Riding the Tides”

By Emily Scribner

This year’s annual NAHSL conference will be held Sunday, October 3 through Tuesday, October 5th, at Sebasco Harbor Resort in Sebasco Estates on the Maine coast.

A variety of continuing education classes will be offered on Sunday and Tuesday. The keynote address on Monday will be by T. Scott Plutchak, Director of the Lister Hill Library of the Health Sciences at the University of Alabama, Birmingham, and editor of the Journal of the Medical Library Association.. Informative speakers, an author panel, and mini-courses are also scheduled Monday and Tuesday. Take a look at <http://www.nahsl.org/2004/index> for a complete list and descriptions of these programs. In addition there will be vendor exhibits, technical updates, and NAHSL’s annual business meeting. Informal networking can take place in the relaxing setting of the resort with its charming cottages, golf course, bowling alley and sound of the surf.

NAHSL members may apply for a scholarship to help with the cost. Criteria and an application form are posted at <http://www.nahsl.org/scholarship.html>.

Information about registration and cost are on the conference web site, <http://www.nahsl.org/2004/index>. Sebasco Harbor Resort’s web page is at www.sebasco.com. For more information contact Kathy Brunjes at Brunjek@cmhc.org



"Crashing Surf" by Beth Whitney

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Open Houses at the Faulkner Hospital

By Molly Foley, Director of Library Services, Faulkner Hospital

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In February of 2003 we started a monthly open house program in our Patient/Family Resource Center as part of a promotional campaign to increase usage in the Center. The open houses are publicized in local papers through our marketing department as well as in internal publications. Each month we highlight a particular topic. Topics have included heart health, arthritis, endometriosis, diabetes, alternative medicine, women's health, and cholesterol, to name a few. Patients, their family members, community members, and employees have all taken advantage of this program. Each open house features printed materials from the Center on the monthly topic. We also provide a light snack for patrons, usually fruit or baked goods. In addition we try to involve other areas of the hospital during the open houses by doing things like inviting a nutritionist to be in the Center for questions from patrons, or having the community benefits department provide free cholesterol screenings or offering free short massages from a hospital staff member who is also a massage therapist. Providing access to clinicians or providing free tests have been highly effective in drawing in patrons. The massages have been so popular we are looking into providing this service on a more regular basis. We see about 20-30 patrons during the 3 hour open houses, which has helped increase our usage from 40 total users in the first quarter of 2003 to 320 users this past quarter. We plan to continue these open houses as well as introduce a new program of open houses targeting specific clinician populations. We're hoping to have an open house for the nurses in August.

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People & Places

Martha Stone, MS, AHIP, Coordinator of Reference Services for Massachusetts General Hospital's Treadwell Library was recently published in the Journal of Consumer Health on the Internet. Please find the citation below:

Stone ME. Librarian-to-Librarian: The Consumer Health Reference Center (CHRC) Experience. Journal of Consumer Health on the Internet. 2004; 8 (1): 1-11

Did you notice the new MAHSLIN logo on top of the newsletter?

Donna Beales, former co-chair of the MAHSLIN Publicity Committee, and medical librarian at the Lowell General Hospital created the new MAHSLIN logo which will now be featured on the newsletters.

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