



MAC 2002

Continuing Education Courses

Register early, as enrollment is limited for all classes!

Measuring the Difference

Instructors: Catherine Burroughs, MLS, Assistant Director Outreach and Evaluation Center, National Network of Libraries of Medicine Pacific Northwest Region and Maryanne Blake, MLS, Education/Communication Coordinator National Network of Libraries of Medicine Pacific Northwest Region.

Discover theories and best practices for maximizing and measuring success in outreach programs. Learn methods to improve outreach and assess its impact. Key concepts and phases of program planning and evaluation will be covered, including conducting a needs assessment; developing goals and objectives; assessing effectiveness; measuring outcomes; and benefiting from what you've learned. Participants will come away with an understanding of using theory in outreach strategy development and evaluation, and will know the process for developing and conducting various types of evaluation. Lecture, class discussion, and case study methods will be used.

Time:	8 am – 5 pm
Day:	Thursday October 17, 2002
Place:	Himmelfarb Health Sciences Library
MAC Members:	\$130
Non-Members:	\$170
CE Credits	8 Contact Hours

Bioethics Workshop

Instructor: John C. Moskop, PhD, Professor of Medical Humanities Brody School of Medicine, East Carolina University.

This workshop will offer participants an introduction to the field of bioethics; examine ethical issues frequently encountered by health care and health information professionals, and review leading research and reference materials in bioethics.

Time:	8 am -12 noon
Day:	Thursday October 17, 2002
Place:	Himmelfarb Health Sciences Library
MAC Members:	\$65
Non-Members:	\$85
CE Credits	4 Contact Hours

Advanced PDAs for Librarians

Instructor: Gabriel R. Rios, MLIS, Assistant Director for Information Services & Technology, Claude Moore Health Sciences Library, Charlottesville, Virginia and Andrea Horne, MLIS, Learning Resources Center Coordinator, Claude Moore Health Sciences Library, Charlottesville, Virginia.

This is a four-hour course designed to engage participants in a dialog about the library's role in the provision of PDA services. Participants will utilize case studies and brainstorm about new services and potential niches for library-based PDA services. Instructors will discuss and demonstrate four types of wireless technologies, implications of HIPAA and PDA security, and how to develop library content for PDAs.

Time:	1 pm – 5 pm
Day:	Thursday October 17, 2002
Place:	Himmelfarb Health Sciences Library
MAC Members:	\$65
Non-Members:	\$85
CE Credits	4 Contact Hours

The Himmelfarb Library at George Washington University Medical Center is an easy ten-minute walk from the hotel.