

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

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 In some cases individuals had forgotten to renew in other cases they were no longer active.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. To investigate whether members would use an option to pay for membership and CE programs by credit card the Chair added a line to the renewal form polling the membership. Responses indicated that very few would use this option, whether or not a fee was involved for the transaction.

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.

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.

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 CE Committee is working with the Electronic Information Resources Committee to promote identify courses in information technology for a Spring Program that will be held in both Southern California and in Arizona. 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.

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.

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 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.

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.

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.

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"

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