

**Medical Library Group of Southern California & Arizona (MLGSCA)
MLA Annual Report 2005-2006**

Business Meetings

- October 3, 2005, UCI Medical Center
- March 14, 2006, California State University, Northridge
- May 22, 2006, at MLA, Phoenix Convention Center

Advisory Council Meetings

- July 18, 2005, Budget Meeting, Loma Linda University
- October 3, 2005, UCI Medical Center
- January 23, 2006, Providence St. Joseph Medical Center
- March 14, 2006, California State University, Northridge
- June 5, 2006, Transition Meeting, Providence St. Joseph Medical Center

MLA Goal 1: Recruitment, Membership, and Leadership in the Profession

- The Membership Chair targeted "lapsed" members by generating a list of members who had not renewed in 2004, contacting them to find out why they had not renewed. In some cases individuals had forgotten to renew in other cases they were no longer active. This allowed the Chair to increase renewals, encourage participation, and to update the membership database. The memberships consists of:

Fellow	1	renewed for 2006
Regular Members*	166	renewed for 2006
Institutional Members	33	renewed for 2006
Student Members	13	renewed for 2006
Non-members	34	

*Our Honorary MLGSCA members are regular MLA members.

After considerable investigation, the AC voted to implement PayPal for membership renewals and CE classes next year. Implementation is still in process. One unintended consequence of the change to calendar year membership year, has been the difficulty of getting members to renew during the holiday season in time for the annual vote for coming year officers. The notices were mailed out the first week of November. There are 61 members that have not renewed their MLGSCA membership. I confirm 5 of those will not be renewing. I will be sending another email reminder out with a notice that they will be unsubscribed from the list-serv if they do not renew. An acknowledgment and thank you message was sent directly to all members that have renewed. All new members continue to receive a welcome email and letter which includes a coupon to attend their first MLGSCA meeting free for the calendar year. Each new member's name is sent to the President and the Professional Issues Chair/Mentoring Chair.

- The Professional Issues Committee Chair kept the membership informed of the activities of the local library schools through an article in the chapter newsletter. In the Fall issue the Chair wrote of the curriculum revision plans, internship fair, and professional association day at the University of Arizona, School of Information Resources and Library Science. The Chair encouraged members to participate in the mentoring program that connects library school students with mentors among the chapter membership. Currently, sixteen MLGSCA members are listed in the database. In January 2006, in recognition of National Mentoring Month, an email message was sent to the MLGSCA listserv reminding members to acknowledge those who have mentored them and to “share what they know”. An article about sharing what you know also appeared in the April MLGSCA Link.

Arizona:

- Mary Riordan and Sue Trombley, Arizona PIC members, summarized activities at the University of Arizona’s School of Information Resources and Library Science (SIRLS) for an article appearing in the January issue of MLGSCA Link. Activities included a tea at SIRLS for students who wanted help and information on job applications and resumes hosted by Sandra Kramer, head of information services at the Arizona Health Sciences Library.

California:

- A distance-education course was offered by San Jose State University School of Library and Information Science during Summer 2005 and was taught by Janet Hobbs and Irene Lovas from Cedars-Sinai Medical Center. There were twenty-one students from both Northern and Southern California in the web-based class. The class is being offered again in Summer 2006. During the course, there were ample opportunities to inform the students about scholarships, free membership in MLGSCA and reduced cost for chapter programs.
- Irene Lovas represented MLGSCA at the California State University, Fullerton’s School of Library and Information Science’s Fourth Annual Professional Association Day on Sunday, October 16, 2005. Irene made a presentation to the students about the benefits of MLA and MLGSCA membership, especially MLGSCA’s free student membership, the free Continuing Education/Program coupon, and the Mentor Program. She also advertised the MLGSCA \$1,000 student scholarship. Items available at the MLGSCA table included: a packet of information containing a copy of the MLGSCA web site’s Student Resource Page, MLGSCA Membership Application, MLGSCA Scholarship flier, MLGSCA Mentor Program flier and application, and business cards.
- On March 12, 2006, Irene Lovas participated in the San Jose State University LISSTEN Third Annual Resume & Mock Interview Workshop held at California State University, Fullerton. Professionals in the various types of libraries interviewed students interested in the specific fields. A group of three special librarians interviewed and commented on the resumes of graduate students interested in careers in all types of special libraries.
- The Diversity Recruitment and Mentoring Committee at UCLA Department of Information Studies is planning an invitational

