

Medical Library Group of Southern California & Arizona (MLGSCA) MLA Final Report 2007-2008

Business Meetings

November 28, 2007; Long Beach Memorial Medical Center; Long Beach, CA
April 28, 2008; UCI Medical Center, Orange, CA

Advisory Council Meetings

August 3, 2007; Providence Saint Joseph Medical Center, Burbank, CA
November 28, 2007; Long Beach Memorial Medical Center; Long Beach, CA
April 28, 2008; UCI Medical Center, Orange, CA
June 2008, Transition Meeting (date and location to be announced)

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

MLGSCA membership has increased slightly, with five additional members to date. Of current members, twenty-seven are new members and seventeen are student members.

The MLGSCA Public Relations Committee updated our brochure to reflect access to SurveyMonkey, use of Acteva for membership renewals, and the new logo. They have made the brochure available as a pdf document from our web page so that it can be printed as needed. The committee has also worked with our Webmaster, Andrea Lynch, to plan a marketing and promotion Web page that would include resources (links to our logo, PowerPoint and badge templates, membership brochure, MLGSCA letterhead, etc.) to help members represent MLGSCA in outreach activities (career fairs, library school events, and other health science librarianship recruitment efforts) as well as support committee work.

The MLGSCA Awards Committee presented current graduate students in library science with two scholarships of \$1000 each. The committee also presented Eileen Wakiji with the Louise Darling Award.

The MLGSCA Professional Issues Committee (PIC), cooperating with other chapter committees and task forces, explored avenues and implemented methods to recruit new members for the chapter, to encourage individuals to pursue careers in librarianship, especially health sciences librarianship, and to retain existing membership. Examples of PIC activities toward this goal are:

- PIC member Craig Haynes developed a proposal about ways to encourage library assistants to pursue a masters' degree in library and information science. The proposal was forwarded to MLGSCA Advisory Council and will be discussed in the coming months.

- Irene Lovas communicated with a member of LISSTEN, the student organization at the California State University, Fullerton campus of the San Jose State University, School of Library and Information Science regarding their Annual Professional Association Day and Resume and Interview Workshop. There was no Professional Association Day this year, and the Resume Workshop took place on April 27.
- PIC continues to publicize the MLA Mentoring Database and to encourage members interested in mentoring to become part of the database by announcements on the listserv and items in MLGSCA Link.

MLGSCA Link published a listing 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. The newsletter also included an article entitled “Share What You Know! Become a Mentor” by Irene Lovas, MLGSCA Professional Issues Committee Chair, advertising MLA’s mentor program.

The MLGSCA Nominating Committee began soliciting qualified candidates in the fall by sending out general emails to the discussion list. They followed up with phone calls and additional emails to those interested in running for office. All candidates filed a “Willingness to Run” form, along with a brief biography. In addition, each candidate for President-elect submitted a “Statement of Aims”.

The committee also identified a candidate for the MLGSCA Representative to the MLA Nominating Committee who was approved by the Advisory Committee. The proposed slate received Advisory Council approval and was published in the January issue of the newsletter.

The 2008-2009 ballot was created using SurveyMonkey and was distributed electronically to the membership in March. Members had one month to access the link and submit their votes. Reminders were sent to the membership weekly. In all, 137 votes were cast. All candidates were notified of the election outcome, and the newly elected officers will be announced in the newsletter and at the MLGSCA Spring Meeting.

The MLGSCA Advisory Council has budgeted to fund two seats at the MLA Annual Meeting in Chicago in 2008.

MLA Goal 2: Life Long Learning

The Professional Issues Committee is working on a survey of the MLGSCA membership utilizing SurveyMonkey. Since MLA has just surveyed its membership, the committee will revise the survey questions and eliminate the majority of questions that MLA also asks. Since the chapters are able to get data relating to the chapters from MLA headquarters, the MLGSCA survey will concentrate on local issues.

