

SPECIAL COURSE SUITES

CH Consumer Health Information Specialization Program

These courses present the latest resources and ideas in the consumer health information field.

OL Digital Libraries

These courses focus on aspects of digital libraries.

EP Evidenced-based Practice

These courses emphasize the librarians' role in the practices of evidence-based health care.

ES Expert Searcher Training Initiative

These courses emphasize librarians' roles as expert searchers in health care and biomedical research.

MT Management Track

These courses address topics relevant to library administration for current managers and individuals with an interest in management.

 Hands-on Computer Courses

All hands-on computer courses will be held at an offsite facility in Philadelphia, and not at the Philadelphia Marriott Downtown. The facility's name and directions are posted on the MLA '07 Website and will be printed in the *Official Program*. Hands-on courses are clearly marked as part of the course description with the hand icon.

ESSENTIAL AREAS OF KNOWLEDGE

Courses are organized in tracks according to the Seven Essential Areas of Knowledge as described in Platform for Change, MLA's educational policy statement (www.mlanet.org/education/platform/).

- 100s** Health Sciences Environment and Information Policies
- 200s** Management of Information Services
- 300s** Health Sciences Information Services
- 400s** Health Sciences Resource Management
- 500s** Information Systems and Technology
- 600s** Instructional Support Systems
- 700s** Research, Analysis, and Interpretation

Registration and Fees

Registration is handled on a first-come, first-served basis, and no waiting lists are maintained. You must register for CE courses by course number and day on the registration form. Fees are based on first-choice selections. You do not have to register for the meeting to register for MLA '07 courses. Room assignments will be listed in the *Official Program* and in the Online Program Planner at www.mlanet.org/am/am2007/. Some instructors have established a maximum attendance size, so register early by sending in the registration form on page 26 today—or better yet, register online now.

Student fee, pending available space: \$50

Cancellation or course change fee: \$50 per course
(see page 27 for refund policy and deadlines)

8:00 a.m.–5:00 p.m.

- MT** **200** The Business Case Reloaded: Scoring High in Credibility, Accuracy, and Practical Value Using Your Passport to Approval, Funding, and Transformation
Level: Beginning
Cost: \$285 (nonmember, \$335)
Learn what a business case is, when to use one, what makes a business case successful, and how to structure and formulate the case to tell a compelling story in such a way that financial and nonfinancial decision makers will grant approval, funding, and transformation.
Instructor: Rosalind K. Lett, AHIP, chief executive officer and executive director, Knowledge Cartel/Knowledge BasIC, Lithonia, GA

300 The History of the Health Sciences: A One-day Overview

Level: Beginning

Cost: \$285 (nonmember, \$335)
Concentrating on medicine, this course will also discuss topics in dentistry and nursing. It will identify major names, issues, discoveries, and publications and will place them in a coherent historical context.

Instructors: Patricia E. Gallagher, AHIP, senior librarian, New York Academy of Medicine–New York, and Stephen J. Greenberg, coordinator of public services, History of Medicine Division, National Library of Medicine, Bethesda, MD

CH **306** Providing Health Information Resources and Services in Other Languages

Level: Beginning

Cost: \$285 (nonmember, \$335)
The ability to provide culturally and linguistically appropriate resources and services is an increasingly important skill for librarians. Participants will gain knowledge of how to plan for and find health information to meet the needs of patients and families whose primary language is not English.

Instructors: Kristine Alpi, AHIP, associate library director and lecturer in public health, Weill Medical College of Cornell University, New York, NY, and Barbara M. Bibel, reference librarian, Oakland Public Library, Oakland, CA

EP 700 Statistics for the Statistically Challenged
Level: Beginning
Cost: \$285 (nonmember, \$335)
Attendance maximum: 25
 Statistics and numbers are important in presenting and understanding health research. They can be confusing and are often intimidating for those who seek to read health care literature. This course is meant for beginners and those who are very uncomfortable with numbers and statistics. It takes a hands-on approach to and looks at how various statistical concepts in daily life are translated into reports of clinical research. At the end of the class, participants will be more comfortable with the numerical aspects of clinical research and have a broader understanding of how numbers are used and what they mean.
Instructor: Kathleen Ann McKibbon, associate professor, Clinical Epidemiology and Biostatistics, Health Information Research Unit, McMaster University, Hamilton, ON, Canada

