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

The MLGSCA Scholarship Committee is currently reviewing applications for three $1000 scholarships to be given to current graduate students in library science.

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 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 it is not certain that there will be a Resume Workshop in the spring.
- 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.

The MLGSCA Nominating Committee began soliciting qualified candidates in the fall by sending out general emails to the discussion list. The committee 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 proposed slate was sent to the Advisory Council for approval and will be published in the January issue of the newsletter. The ballot will be created in SurveyMonkey and distributed to the membership in February.

The MLGSCA Advisory Council voted to fund two seats to encourage participation by new members at the Chapter Roundtable discussions at the MLA Annual Meeting in Philadelphia in 2007. MLGSCA 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 will conduct a survey of the MLGSCA membership in spring 2008, 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. Another class is planned for spring 2008.

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

Deborah Klein, MLGSCA Benchmarking Chapter Educator, has been encouraging chapter members to participate in the latest MLA Benchmarking Survey.

The ILL Committee Chair wrote an article covering the FreeShare survey results for the Chapter’s Newsletter, in addition to submitting the abstract for the 2008 NCNMLG/MLGSCA Joint Meeting.

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 collaboration with the Public Relations Chair, the Webmaster is currently working on a graphic identity Web page. It will include various versions of the logo, a PowerPoint presentation template, electronic version of letterhead, and other items to help facilitate the work of Advisory Council members and MLGSCA members who do outreach on behalf of MLGSCA.

In collaboration with the Webmaster, the Assistant Webmaster is currently working on revising and making available the Advisory Council (AC) manual. This means a review of what we have, what we need, and a proposed process to be sent to the AC for review.

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 Exchange 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 Exchange Manager is working with the EFTS coordinator to assist those MLGSCA members who want to transition over to the electronic system.
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 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 will be working with the Public Relationship committee to understand what effect the blog format would have to advertising revenue generated from the current print format. Newsletter co-editors will be 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 January 14, 2007,

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 Zeblisky, Treasurer-Elect
Danielle Linder, 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, EIRC
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