summit conference to identify innovative ways that will take the library and information profession into the 21st century and to set the direction for the future and to identify recruitment strategies that graduate schools of library and information science and employers could use as a model. This conference will take place on Monday, September 18, 2006 at UCLA Moore Hall. Irene Lovas is chair of the Evaluations Committee, and Eva Perkins, medical librarian at Northridge Medical Center, is a member of that committee.

- The Newsletter published a list of MLA sponsored grants, scholarships and fellowships and awards to inform and encourage the membership to apply for opportunities to develop and recognize leadership in the profession. Promoted the newsletter as a communication tool for MLGSCA through participation in meetings, listserv, and Advisory Council. Solicited submissions for feature stories, reports from CE events, news and “about our members” items. Members were encouraged to submit through listserv announcements, in-person, and e-mail. Employment opportunities in health science librarianship and other health information professional roles were publicized in each issue. When job postings were announced through the listserv, the person posting was contacted and invited to include the job posting in the newsletter. Student scholarship winners were profiled in the April issue. The piece included a short biographical sketch with accompanying picture of each recipient. The January issue highlighted January as “National Mentor Month” with a feature story and accompanying graphic. A feature column entitled, “Recruitment Corner” was included in each issue as an avenue to report on their institution’s recruitment and outreach efforts to the profession. The committee interest form for FY2007 was published in the April issues to encourage involvement in the association. The format of the form was designed and placed to highlight the form. Submissions for a new MLGSCA logo, to better reflect the organization, was solicited in the newsletter. The newsletter and public relations committees worked together on this item.
- The Electronic Information Resources Chair maintained the electronic discussion list and increased cooperation and communication between the Membership and EIRC Committees. New members were added to the MLGSCA Discussion List in a timely manner when notified by the Membership Chair. EIRC coordinated with the Membership Chair in order to update member email addresses when bounce-back errors were experienced; coordinated with the Membership Chair in order to verify that self-subscribed email addresses to the MLGSCA Discussion List belonged to current MLGSCA members; assisted members with posting to the List by posting on their behalf or providing them with the correct address to which to send the message; assisted non-members with posting job announcements and other messages related to and relevant to MLGSCA to the List.
- Chapter Council Representative is a member of the Chapter Council Benchmarking Network Editorial Board; Representative is a member of the CC Continuing Education Committee. Alternate is a member of the CC Roundtables Committee.