701 Understanding and Using Medical Terminology

Level: Beginning
Cost: \$285 (nonmember, \$335)
Attendance maximum: 24
 Build a solid foundation of basic medical terminology through the study of word structure and definitions, and review of National Library of Medicine online vocabulary tools. This course will teach participants to analyze and define medical terms and to explore new terms through a pathway of Medical Subject Headings (MeSH) tree structures and the MeSH browser.
Instructor: Margaret Peloquin, AHIP, head librarian, Austin Community College, Eastview Campus, Austin, TX

10:00 a.m.–5:00 p.m.

MT 201 Decision Making: How to Make the Hard Decisions
Level: Intermediate
Cost: \$260 (nonmember, \$310)
 Decision making can overwhelm even experienced medical librarians. Fortunately, there are simple

written exercises that can improve the speed, quality, and effectiveness of decision making. Because timely decision making is a hallmark of effective leadership, learning how to make hard decisions with more grace and competence also wins trust and respect. Learn how to apply these methods to your library and career.
Instructor: Pat Wagner, co-owner, Pattern Research, Denver, CO

OL 202 Redesigning Library Spaces for the Electronic Age

Level: Beginning
Cost: \$260 (nonmember, \$310)
 Examine the issues and principles of technology space planning for new, remodeled, and renovated library space. Requirements and principles for designing electronic classrooms, information commons, public access workstations, touch down stations, and redesigned staff workflow are outlined. Emerging technologies, the impact of electronic publishing on library space design, and social and spatial boundaries and their implications for library design will be discussed.
Instructor: Logan Ludwig, AHIP, associate dean, Library and Telehealth Services, Stritch School of Medicine, Loyola University Medical Center, Maywood, IL

OL 203 Using Digital Photography to Enhance Your Library's Image

Level: Beginning
Cost: \$260 (nonmember, \$310)
Attendance maximum: 20
 Digital cameras have become commonplace. This workshop will focus on using the medium as a public relations tool for one's institution. The basics of photography, principles of design, and preparation for print or Web output will be presented. Demonstrations of photo manipulation software will be given as well as examples of and information on the prepress and printing processes.
Instructor: Margaret Vugrin, AHIP, reference librarian, Health Sciences Library, Texas Tech University–Lubbock

MT 400 Managing Electronic Journal Collections: People, Tools, and Services
Level: Beginning+
Cost: \$260 (nonmember, \$310)
 This course will provide options for managing electronic journal collections, and attendees will be given strategies to adapt what they learn to their own environments. Concepts to be covered include establishing procedures, workflows and training for staff, selecting an electronic resource management tool, budgeting issues, linking solutions, working effectively with information technology, and more.
Instructors: Daniel Dollar, associate director, Collection Development and Management, Cushing/Whitney Medical Library, Yale School of Medicine, New Haven, CT, and Janice Swiatek-Kelley, associate director, Arnold Bernhard Library, Quinnipiac University, Hamden, CT

600 Creating More Effective Learning Activities

Level: Beginning
Cost: \$260 (nonmember, \$310)
Attendance maximum: 30
 Get an overview of current educational principles and practices to consider when teaching learners in the health professions. Medical librarians have considerable experience with informal, ad hoc teaching, but few have had formal training in educational principles and practices. This class will allow you to take on more formal teaching roles, by teaching the principles of learning theory and instructional design as well as skills to confidently develop educational objectives and assignments that can be assessed objectively.
Instructors: Gale Hannigan, AHIP, Health Sciences Center, Texas A&M University–College Station, and Jeanne M. Burke, education coordinator, Health Sciences Library/Learning Resource Center, Creighton University Medical Center, Omaha, NE

