

Medical Library Group of Southern California and Arizona
MLA ANNUAL REPORT 2003-04

Summary

Alan Carr continued as President of MLGSCA. In March, 2004, the following newly elected officers were announced for the 2004/05 year: Alice Kawakami, President-Elect; Rebecca Birr, Secretary; and Lisa Marks, Treasurer-Elect. Anne Prussing, UCSD Biomedical Library, was selected as the MLGSCA Nominee to the MLA Nominating Committee. The chapter implemented a transition to a calendar-year cycle for membership dues collection with an increase in annual dues from \$25 to \$35, and the annual membership drive was completed. The Newsletter editors conducted a contest to rename the *MLGSCA Newsletter*. Voting was conducted over a three-week period via a Web survey that blocked duplicate answers by the same respondent. The winning suggestion, *MLGSCA Link*, became effective with the January 2004 issue. Planning is well underway for the 2005 Joint Meeting between MLGSCA and NCNMLG, which will be held in Long Beach, CA, February 2-5, 2005.

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

The MLGSCA Professional Issues Committee (PIC) collaborated with other chapter committees and task forces to explore avenues and implement 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. The PIC Chair serves on the MLGSCA Recruitment Task Force, which prepared its final report, which included criteria for administration of the MLGSCA Scholarship program by the chapter, and ways to encourage potential health sciences librarians.

Sue Trombley, librarian at the Arizona Health Sciences Library, represented MLGSCA at a luncheon at the University of Arizona School of Information Resources and Library Science (SIRLS). The luncheon was part of the two-day orientation provided to new students. Sue distributed handouts about the MLGSCA scholarship and free student membership, as well as the MLA student listserv and made contact with the SIRLS Program Manager, Susan Irwin.

Judy Kraemer represented MLGSCA at the California State University, Fullerton's School of Library and Information Science's Professional Association Day on Sunday, October 13, 2003. Judy made a presentation to the students interested in becoming medical librarians and signed students up for the free MLGSCA student membership, which includes a free Continuing Education/Program coupon, and the MLGSCA Mentor Program. She also advertised the MLGSCA \$1,000 student scholarship. The PIC committee collaborated with the Membership Committee and Chapter Council to gather the materials. MLGSCA was represented at the "Career Fair for New Librarians" at the Fullerton Public Library on Sunday, April 25, 2004. This event was sponsored by the Orange County Chapter of REFORMA, SJSU SLIS, SJSU LISSTEN, California Librarians Black Caucus, LA CASIS and SLA.

MLGSCA Link established a "Recruitment Corner" and summaries of these events have been or will be published in future issues of the newsletter. The Spring issue featured some of the chapter's new student members so that the membership will have more exposure to the new generation of health sciences librarians.

PIC compiled a list of contacts and program managers at the three area graduate schools to facilitate publicity about the chapters and its services for students. As MLGSCA begins to

oversee the Scholarship Awards, these contacts can be notified of any publicity for the scholarships as well as other opportunities for graduate students.

The PIC publicized the MLA Mentoring Database and encouraged interested members to become part of the database, by publishing an article in *MLGSCA Link* and an announcement on the listserv. The MLA Mentoring Database is used by PIC to find interested chapter members. The response needs to be improved in order to use the tool as a basis for finding mentors. The mentoring application mounted on the MLGSCA Web site was revised. This application is used primarily by graduate students interested in finding a mentor. As a result of the career presentations, three graduate students requested and have been paired with mentors. In addition, one librarian interested in a career change to health sciences libraries was paired with a mentor.

The MLGSCA Awards Committee announced three winners of the Student Scholarship Awards for the 2003-2004 year, to students from the library schools of UCLA, University of Arizona, and San Jose State University/California State University, Fullerton.

The Public Relations Committee worked with the Membership and Professional Issues Committees to encourage library school students in the region to consider medical librarianship, to encourage medical librarians and library staff who do not belong to MLGSCA to join the association, and to urge library school faculty to promote medical librarianship to library school students.

MLGSCA's Chapter Council Representative joined the Benchmarking Network Editorial Board in the role of Chapter Council's Representative. The Editorial Board prepared for and worked to improve the Benchmarking questionnaire.

The Exchange Committee is completing a transition from paper exchange lists to a Web-based database, and will work closely with MLA Headquarters staff to improve the functionality of the database for nationwide use.