The Continuing Education Committee hosted a class offered in Arizona on November 27 and in Southern California on November 28. The class was titled “Face to Face: Strategies for Effective Consumer Health,” was taught by Michelle Spatz, and was worth 4.0 MLA CE contact

hours. The committee also hosted Susan Barnes's three-credit "Community Assessment" class on April 28 in Southern California and on April 29 in Arizona. The Membership Committee supported attendance at the classes by distributing free class coupons to all new members.

MLA Goal 3: Advocacy

The ILL Committee members continue to promote the benefits of utilizing EFTS to streamline billing and transactions. The committee members submitted an abstract for a paper presentation for the 2008 NCNMLG/MLGSCA Joint Meeting to promote EFTS and Free Share. The abstract was accepted for a paper presentation in February 2008.

The Governmental Relations/Bylaws Chair wrote an instructional article in the newsletter to inform members how to communicate effectively with their Congressmen.

The MLGSCA Chapter Representative serves on the MLA Majors Chapter Project of the Year Award Jury.

MLA Goal 4: Creating and Communicating our Knowledge

During the last association year, the Professional Issues Committee identified a need for more communication and resource sharing among hospital libraries. After conversations between the MLGSCA Representative to the PSRML Regional Advisory Committee (RAC) and the PSRML staff about this resource sharing activity being a regional effort, PSRML has began social networking initiatives that would include opportunities for hospital librarians to communicate about common issues.

Deborah Klein, MLGSCA Benchmarking Chapter Educator, encouraged chapter members to participate in the latest MLA Benchmarking Survey, and recognized those who did at the spring business meeting.

The ILL Committee Chair, Marian Hicks wrote an article covering the FreeShare survey results for the Chapter's newsletter, in addition to presenting a paper on the topic at the 2008 NCNMLG/MLGSCA Joint Meeting with Danielle Linden.

MLGSCA maintains a subscription to SurveyMonkey as a benefit of membership. In December 2007, EIRC posted a reminder message to the MLGSCA Discussion list the subscription, and five requests to use SurveyMonkey were received and processed.

The MLGSCA Electronic Information Resources Committee (EIRC) continues to maintain the MLGSCA email list and the Advisory Council e-mail list to facilitate communication between MLGSCA members. The committee took the following specific actions in support of this communication method:

- Added new members to both lists
- Reviewed subscription requests and verified with the Membership Chair that the

- subscribers were current members.
- Unsubscribed non-members from both lists.
 - Updated member email addresses when experienced bounce-backs; worked with the Membership Chair on this issue.
 - Assisted current members with posting to both lists.
 - Assisted non-members with posting job announcements to the MLGSCA discussion list.

In order to publicize the MLGSCA web site, the Web Committee encouraged Advisory Council members to do the following:

- When posting to the discussion list, include the URL for the MLGSCA Home page.
- Use a link to the appropriate MLGSCA Web page when referring members to content, when possible.

The Government Relations/Bylaws Committee disseminated pertinent information regarding government decisions and discussions related to health information to the MLGSCA via the email forum.

The MLGSCA Chapter Alternate serves as the MLA News Chapter Column Editor, and thereby communicates Chapter news.

MLA Goal 5: Building a Network of Partners

The ILL Committee worked with the Regional Medical Library regarding interlibrary loan activities. The ILL Coupon Manager worked with partners such as the Pacific Southwest Regional Network Office on the elimination of the MLGSCA 'Blue' coupons for DOCLINE. A letter was sent via U.S. mail notifying all MLGSCA members that coupon usage would cease as of December 31, 2008. A detailed timeline was developed and sent to the MLGSCA President and Advisory Committee for approval. On December 3, 2007 notification of the coupon elimination was announced on the MedLib Listserv, the MLGSCA newsletter, Latitudes, and in an email to all current MLGSCA members.