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8:00 a.m.–noon

MT 204 Library Director: Knowledge, Skills, and Career Paths
Level: Intermediate
Cost: \$210 (nonmember, \$260)
Attendance maximum: 25
 Issues facing academic health sciences library directors—including budgets and planning, fundraising, politics, and organizational strategy—will be discussed. Career paths and strategies for obtaining necessary skills will be emphasized.
Instructors: Wayne Peay, FMLA, director, Eccles Health Sciences Library, University of Utah–Salt Lake City; Rick Forsman, AHIP, FMLA, project director, Denison Memorial Library, University of Colorado–Denver and Health Sciences Center; James Shedlock, AHIP, director, Galter Health Sciences Library, Northwestern University, Chicago, IL; and Elizabeth K. Eaton, executive director, Houston Academy of Medicine–Texas Medical Center Library–Houston

301 The Molecular and Genetic Bases of Cancer

Level: Beginning
Cost: \$210 (nonmember, \$260)
Attendance maximum: 30
 Investigate scientific concepts and terminology related to the molecular and genetic causes of cancer and the potential for molecular treatments such as gene and anti-sense therapies. The class will start with a basic introduction to the cell, DNA synthesis, repair, transcription, and translation. Entities such as oncogenes, proto-oncogenes, and tumor suppressors will be introduced and related to different types of cancer. Participants will walk away with reinforced vocabulary, search terminology (Medical Subject Headings), and a variety of basic resources.
Instructor: Michele R. Tennant, AHIP, bioinformatics librarian, Health Science Center Libraries and Genetics Institute, University of Florida–Gainesville

OL 601 Facilitating Online Collaboration: Best Practices in the Development and Facilitation of Discussion, Listservs, Wikis, and Webinars

Level: Beginning+
Cost: \$210 (nonmember, \$260)
 This workshop will examine current best practices in the setup and moderation of online discussions, including initiation, ground rules, feedback, and collaboration. Avoid overload and agony as you learn seven key strategies to minimize your workload and maximize interaction. Then, examine how blogs, wikis, and Webinars can take online collaboration to a new level of innovation. Hold virtual office hours, check in with your students, host guest speakers, and conduct live discussions.
Instructor: Jan Buhmann, consultant, Online Learning and Technology Implementation, Eugene, OR

1:00 p.m.–5:00 p.m.

MT 205 Leadership and Emotional Intelligence

Level: Beginning
Cost: \$210 (nonmember, \$260)
 Based on Daniel Goleman's work as described in two of his books, *Emotional Intelligence* and *Primal Leadership*, this workshop will introduce participants to the principles and practices of emotional intelligence, especially as they apply to effective leadership in library organizations today. Among the topics to be addressed are understanding emotional intelligence, practices for effective leadership in today's workplace, emotional intelligence competencies, leadership styles, assessment of emotional intelligence competencies, and management of emotions and relationships for effective leadership.
Instructor: Maureen Sullivan, Maureen Sullivan Associates, Annapolis, MD

ES 302 Finding References to Conference Papers and Poster Presentations

Level: Intermediate
Cost: \$210 (nonmember, \$260)

Presentations at scientific conferences often are the first public release of research findings or new developments in clinical practice. These important communications typically predate publication in peer-reviewed medical journals by two to three years. As a result, the content of meeting papers or posters is frequently the focus of online inquiries. Unfortunately, finding answers can be difficult. Which databases offer the most timely and substantive information regarding individual presentations at scientific meetings? This session compares and contrasts health sciences conference coverage and search features provided in both fee-based, online databases and relevant, free Web resources.

