

Philadelphia Regional Chapter of MLA Website Uses Web 2.0 Features

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Nina Long, MS, AHIP, Director, Library/Curator, The Wistar Institute, Philadelphia, PA



OBJECTIVES

The objective of a chapter's website redesign was to develop a website that facilitates collaboration and sharing between users. The new website has the potential to improve member communication, to promote the profession and chapter to library school students and other non-members, to recruit new members, and to provide education about careers in health science librarianship.

METHODS

Using the open source blogging platform, WordPress, the website committee created a website that allows member participation through a news blog, a Flickr digital photo sharing group, a calendar, and web-based, multiple-user webpage updating. The webmaster, with the help of the web committee, used WordPress to shift from static HTML web pages to a dynamic site that encourages contributions. Adding a Flickr badge has motivated members to capture images at chapter events to post and share. The project includes a search engine, printer-friendly formatting, "share this" item by email or social network, and the flexibility to modify the look, feel, and functionality of the site with WordPress's unique architecture of themes and plug-ins. This project gave many librarians a chance to blog. Members can bring the skills they develop using the chapter website back to their libraries.

A chapter web redesign was deemed necessary to help accomplish many of the points in Mark Funk's strategic plan for his term as MLA President. These points about use of technology and increased exposure in non-library venues were especially compelling:

“Connecting to Ourselves: Upgrade the association’s use of technology so that we are regarded as a technology leader. Make MLA more of a virtual association. Create new avenues for communication.”

and

“Connecting to Others: Expand recruitment efforts by concentrating on college students in the popular new health sciences major. Work with schools of library and information science in reaching out to these programs.”

- Increase and share the evidence indicating that health information leads to better patient health outcomes, better compliance, and increased patient satisfaction.
- Collaborate with organizations that are concerned with raising health information literacy. Advocate the value of health sciences librarians in this process.
- Promote the new roles and activities of the information specialists in context (ISICs) in nonlibrary venues. Increase the awareness of health care administrators, clinicians, educators, and researchers about this new role for health sciences librarians.
- Collaborate with societies, organizations, and for-profit companies that are involved with creating and defining standards for electronic health records. Emphasize the vital role of librarians and the resources we select and maintain.

Source: <http://president.mlanet.org/mfunk/priorities/>

NEW WEBSITE DESIGN FEATURES:

New Logo



MLA-Phil
Philadelphia Regional Chapter / Medical Library Association

Rotating Images by Season



Chapter Selections

News

- Chapter Reports (10)
- Communications (12)
- Continuing Education (10)
- Events (82)
- General News (2)
- Government Relations (3)
- Grants & Awards (11)
- Jobs (3)
- Member News (5)
- Promotion (1)
- Web div (5)

Chapter Info

- Chapter History
- Board of Directors and Chapter Officers
 - Past Officers
- Chapter Documents
 - Policy and Procedures Manual
 - Constitution Changes
 - Bylaws
- Professional Development
 - Mailing list, newsletter, website
- Grants and Awards
 - Beatrice Davis Education Award
 - Sandy Brinker Consumer Health Award
 - Grant Program for Professional Development
 - Robert Preston Lee Memorial Award
 - Award Winners

Recent Posts

- Web 2.0 100-How's it going?
- Annual Meeting and Luncheon Registration Now Open!
- Networking for Introverts
- MLA-Phil Communications Survey Results: the Chronicle and MLAPHI-L
- Winter Issue of the Chronicle

Recent Comments

- Rachel Resnick on post: Web 2.0 100-How's it going?
- guyenter on post: Next Board Meeting
- MLA-Phil Communications Survey Results: the Chronicle and MLAPHI-L at MLA-Phil on post: Mailing list, newsletter, website
- Rebecca Landau on post: Class is in session
- Jackie Knuckle on post: Class is in session

Older posts

Home

Annual Meeting, 3/17, 1 pm - 4 pm
Register for the the chapter's annual meeting

Librarians on the Front Lines
Join us for a free seminar on patient safety

The chapter extends a warm welcome to our newest members:
Eve Belleh, Christiana Hospital
Nicola Cecchini, Penn State Hershey Medical Center
Kary Heller, Lankenau Hospital
Mary Ann Helms-Sternhauer, Library System of Lancaster County
Mizi Killeen, Philadelphia College of Osteopathic Medicine
Kara Krusek, Deveresse Foundation
Robert T. Mackles, Delaware Academy of Medicine
Sheryl Parfitt-Bryman, Temple University Health Sciences Center Libraries
Barbara Pivin, Free Library of Philadelphia
Mark Paterbaugh, Eastern University

Membership Renewal
Online Membership Renewal for 2008 is now available.

Join a Committee!
A fun way to get to know your colleagues and support the chapter.

For the Public
Find a library. Find health information. Find a librarian.

Welcome to the official website of the Philadelphia Regional Chapter of the Medical Library Association. Please take a look around the new website and let us know what you think! Learn more about who we are and what we do in the Chapter Info on the left. Locate upcoming events using the calendar on the right. Stay connected with the latest news. And grab an account to add your own voice.