MLA Goal #2: Life Long Learning

The Continuing Education/Program Committee promoted and extended various educational programs and continuing education opportunities for health science librarians. A Fall Satellite Teleconference, "**Reading Between the Lines: Focusing on Health Information Literacy,**" was sponsored by MLA on September 10th. MLGSCA sponsored six sites.

The Fall Program was held October 2nd, 2003 on compensation and publishing issues related to health science librarians. The title of the program was "**Hire and Higher: Library Compensation and Publishing Costs.**" Speakers were Mark Funk, Head of Collection Development at Cornell University and Pat Thibodeau, 2003-2004 MLA President. The Spring Program was offered on April 15, 2004, in California and on April 19, 2004 in Arizona, and featured a three-unit CE course entitled "**Health Statistics: Navigating the Data.**"

MLGSCA sponsored one site for the MLA satellite teleconference "**Roles and Essential Skills for the Expert Searcher**" held on March 10, 2004. Additional sites were sponsored by PSRML.

MLA Goal #3: Advocacy

The Governmental Relations and Bylaws Committee Chair submitted articles to MLGSCA Link to apprise members of current information websites and how to conduct a Capitol Hill visit. Issues critical to libraries and copyright were disseminated via the chapter's LISTSERV. Methods to respond to these issues and to voice concerns were included in messages. News of a Capitol Hill visit scheduled by MLA was passed on to members urging them take part in visiting legislators and how to do this effectively.

The Electronic Information Resources Committee Chair is working with the Membership Committee to create a secure electronic membership directory for the chapter.

The Public Relations Committee solicited advertisements from appropriate vendors for the newsletter and membership directory, and worked with the Membership and Newsletter Committees to publish the ads.

MLA Goal 4: Creating and Communicating our Knowledge

MLGSCA Goal: The MLGSCA Coupon Exchange Manager supports members' use of advanced information technologies by helping promote and facilitate EFTS participation among MLGSCA members.

Objective met: Helped promote transition from coupon system to EFTS by disseminating EFTS information with coupon purchases/redemptions.

Objective met: Encouraged EFTS participation by members redeeming coupons.

Objective met: Facilitated EFTS membership by offering transitioning members the option of redemption checks made out to EFTS.

Objective: Evaluation of archives continued and some boxes were purged. Older archived materials will continue to be shifted to the History Division at the UCLA Darling Biomedical Library for processing, and as time permits all older materials will be transferred to UCLA's SRLF in waterproof containers. Irrelevant materials will be eliminated before transfer to the Medical Library Association.

The Newsletter co-editors continued with enhancements to the newsletter and generally no longer distribute print copies. The chapter's listserv was moved to the MLA server environment and the "mailman" program.

MLA Goal 5: Building a Network of Partners

MLGSCA Goal: The MLGSCA Coupon Exchange Manager promoted participation in a global network of members and partners by recruiting new and renewing members.

Objective met: Recruited new and renewing members via telephone/email as coupon/redemption orders are received.

Objective met: Operated the coupon exchange system as a value-added service for current members who are not yet ready to transition to EFTS.

The Finance Committee has been reviewing the MLGSCA Financial Plan and documents provided by the group's Financial Advisor to determine if the goals of the organization are being

adequately addressed, and to evaluate expenditures, investment options, and contributions to MLGSCA's Endowment Fund.

This report is informational and requires no action from MLA.

Respectfully submitted,
Alan Carr, President
Marsha Kmec, President-elect & Archivist
Craig Haynes, Past President
John Carney, Treasurer
Laurie Piccolotti, Secretary
Caroline Elman, ILL Coupon Manager
Russell Smith, Awards Committee
Chris Ewing, Electronic Information Resources Committee
Ellen Aaronson, Finance Committee
Betty Allanson, Governmental Relations/Bylaws Committee
Judy Bube, Judy Kraemer, Diana Lane, Joint Meeting Committee
Cinthya Ippoliti, Membership Committee
Christina Mayberry, Dominique Turnbow, Newsletter Committee
Irene Lovas, Professional Issues Committee
Mary Aldous, Research Committee
Melissa Just, Chapter Council Representative
Doreen Keough, Chapter Council Alternate
Evonda Copeland, Exchange Committee
Judy Kraemer, Interlibrary Loan Committee

Lisa Marks, Public Relations Committee
Ellen Aaronson, PSRML Representative
Lydia Uribe, Webmaster