Instructor: Bonnie Snow, research director, Pharmaceutical Content and Clinical Applications, Thomson Scientific, Philadelphia, PA

HW 303 Government Statistics and Regulations: A Primer for Nongovernment Documents Librarians

Level: Beginning
Cost: \$285 (nonmember, \$335)
Attendance maximum: 22
 Government information has long been considered a unique and separate area of reference service, with its own classification schemes, Internet domains, and most importantly, its own specialist librarians. But current governmental information, which has made a transition from print formats to free, Web formats probably faster and more comprehensively than any other genre of information, is more accessible to nongovernmental specialists than ever before. This session will empower participants to discover and use the wealth of statistical and regulatory information that is available from governments.
Instructors: Cassandra Hartnett, librarian, US Documents and Women Studies, Government Publications, Suzzallo Library, University of Washington–Seattle, and Eric Forte, librarian, Economics and International Documents, Davidson Library, University of California–Santa Barbara

100 Essentials of Library Law**Level:** Intermediate**Cost:** \$285 (nonmember, \$335)

Explore the essential aspects of the law that influence the activities, decisions, and practice environments of medical library professionals. Understand the basic framework of US legal authority, procedure, and content. Review statutory and case law regarding intellectual freedom and property in their application to cyberspace. The USA Patriot Act, the Freedom of Information Act, the Digital Millennium Copyright Act, and basic principles of copyright, patent, and trademark will be addressed. The session will transition to some of the “bread-and-butter” topics in legal medicine and health law, including privacy, disabilities, and public health.

Instructor: Jack W. Snyder, associate director, Specialized Information Services, National Library of Medicine, Bethesda, MD

ES **304** Becoming an Expert Searcher**Level:** Beginning**Cost:** \$385 (nonmember, \$435)**Attendance maximum:** 22

What constitutes an expert search? Who can be an expert searcher? This class looks at these questions and practice methods (reference interview, database analysis, search construction, and search evaluation) used by expert searchers. Learn some tips and tricks for searching and create a self-study plan to hone your skills.

Instructor: Terry Ann Jankowski, AHIP, head, Information and Education Services, Health Sciences Libraries, University of Washington–Seattle

305 The Medical School Experience**Level:** Beginning**Cost:** \$285 (nonmember, \$335)**Attendance maximum:** 50

Modeled on the mini medical school program, this course will provide an introduction to how medical students become physicians as well as an orientation to anatomy, the physical exam, diagnosis and physiology, patho-

physiology, and pharmacology for participants.

Instructors: Audrey Chun, assistant professor; Helen Fernandez, assistant professor and associate fellowship director; Reena Karani, assistant professor and director, Geriatrics Consultation and Liaison Services; and David C. Thomas, assistant professor and director, Internal Medicine Associates; Mount Sinai School of Medicine, New York, NY

ES **307** Searching for Drug and Pharmaceutical Information Online**Level:** Intermediate**Cost:** \$285 (nonmember, \$335)

Discover major online sources for pharmacology and therapeutics information and pharmaceutical market research. Review factors in the drug development and regulatory review process that affect information retrieval. Learn types of drug nomenclature and their relationship to scientific communication and effective literature searching. Discussion centered on detailed examination and comparison of sources will emphasize key points to consider in database selection.

Instructor: Bonnie Snow, research director, Pharmaceutical Content and Clinical Applications, Thomson Scientific, Philadelphia, PA

OL **500** Geeks Bearing Gifts: Unwrapping New Technology Trends**Level:** Beginning**Cost:** \$385 (nonmember, \$435)**Attendance maximum:** 22

This course is a fun, fast-paced, and informative introduction to and update on today’s hottest technology trends. Participants will be able to understand how these trends will impact or be integrated into traditional library services. Content will be presented with a “can-do” focus intended to encourage participants to investigate at least one technology for implementation in their institutions. Course structure will include brief vignettes and demonstrations of

a wide variety of technologies including really simple syndication, spyware, developments in mobile computing, blogs and wikis, social bookmarking, radio-frequency identification, and more.

Instructors: J. Dale Prince, AHIP, technology coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region, Baltimore, MD, and Bryan Vogh, technology coordinator, National Network of Libraries of Medicine, Greater Midwestern Region, Chicago, IL

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8:00 a.m.–3:00 p.m.

101 Bioethics: An Introduction for Health Information Professionals**Level: Beginning+****Cost: \$260 (nonmember, \$310)****Attendance maximum: 25**

Get an introduction to the field of bioethics for health information professionals. This course will give participants a basic understanding of bioethical theory and topics, offer a method for analyzing bioethics problems, examine ethical issues in end-of-life care and in human subjects research, and review key informational tools in bioethics. Students will discuss cases confronted by clinicians and by health information professionals.

