

Medical Library Group of Southern California and Arizona MLA MIDYEAR REPORT 2004-2005

Marsha Kmec became President of MLGSCA on July 1, 2004. The Advisory Council held their transitional meeting June 15th, 2004. A goals and budget preparation and planning meeting was held in July, 2004. MLGSCA has seen a thirty percent increase in membership during the past year. The chapter participated in a satellite teleconference CE event sponsored by MLA in September, 2004 and held a fall program and business meeting October 19th, 2004 at the Long Beach Memorial Hospital. Discussion has ensued regarding inception of a tri-chapter meeting. Several meetings and discussions have transpired among three chapters: Pacific Northeast, Medical Library Group of Southern California and Arizona, and Northern California and Nevada. A tri-chapter meeting will be hosted by the PNC in Seattle during the fall of 2006.

MLA Goal #I: Recruitment, Membership, and Leadership in the Profession

The Professional Issues Committee cooperates with other chapter committees and task forces and explores avenues to implement methods to recruit new members for the chapter. Another major objective of the PIC is to retain existing members

Sue Trombley, PIC member, and other librarians from the Arizona Health Sciences Library, represented MLGSCA on August 16th at a reception for Jana Bradley. This was an effort to enhance the connection between the health sciences library and the SIRLS program. The SIRLS (School of Information Resources and Library Sciences) also hosted an Internship Fair on October 5, 2004.

During the Fall of 2004, Julie Kwan taught a 4-unit course at the UCA Department of Information Studies. A distance-education course was offered by San Jose State University School of Library and Information Science and taught by Janet Hobbes and Irene Lovas from Cedars-Sinai Medical Center.

Judy Kraemer and Irene Lovas represented MLGSCA at the California State University, Fullerton's School of Library and Information Science's Professional Association Day, October 3, 2004.

The **MLGSCA Link** established a "Recruitment Corner" and summaries of these events have been published and will continue to be published in the future.

The PIC also continues to publicize the MLA Mentoring Database and to encourage members interested in mentoring to become part of the database by joining the listserv.

The Membership committee continues to issue packets to new and potential members in an effort to recruit new members into our chapters. Gloria Arredondo has sent out renewals by mail to all members and currently updates all new information in our database. Free membership is offered to library school students as another mechanism to generate interest.

The Newsletter committee continue to post job openings. **MLGSCA Link** has become a viable marketing tool in promoting and generating professional opportunities.

The Electronic Information Resources Committee (EIRC) has continued to add new members to the MLGSCA Discussion List. Andrea Lynch has done an excellent job updating member email addresses when “bounce-backs” occur. The EIRC team has also assisted members with posting to the List and assisting non-members with posting job announcements to the list.

Our Chapter Council representatives attended the MLA Chapter Council meeting in Washington, D.C. in an effort to foster relationships with other chapters; receive input from other chapters regarding impending issues and/or concerns; and to provide our chapter with information regarding awards, databases, and roundtable topics.

Our webmaster maintains and updates our MLGSCA pages in an effort to make certain that all information procured is current through the various links.

The Awards Committee promotes our profession to library students by awarding scholarships to applicants. Guidelines are applicable, however, scholarships promote our chapter, library science, and is a great mechanism to draw students into the health sciences.

MLA Goal#2: Life Long Learning

A survey was distributed to our listserv in August to assess CE topic interests. The number one choice was the invisible web. The CE committee is in the process of securing a speaker for our spring CE program.

The September 22 teleconference entitled *The Art and Practice of Electronic Journal, Book, and Database Licenses: Practical Tips for Health Care Organizations* was held at various locations in California.

The committee chair sent to the listserv and made an announcement at the Fall Meeting of a new program for members called the Independent Reading Program. Members can read select articles from the *Journal of the Medical Library Association* and receive CE contact hours by writing a brief analysis of the article and answering specific questions.

On October 19th, forty nine people attended the Fall program at the Long Beach Memorial Medical Center. Speakers Carole Levitt and Mark Rosch of Internet for Lawyers presented a program entitled *Just the Facts Ma'am: Fact finding on the Internet*.

MLA Goal #3 Advocacy

The Government Relations and Bylaws Committee improve the knowledge of health information professionals by providing the most current and up-to-date legislative updates and news. Revised chapter bylaws are also sent to MLA headquarters and posted on the chapter's website.

The Chapter Council representatives also promote communication within the association. They serve as a major team/liaisons for transmitting important information via MLA to MLGSCA.

The Webmaster and EIRC Chair continually advocate our profession by investigating mechanism to promote information via the web but doing so in a secure, network environment.

Public Relations solicits advertisements from various vendors for *MLGSCA Link* and works with the Membership Committee and the Newsletter Committee.

The MLGSCA Presidents column includes advertisements for membership in the AHIP and also discusses MLA grants, scholarships, fellowships and awards.

MLA Goal 4: Creating and Communication our Knowledge

The Coupon Exchange Manager supports members' use of technology by promoting the use of the EFTS system.

The PSRML representative continues to maintain communication between MLGSCA and the Regional Advisory Committee and PSRML on all relevant issues.

MLA Goal 5: Building a Network of Partners

MLGSCA is forging an alliance with the PNC in an effort to collaborate on a tri-chapter meeting in the future. A meeting took place during MLA, 2004 and the outlook is optimistic.

MLA Goal 6: Information Technology

The webmaster loads Web casts of MLGSCA meetings and CE courses to the Web site. This allows remote members to acquire information about and participate with MLGSCA if unable to attend local meetings.

This report is informational and requires no action from MLA.

Respectfully submitted,
Marsha Kmec, President
Alice Kawakami, President-elect
Alan Carr, Past President
Helen Seaton, Treasurer
Lisa Marks, Finance
Rebecca Birr, Secretary
Cheryl Bartel, Finance
Betty Allanson, Governmental Relations
Russell Smith, Awards
Andrea Lynch, EIRC
Evonda Copeland, Exchange Committee
Anna Habetler, Interlibrary Loans
Carla Smith, Coupon Exchange
Gloria Arredondo, Membership
Dominique Turnbow, Newsletter
Christina Mayberry, Newsletter
Irene Lovas, Professional Issues
Marjorie Geiger, Public Relations
Mary Aldous, Research
Melissa Just, Chapter Council
Doreen Keogh, Chapter Council Alternate
Chris Ewing, Webmaster
Ellen Aaronson, PSRML Representative
Judy Bube, Judy Kraemer, Diana Lane, Joint Meeting Committee
Marsha Kmec, Archivist