MLA Goal 2: Life-long Learning

- The Continuing Education committee sponsored a Fall program on October 3, 2005: "Finding the Best Evidence to Meet Nursing Information Needs" presented by Peg Allen, Library Consultant. This highly attended program held at the UCI Medical Center included context on the nursing profession as well as pointers for searching for information resources, and attracted a good number of non-MLGSCA members as well as our own members. The Continuing Education/Program Committee sponsored two Spring Programs featuring Michael Miller, the Technology Coordinator for NN/LM PSR. "Geeks Bearing Gifts: Unwrapping New Technology Trends" was offered on March 14, 2006 in Southern California at California State University, Northridge, and again on March 17, 2006 at Banner Good Samaritan Medical Center in Phoenix, AZ. The program introduced hot new technology including instant messaging, chat, virtual reference, blogs, RSS feeds, and podcasting, and discussed how these can be integrated into traditional library services. This topic had been rated as the most highly desirable CE offering in a poll to MLGSCA members last year. New members were once again issued a "First Meeting is Free" coupon to encourage them to attend. This program was extremely well attended, and very well received based on a review of the evaluations. The CE/Program Committee advertised this program in a variety of discussion lists and newsletters, and we were pleased to have a number of non-MLGSCA members in attendance. The program was also videotaped to make it available to those unable to attend in person. To be responsive to membership, polls were taken to determine topics of most interest for CE, and Southern California locations most desired for attending CE programs. New members were issued a "First Meeting is Free: coupon to encourage them to attend continuing education programs offered by the chapter.
- The chapter encouraged members to participate in the November 16, 2004 webcast of "Keeping Patients Safe: Roles for Information Professionals". Three institutions in Southern California volunteered to receive the webcast.
- The Finance Committee recommended removing MLGSCA's accounts from the care of its current Financial Advisor and placing them in the care of another advisor. An ad hoc committee consisting of Lisa Marks and Cheryl Bartel with John Carney and Ellen Aaronson advising made this recommendation. The committee made the decision on the basis of the advisor's years of experience, particularly with non-profit organizations. The committee also believed that the advisor's position within his company would provide flexibility in terms of billable rates and more security than that offered by a solo practitioner.
- Archivist assessed the older archives to differentiate what materials should be transferred and retained in the storage facility at UCLA and what materials should be purged.
- The EIRC chair posted to the List a call for articles to the [Technology Column of the Journal of Hospital Librarianship](#).
- Chapter Council Representative and Alternate participated in the Chapter Council Presents Chapter Sharing Roundtables event at MLA '05.

- Newsletter: Registration information and descriptions of forthcoming continuing education classes or workshops was published to encourage professional development for members. MLGSCA committee reports were solicited from each committee. Reports for both the Fall and Spring CE program were featured, along with accompanying pictures.

MLA Goal 3: Advocacy

- The Governmental Relations/Bylaws Chair wrote a legislative issues article in the newsletter to inform the membership on legislative issues such as Section 108 Study Group on copyright law, and orphan works update. Articles were submitted to the MLGSCA LISTSERV and the chapter newsletter to inform members of current information and advocacy opportunities; issues critical to libraries and copyright were disseminated via the LISTSERV. Methods to respond to these issues and to voice concerns were included in the messages. The by-laws were reviewed and update, notice sent to members via email, and will be voted on at MLA during the chapter meeting. Changes will be sent to MLA headquarters.
- As part of the cooperation with other facilities the Publicity Chair has been working on the “local activities committee” for the 2006 MLA meeting in Phoenix. At this point the preparation is nearly complete, activities left are to fill the packets, and staff the hospitality table. In accordance with MLA’s vision to be a visible association of information experts, MLGSCA has chosen to update the brochure. A logo contest was held, and a new logo chosen.
- Newsletter: The MLGSCA President’s column was featured in each issue. Awards given to members were published throughout the year.

MLA Goal 4: Creating and Communicating our Knowledge

- The EIRC Chair worked with the Web Manager to promote and expand the MLGSCA website. Updating website information was hampered by server problems at MLA, thus delaying the posting of the Fall issue of the MLGSCA newsletter for several weeks. The EIRC chair developed a listserv for the Advisory Council to assist in conducting business in a timely manner, and a second listserv to communicate information amongst the membership. The EIRC chair organized and consolidated paperwork and digital copies of documentation pertaining to EIRC; took initiative in responding to requests to update and modify forms and pages on the MLGSCA Web site, such as the membership form and fixing links to outside pages; because this list is relatively new, EIRC Chair modeled behavior by posting messages to Advisory Council (AC) members using this email discussion list, instead of sending reminders of the list to AC members.
- The Advisory Council voted to fund two seats to the national effort to encourage new members at the Roundtable discussions at the MLA Meeting in 2006. The possible funding of additional seats for new MLGSCA chapter members is under discussion.