Instructor: John Moskop, professor, Department of Medical Humanities, Brody School of Medicine, East Carolina University, and director, Bioethics Center, University Health Systems of Eastern Carolina, Greenville, NC

CH 206 Planning and Managing the Consumer Health Library**Level: Beginning+****Cost: \$260 (nonmember, \$310)****Attendance maximum: 30**

Learn about needs assessment, costs and funding, business plans, staffing, collection development, policy development, and public relations.

Instructor: Michele Spatz, director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR

MT 207 Reverse Strategic Planning: One Proven Method for Improving Communication and Coordination at Your Medical Library or Institution**Level: Intermediate****Cost: \$260 (nonmember, \$310)**

This transparent process of presenting and evaluating individual priorities can quickly educate a team, department, or work group about what personnel do and how

each person's work supports the priorities of the plan. It can also help create a realistic model for where resources need to be allocated. Reverse strategic planning can evaluate the success of an existing plan or create a quick-and-clean plan during times of change. Learn if your library or institution is a candidate for the process and how to apply the methods and principles.

Instructor: Pat Wagner, co-owner, Pattern Research, Denver, CO

MT 401 Getting Electronic Scholarly Resources into the Hospital Setting: From Print to Digital**Level: Beginning****Cost: \$260 (nonmember, \$310)****Attendance maximum: 20**

This course is intended to assist hospital librarians who may be looking for a consortia or "go it alone" model. The course will focus on incorporating electronic resources into the environment, identifying resources that complement and expand access, providing remote as well as onsite access, and gathering and assessing use statistics to evaluate effectiveness.

Instructors: Judith Cohn, associate vice president, Scholarly Information, University Libraries, University of Medicine and Dentistry of New Jersey (UMDNJ)–Newark, and Kerry A. O'Rourke, AHIP, campus library director, Robert Wood Johnson Library of the Health Sciences, UMDNJ–New Brunswick

**EP 702 Quality Filtering: Critical Appraisal and Synthesis of the Biomedical Literature****Level: Beginning+****Cost: \$260 (nonmember, \$310)**

Explore study designs commonly employed in clinical research, including assessment of the relevance and validity of various studies in relationship to specific clinical cases.

Instructors: Rebecca Jerome, assistant director; Taneya Koonce, assistant director; and Rachel R. Walden, library fellow; Eskin Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

703 Writing for Peer-reviewed Library Journals**Level: Beginning****Cost: \$260 (nonmember, \$310)**

Learn how to organize your ideas, select resources, and get over writer's block. You will walk away with an understanding of the publication process, the ethical issues involved with authorship and duplicate publishing, and ways to negotiate effectively with editors and reviewers.

Instructor: David L. Armbruster, professor and head, Scientific Publications, Health Sciences Library, University of Tennessee Health Sciences Center–Memphis



MT **102 The Librarian as a Professional, or How I Learned to Stop Worrying and Love Complexity**

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance maximum: 18

This interactive class focuses on practical and metaphoric tools for excelling in the current health sciences library work environment. We will start with workplace models drawn from the cinema that illustrate the active choices we make to succeed. We will then focus on “blockbuster” themes of budgeting, personnel, marketing, information services, and managing change. We will “act” our way through scenarios that prepare us to address these issues using practical tools. Next, values and commitment, deliberate acts of principle, the power of optimism, working through conflict, comfort with ambiguity, creativity as a response to adversity, and learning to love complexity will be addressed. Participants will leave with a clearer sense of vision and values for their library services.