Search Box

Events

March 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Search this site:

Photos



Links

- MLA Chapters
- MLA Leaders

Only Connect! (MLA President, Mark Funkh's blog)

- How Web 2.0 works
- Viva Librarians! - Las Vegas
- Screencasting tools

WARQUEE (NN/LM Middle Atlantic Region)

- NN/LM MARI announces a one-hour online class on the NIH Public Access policy
- A few spots remain in the Outreach Evaluation Workshop Series
- Unified Health Communication 101 - a free online course from HRSA

MLA DB Blog

- On Stage in Chicago - Part II
- Time is Running Out for Early-Bed Registration
- Exploring the Art Institute of Chicago

Recent Posts and Comments

Flickr Badge with Chapter Pictures

Other Related Blogs

News

- Chapter Reports (18)
- Communications (12)
- Continuing Education (18)
- Events (42)
- General News (25)
- Government Relations (16)
- Grants & Awards (10)
- Jobs (5)
- Member News (5)
- Promotion (10)
- web dev (5)

Recent Posts

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- Rachel Resnick on post Web 2.0 101-How's it going?
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- Jackie Knuckle on post Class is in session

Older posts

- March 2008
- February 2008
- January 2008
- December 2007
- November 2007
- October 2007
- September 2007
- August 2007
- July 2007
- June 2007
- May 2007
- April 2007
- March 2007
- February 2007
- January 2007
- December 2006
- November 2006
- September 2006
- July 2006
- April 2005
- October 2004
- April 2004
- December 2003
- April 2003
- February 2003
- April 2002
- October 2000

MLA Webcast: Web 2.0 Principles and Best Practices: Discovering the Participatory Web

Published by Lynne Joshi January 29, 2008 in Continuing Education and Events

March 5, 2008

1:00 pm to 4:30 pm

So what exactly is web 2.0? Is it just a marketing buzzword or something with real application potential that I need to learn more



about?

The goal of MLA's spring webcast is to provide participants with a basic understanding of web 2.0 terminology and concepts, assess the effect of the technology on health sciences library services, and identify the impact of web 2.0 services on health care today and in the future.

Objectives:

- understand web 2.0 terminology and concepts
- recognize web 2.0 technologies and their possible effects in library and health care services
- recognize feature differences among available tools
- assess the efficacy of particular web 2.0 technologies for use in our own environments

Location:

Thomas Jefferson University
Herbut Auditorium
College Building - lower level
1025 Walnut Street
Philadelphia, PA 19107
(directly across from the Scott Library)

Cost:

\$20 MLA/SLA Members
\$25 Non-members
\$15 Students/Retirees/Between Jobs

Register now!

For more information, contact:

Sharon Easterby-Gannett at seg@christianacare.org (302-733-1164)

Ellen Justice at ejustice@christianacare.org (302-733-1179)

Take advantage of this national continuing education event and earn 3.5 MLA CE contact hours.



2 Responses to "MLA Webcast: Web 2.0 Principles and Best Practices: Discovering the Participatory Web"

Feed for this Entry Trackback Address

Ellen Justice

Feb 7th, 2008 at 8:43 am

Schedule for the MLA Webcast:

1:00-1:30 p.m. Registration
1:30-2:00 p.m. Wrap-around discussion
2:00-4:00 p.m. Webcast
4:00-4:30 p.m. Closing discussion

Attend the discussions and webcast and earn 3.5 MLA CE contact hours.

Events

March 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
			2	3	4	5
			6	7	8	9
			10	11	12	13
			14	15	16	17
			18	19	20	21
			22	23	24	25
			26	27	28	29
			30	31		

Search this site:

go

Photos

www.flickr.com



Links

- [MLA Chapters](#)
- [MLA Leaders](#)

Only Connect! (MLA President, Mark Funk's blog)

- [How Web 2.0 works](#)
- [Viva Librarian! - Las Vegas](#)
- [Screencasting tools](#)

Marquee (NN/LM, Middle Atlantic Region)

- NN/LM MAR announces a one-hour online class on the NIH Public Access policy.
- A few spots remain in the Outreach Evaluation Workshop Series
- Unified Health Communication 101 - a free online course from HRGA

MLA DB Blog

- [On Stage in Chicago - Part II](#)
- [Time is Running Out for Early-Bird Registration](#)
- [Exploring the Art Institute of Chicago](#)

Meta

- [Register](#)
- [Login](#)
- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress](#)

Search

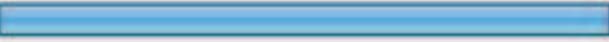
SURVEY ON CHAPTER COMMUNICATION

At the end of February 2008, the Philadelphia Regional chapter of MLA conducted an online survey using survey monkey to get feedback on how chapter members communicate with each other.