As a part of this ambitious collaborative project, beginning January 2, 2008 member institutions are able to cash-in their unused coupons according to the approved timeline and encouraged to join FreeShare or the Electronic Fund Transfer System (EFTS). The ILL Coupon Manager is working with the EFTS coordinator to assist those MLGSCA members who want to transition over to the electronic system, and the ILL Committee is providing support for new EFTS users by providing education.

The ILL Committee is planning to begin offering online interlibrary loan classes beginning in summer of 2008. Marian Hicks and Danielle Linden also presented a paper on the topic, "Techniques for Supporting the Interlibrary Loan Needs of MLGSCA Members," at the 2008 NCNMLG/MLGSCA Joint Meeting in Las Vegas, Nevada, February 2008. The link to the presentation is at <http://www.med.unr.edu/ncnmlg/powerpoints.htm>.

The Continuing Education Committee successfully worked toward this goal by offering classes designed to involve new partners. All four of the classes offered attracted new members providing health information in non-traditional settings.

The Exchange Committee collected and distributed journal exchange lists electronically. They sent out two lists (in December 2007 and April 2008), and are planning another for July 2008. The committee continues to work on an electronic database.

MLGSCA Link continues to publish information of interest to members, such as the formation of the Libraries in Medical Education special interest group of the Western Group on Educational Affairs of the Association of American Medical Colleges, in order to encourage the building of partnerships.

MLA Goal 6: Information Technology

Beginning in July 2007, newsletter co-editors, Andrea Griffith and Rikke Ogawa began investigating the feasibility of changing the MLGSCA Link to a blog format in conjunction with the "Only Connect!" theme. The blog (still in its infancy) is available at: <http://www.mlgscamlanet.org/newsletter/>. The goals of this transition are:

- Increase the frequency of communication with our members;
- Increase contributors (authors & comments) to newsletter;
- Improve the currency of the information communicated;
- Simplify the newsletter production cycle.

Realizing that access to social networking software is not easily gained at many of our institutions, the newsletter co-editors will be investigating distribution options and implementation solutions to meet such challenges. The newsletter co-editors are working with the Public Relations Committee to understand what effect the blog format will have to advertising revenue generated from the current print format. Newsletter co-editors are monitoring issues of access among the membership and achievement of goals throughout this process.

In response to a request from the Newsletter co-chairs, the blog system, WordPress, was installed on the Web site and user accounts were created to facilitate using this tool.

The Web Committee encouraged Advisory Council members to do the following:

- Review MLGSCA Web pages relating to their respective committees and contact the Webmaster and Assistant Webmaster when changes need to be made.
- When posting to the discussion list, include the URL for the MLGSCA Home page.
- Use a link to the appropriate MLGSCA Web page when referring members to content, when possible.

This report is informational and requires no action from MLA.

Respectfully submitted on April 29 2008,

Cheryl A. Bartel, MLIS
MLGSCA President 2007-2008

Chapter Officers:

Cheryl A. Bartel, President
Deborah Klein, President-Elect & CE/Program Chair
Ellen Aaronson, Past-President & Nominating Committee Chair
Sharon Lezotte, Treasurer
Kathy Zeblicky, Treasurer-Elect
Danielle Linden, Secretary
Kay Deeney, Chapter Council
Pamela Corley, Chapter Council Alternate
Marsha Kmec, Archivist
Alan Carr, Auditor
Laura Stubblefield, Awards
Kathleen Carlson, Coupon Exchange
Andrea Lynch, Electronic Information Resources
Evonda Copeland, Exchange
Lisa Marks, Finance
Marie Kennedy, Governmental Relations/Bylaws
Marian Hicks, Interlibrary Loan
Eileen Wakiji, Membership
Andrea Griffith, Newsletter Co-editor
Rikke Ogawa, Newsletter Co-editor
Irene Lovas, Professional Issues
Irene Lovas, PSRML Representative
Judy Bube, Public Relations
Mary Aldous, Research
Jeffrey Williams, Research
Andrea Lynch, Webmaster
Melissa Just, Assistant Webmaster