- The Public Relations chair redesigned the chapter's informational brochure and established a contest to come up with a new logo for the chapter. The prize will be a one year free MLA membership.
- Chapter Council Representative and Alternate used the MLGSCA electronic mailing list to solicit feedback from Chapter members to communicate with CC; Representative and Alternate used the MLGSCA electronic mailing list to communicate with the Chapter members on topics disseminated by MLA or CC; Representative or Alternate attended MLGSCA Advisory Council and Business meetings to provide information from CC to MLA, to receive input from the Chapter, and to keep abreast of Chapter concerns and issues; Representative prepared a summary of the MLA '05 Chapter Council meeting for the Chapter's October issues of MLGSCA Link.
- Requests for research proposals and funding opportunities from MLA, MLGSCA and other library groups were published in the newsletter. When an announcement only appeared through the listserv, the author was contacted as appropriate so that information could be included in the newsletter. Summaries or reports of projects, both national and regional were published.

MLA Goal 5: Building a Network of Partners

- The Exchange Committee provided a means for participating institutions to exchange duplicate journals and other library materials throughout the fiscal year. The chair suggested that the \$20 fee to participate in the exchange be eliminated as email has replaced postal mail, those eliminating need to charge a fee. The Advisory Council passed a motion to terminate the fee This opens up participation to all MLGSCA members! The members of the Exchange committee notified participating members about list deadlines and distributed submitted lists twice and will distribute a third list in July 2006.
- The ILL Committee Chair developed a questionnaire to be sent to current EFTS members to glean useful information and positive comments, which would be used to persuade non-members in our region to become a member of EFTS.
- The Advisory Council voted to donate \$1000 to the Medical Library Disaster Relief Fund to support libraries in the South and South Central chapters that were devastated by Hurricanes Katrina and Rita.
- Newsletter: Useful and timely information on new resources, technology, and library-related projects was provided to keep members current with developments in the profession. Larger space was devoted to upcoming events. Events listed included area professional organizations and workshops that would support library related or technology topics of interest to members.

MLA Goal #6: Information Technology

- Electronic Information Resources Committee chair worked with the Continuing Education chair to suggest and procure the speaker for the upcoming Spring Program. The speaker will be Mike Miller from the Pacific Southwest Regional Medical Library, presenting "Geeks Bearing Gifts."
- The Interlibrary Loan Committee continues to support the MLGSCA membership by promoting the values and benefits of using the Electronic Funds Transfer System (EFTS). An EFTS Use Survey has been designed; and the survey is now in progress. The results will be published in the MLGSCA Newsletter. MLGSCA Interlibrary Loan Committee continues to inform its constituency by updating the membership about the new and improved features of the Interlibrary Loan information technologies for DOCLINE, Electronic Funds Transfer System, Loansome Doc and Freeshare.
- The newsletter continues to be published in electronic/PDF format. Editors continue to monitor RSS technology as an additional avenue for communication among the members.

This report is informational and requires no action from MLA

Chapter Officers:

Alice Kawakami, President
 Ellen Aaronson, President-elect
 Marsha Kmec, Past-President & Archivist
 Lisa Marks, Treasurer
 Sue Trombley, Treasurer-Elect
 Shirley Rais, Secretary
 Melissa Just Chapter Council
 Doreen Deough, Chapter Council Alternate
 Cheryl Bartel, Finance
 Betty Allanson, Governmental Relations
 Laura Brown, Awards
 Andrea Lynch, EIRC
 Evonda Copeland, Exchange Committee
 Marian Hicks, Interlibrary Loan
 Carla Smith, Coupon Exchange
 Laurie Piccolotti, Membership
 Andrea Griffith, Newsletter Co-editor
 Elisa Cortez, Newsletter Co-editor
 Irene Lovas, Professional Issues
 Marjorie Geiger, Public Relations
 Mary Aldous, Research
 Chris Ewing, Webmaster
 Irene Lovas, PSRML Representative