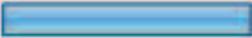
These are some preliminary results:

Have you visited http://www.mlaphil.org ?		
	Response Percent	Response Count
Yes 	96.6%	56
No 	3.4%	2
	<i>answered question</i>	58
	<i>skipped question</i>	7

Have you ever written a post on the website?		
	Response Percent	Response Count
Yes 	19.6%	11
No 	80.4%	45
	<i>answered question</i>	56
	<i>skipped question</i>	9

Are you a member of MLA-Philadelphia Regional Chapter?		
	Response Percent	Response Count
Yes 	96.9%	63
No 	3.1%	2
	<i>answered question</i>	65
	<i>skipped question</i>	0

Are you a member of MLA national?			Response Percent	Response Count
Yes			76.9%	50
No			23.1%	15
			<i>answered question</i>	65
			<i>skipped question</i>	0

What type of setting do you work in?			Response Percent	Response Count
Academic			42.2%	27
Hospital Library			39.1%	25
Pharmaceutical facility			3.1%	2
Vendor			1.6%	1
Retired			0.0%	0
Other			14.1%	9
Other (please specify)  view				8
			<i>answered question</i>	64
			<i>skipped question</i>	1

Comments Summary close window

Displaying 1 - 8 of 8 responses << Prev Next >> Jump To: 1 Go >>

	Comment Text	Response Date
	1. Corporate	Mon, 2/11/08 8:14 AM
	2. cancer research facility that includes patient care	Mon, 2/4/08 8:08 AM
	3. non-profit corporate	Mon, 2/4/08 6:53 AM
	4. Public Library	Fri, 2/1/08 1:45 PM
	5. AIDS Service Organization consumer health library	Fri, 2/1/08 11:40 AM
	6. Basic Science Research	Fri, 2/1/08 11:27 AM
	7. Corporate	Fri, 2/1/08 10:42 AM
	8. nursing home research institute	Fri, 2/1/08 9:35 AM

10 responses per page



If you have written a post to the website, would you do so again? Your comments would be appreciated.

	Response Percent	Response Count
Yes 	61.1%	11
No 	38.9%	7
Comments:  view		1
<i>answered question</i>		18
<i>skipped question</i>		47

Comments Summary close window

Displaying 1 - 1 of 1 responses << Prev Next >> Jump To: Go >>

Comment Text	Response Date
 Find 1. easy to do.	Wed, 2/6/08 1:18 PM

10 responses per page ▼

Please indicate how much you value these content areas of the website:

	Very important	Somewhat important	Somewhat unimportant	Not important	Not sure	Response Count
Home page	68.0% (34)	18.0% (9)	4.0% (2)	2.0% (1)	8.0% (4)	50
News	60.8% (31)	29.4% (15)	2.0% (1)	0.0% (0)	7.8% (4)	51
Chapter info	75.0% (39)	13.5% (7)	3.8% (2)	0.0% (0)	7.7% (4)	52
the Chronicle	67.3% (35)	21.2% (11)	1.9% (1)	0.0% (0)	9.6% (5)	52
Membership Directory	53.8% (28)	34.6% (18)	3.8% (2)	0.0% (0)	7.7% (4)	52
Event Calendar	60.8% (31)	29.4% (15)	3.9% (2)	0.0% (0)	5.9% (3)	51
Search engine	22.0% (11)	48.0% (24)	16.0% (8)	6.0% (3)	8.0% (4)	50
Flickr photos	11.8% (6)	35.3% (18)	33.3% (17)	9.8% (5)	9.8% (5)	51
Mark Funk's "Only Connect" blog	14.0% (7)	28.0% (14)	14.0% (7)	22.0% (11)	22.0% (11)	50
MARquee MAR RML blog	10.0% (5)	30.0% (15)	12.0% (6)	22.0% (11)	26.0% (13)	50
MLA '08 blog	8.2% (4)	38.8% (19)	8.2% (4)	26.5% (13)	18.4% (9)	49
Acteva online registration + payment	27.5% (14)	37.3% (19)	7.8% (4)	9.8% (5)	17.6% (9)	51
					<i>answered question</i>	54
					<i>skipped question</i>	11

STATISTICS

Since the new web site went live in late 2007, increased traffic has been generated, along with more sharing of comments.

For example here are total numbers of raw hits during:

- August 2005 14,232
- August 2006 19,166
- August 2007 46,928

EXPERIENCE AND LESSONS LEARNED

- Transitioning from HTML to a blogging platform takes time, plan for several months
- Decide how to categorize web sites
- Members did not know how to post comments to new site and web demos were developed to help members learn how to post to web site
- It helps to add have a web committee to help discuss issues on the fly (for example, how to address a posting for the general public on getting help from medical libraries)
- Try to promote web site and encourage members to post comments. This takes effort and persistence
- It helps to have one webmaster who is able to monitor site and make corrections on the fly
- Make sure to include images and logos to help with branding of web site

CONCLUSIONS

The chapter website continues to evolve. In recent months, new features have been added including online registration and renewal for membership as well as registration for chapter events. The website uses available technology to provide animations that demonstrate how to register for an account or write a post for novices to blogging. The chapter conducted an online survey of membership to determine content areas and features that were most useful to members. The redesigned website has resulted in increased traffic and sharing of information among members.

For more information:
jderichemond@ecri.org