Instructor: Gerald Perry, AHIP, interim director, Denison Memorial Library, University of Colorado–Denver and Health Sciences Center, Denver, CO

MT **208 Leadership in a Health Sciences Library: Be a Leader from Your First Day on the Job**

Level: Intermediate

Cost: \$210 (nonmember, \$260)

Attendance maximum: 20

This course will assist attendees in defining leadership, identifying types of leadership, and categorizing the qualities of a good leader. Topics to be covered include management versus leadership, vision and strategic planning, project management, change management, effective styles of communication, special challenges of leading in today’s health care environment, MLA’s Academy of Health Information Professionals and other pathways for professional development, and building trust and effective teams.

Instructors: Anne Linton, AHIP, director; Kathe Obrig, associate



director, Access Services; and Alex Gomes, AHIP, associate director, Curriculum and Technology, Himelfarb Health Sciences Library, George Washington University, Washington, DC; and Patricia Wilson, consultant, Washington, DC

704 Web Survey Design and Tools for the Busy Librarian

Level: Beginning

Cost: \$210 (nonmember, \$260)

The major goal of this course is to instruct librarians in how to use Web surveys to obtain information that can improve the quality of their health sciences library services.

Instructors: Diana Robertson, knowledge specialist and owner, Robertson Research, Woodstock, ON, Canada, and Allan Barclay, AHIP, information architecture coordinator, Ebling Library for the Health Sciences, University of Wisconsin–Madison

a substantial amount of time showing users how to accomplish tasks that use computer software. Online tutorials can make this process easier.

Instructors: Robert Ladd, education media specialist, and KT Vaughan, librarian, bioinformatics and pharmacy, Health Sciences Library, University of North Carolina–Chapel Hill

EP **705 Understanding Health Care Literature: A Primer**

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance maximum: 25

Often, evidence-based teaching and learning relies on studying various categories of health care research such as therapy, diagnosis, and economics—emphasizing the differences across the categories. Librarians, as teachers, need to know about and find the aspects of the health care literature that are common to all categories of clinical research. This workshop looks at twelve topics or issues and shows why each is important.

Instructor: Kathleen Ann McKibbin, associate professor, Clinical Epidemiology and Biostatistics, Health Information Research Unit, McMaster University, Hamilton, ON, Canada

1:00 p.m.–5:00 p.m.

HT **501 Designing Effective Online Tutorials Enhanced with Interactive Video Demonstrations**

Level: Beginning+

Cost: \$285 (nonmember, \$335)

Attendance maximum: 16

Design effective online tutorials that incorporate interactive video clips of desktop activity created using Macromedia Captivate software. Librarians frequently spend

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1:30 p.m.–5:30 p.m.

- CH 308** **Easy-to-read Health and Wellness Material for Consumers**
Level: Beginning
Cost: \$210 (nonmember, \$260)
Attendance maximum: 25
 We will discuss principles of teaching the adult learner, elements of effective materials, and practical applications. Participants will become aware of the communication dynamics of providing understandable, easy-to-read health information to consumers and learn to adapt resources useful for low-literate adults. We will review the lack of connection between health information providers and health information seekers, the success of “plain language” initiatives, and the importance of text, type, graphics, vocabulary, space, and layout. Participants should bring materials they use that need to be written in an easy-to-read manner.

Instructor: Beth Wescott, network access coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region, Baltimore, MD

- CH 309** **Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine**
Level: Intermediate
Cost: \$285 (nonmember, \$335)
Attendance maximum: 22
 Increase your understanding of complementary and alternative medicine (CAM). Learn about the history of CAM and its impact on medical practices. Learn how CAM is used, how to avoid “bad science,” and how to look up evidence of the effectiveness of CAM therapies.
Instructor: Karen Vargas, consumer health outreach coordinator, National Network of Libraries of Medicine, South Central Region, Houston Academy of Medicine–Texas Medical Center Library, Houston, TX

- EP 602** **Evidence-based Public Health: Finding and Appraising Relevant Resources**
Level: Beginning+
Cost: \$285 (nonmember, \$335)
Attendance maximum: 22
 Get an introduction to evidence-based public health and an overview of resources available for evidence-based public health practice that will develop into a foundation of knowledge. Case studies based on real public health questions will bring the participants face-to-face with a variety of resources. Critical appraisal of public health literature will build participants’ confidence by evaluating the results of their searches and applying information to public health decision making.
Instructors: Nancy Allee, AHIP, deputy director, Health Sciences Libraries, University of Michigan–Ann Arbor, and Kristine Alpi, AHIP, associate library director and lecturer in public health, Weill Medical College of Cornell University, New York, NY

INFORMAL MEETINGS NOTICE

MLA reserves blocks of time for informal meetings and other events. Requests outside these times cannot be accommodated. Requests received before **March 1, 2007**, will be listed in the *Official Program*.

By contract, all meeting space is controlled by MLA. Calls to the hotel for space will be forwarded to the meeting planner for approval.

The following time blocks are approved for informal meetings:

Sunday, May 20	7:00 a.m.–9:00 a.m. 2:00 p.m.–3:00 p.m. (during poster session)
Monday, May 21	7:00 a.m.–9:00 a.m. 2:00 p.m.–3:00 p.m. (during poster session) 6:00 p.m.–8:00 p.m.
Tuesday, May 22	7:00 a.m.–9:00 a.m. 1:00 a.m.–2:00 p.m. (during poster session) 4:30 p.m.–6:00 p.m.
Wednesday, May 23	7:00 a.m.–9:00 a.m.

Note: If you are an affiliate, non-MLA group, exhibitor, or commercial group, you will be charged for reserving informal meeting space.

For more information and to reserve informal meeting space, you must complete an application at www.mlanet.org/am/am2007/.

1:30 p.m.–5:30 p.m.

01 **800** **Scholarly Publishing Issues:
The Challenges and Opportunities
Facing Libraries in an Open Access Environment**

Sponsored by the MLA Scholarly Publishing Task Force; Governmental Relations Committee; Collection Development, Leadership and Management, and Technical Services Sections; and Association of Academic Health Sciences Libraries

Cost: \$175 (nonmember, \$210), attendance maximum: 75, MLA CE contact hours: 4

Over the past decade, the scientific, technical, and medical (STM) publishing industry has changed dramatically as open access models challenge traditional approaches to scholarly publishing. For librarians, the last few years have brought confusion and a new complexity to the scholarly publishing arena. The response of the publishing industry and government to these new models is having an impact on libraries, patrons, researchers, and publishers. The symposium will define open access and explain how it compares to public access. Speakers will explore the influence of open access on small and large libraries and the ways publishers are reacting to the changes in scholarly publishing. Participants will have an opportunity to discuss how librarians, libraries, and MLA can respond to new developments in scholarly publishing and communications, as well as identify additional questions for the speakers.

SPEAKERS

- Heather Joseph, executive director, Scholarly Publishing and Academic Resources Coalition (SPARC), Washington DC
- Barbara Kaplan, vice president, Journal Sales in the Americas, Blackwell Publishing, Malden, MA
- Karen Albert, director, Library Services, Talbot Research Library, Fox Chase Cancer Center, Philadelphia, PA
- Mark E. Funk, AHIP (moderator), head, Collection Development, Weill Cornell Medical Library, New York, NY, and president-elect, Medical Library Association
- Ann Shumelda Okerson, associate university librarian, Collections and International Programs, Yale University, New Haven, CT

The symposium will give participants the opportunity to:

- identify and describe the major issues and trends in STM publishing, resulting from open access initiatives, which have and will continue to have an impact on libraries
- describe the key factors in scholarly publishing that libraries must be aware of and approaches for coping with these major issues and changes
- identify strategies that their libraries can pursue to influence the future of the STM publishing industry and the scholarly publishing process

“As a student, MLA ’06 was a great experience. The sessions I attended were instructional to my future in libraries. I networked on possible jobs for after graduation and met many interesting people committed to the profession.”

“A valuable, professional, relevant conference with high-quality presentations.”

Here’s what others are saying about last year’s annual meeting. . .

“The CE courses are invaluable. It allows me to step out of running a library and think about new ways of becoming a better librarian.”

Experience it yourself. Register for MLA ’07 online at www.mlanet.org/am/am2007/ today!