

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

### Summary

Alan Carr became President of MLGSCA on July 1, 2003. The Advisory Council held a transitional meeting on June 27, and its goals/budget planning meeting on July 22. The chapter also implemented a transition to a calendar-year cycle for membership dues collection, and annual dues were raised from \$25 to \$35 as of 07/01/03. Membership renewals that were effective beginning July 1, 2003, will be in effect for eighteen months, until December 31, 2004. The chapter participated in the satellite teleconference CE event sponsored by MLA on September 10, 2003, and held its fall program and business meeting on October 2, 2003. The Newsletter editors conducted a contest by soliciting the chapter membership for suggestions 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*, will become effective with the January 2004 issue. The winner of the naming contest was awarded a free MLA membership for 2004.

### **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 is developing criteria for the MLGSCA Scholarship to be administrated by the chapter in the future. The Task Force is also investigating ways to collaborate with the graduate schools 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. 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 Judy's business card; and the MLA recruitment brochures and Medlineplus bookmarks in English and en Espanol. The PIC committee collaborated with the membership committee and Chapter Council to gather the materials.

The MLGSCA Newsletter established a "Recruitment Corner" and summaries of these events have been or will be published in future issues of the newsletter.

The Membership Committee sent packets to welcome new members to MLGSCA, and to alert potential new members to the benefits of joining the association.

The PIC publicized the MLA Mentoring Database and encouraged members interested in mentoring to become part of the database, by publishing an article in the MLGSCA Newsletter and sending an announcement on the listserv. As a result of the career presentations, three graduate students requested and have been paired with mentors.

The MLGSCA Awards Committee announced two winners of the Student Scholarship Awards for the 2003-2004 year, to students from the library schools of UCLA and the University of Arizona. San Jose State University's School of Library and Information Science at California State University, Fullerton, is in the process of selecting an award recipient.

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.

## **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 sponsored by MLA was offered on September 10<sup>th</sup>. MLGSCA sponsored six sites. Participants received 2 MLA CE contact hours or 3.5 hours if a wrap-around discussion was included. The title of this teleconference was **“Reading Between the Lines: Focusing on Health Information Literacy.”**

A Fall Program was held October 2<sup>nd</sup>, 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 event was held at the UCLA Faculty Center and about 50 librarians attended.

The CE/Program Committee will continue to publicize all educational opportunities to librarians, students, and health professionals in an effort to diversify participation. The chapter applied for a leadership grant in hopes of holding a four-hour workshop for the Joint Meeting between MLGSCA and NCNMLG in 2005. The leadership grant is offered through the Leadership Section of MLA.

The CE/Program Committee will partner with other organizations and institutions in an effort to promote educational opportunities for all health information professionals. Prior to the teleconference, library students and other library associations regionally had been notified. Prior to the fall program, various librarians throughout the campus at UCLA were notified about it, and library students were also invited to attend.

The CE/Program Committee will use and support members' use of advanced information technologies to manage and disseminate health information. Several programs have been digitally recorded and have been mounted on our website for viewing. It is our intent to utilize our website to its fullest potential by offering PowerPoint slides and webcasts of our programs, in an attempt to reach out to all chapter members and provide availability to members unable to attend the sessions in person.

### **MLA Goal #3: Advocacy**

The Government Relations and Bylaws Committee improved the knowledge of health information professionals by disseminating current legislative updates and hot topics. The committee also sent advocacy opportunities to the membership via our listserv, with Internet sites for response and support for issues concerning the library community, such as copyright. Revised chapter bylaws were sent to MLA headquarters and posted on the chapter's website.

The MLGSCA Webmaster and Electronic Information Resources Committee chair are investigating methods to create a secure electronic membership directory, accessible only by members of MLGSCA.

The MLGSCA Chapter Council Representative and Alternate foster effective communication within the association, serving on the Chapter Council and serving as a liaison between the chapter and the association.

The CC Representative attended the new representative orientation after the MLA Chapter Council meeting held before the 2002 Annual Meeting in San Diego, CA. The CC Representative or Alternate has attended MLGSCA Advisory Council meetings to provide information from Chapter Council and MLA, to receive input from the Chapter, and to keep abreast of chapter concerns and issues. The CC Representative submitted an article for the MLGSCA January 2004 newsletter about the 2003 Chapter Council Meeting held at the MLA Annual Meeting. The CC Representative and Alternate responded to requests from Chapter Council regarding chapter experience and providing information about newsletter advertising, liability insurance, chapter credentialing, and roundtable topics.

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

Objective being met: Encouraging EFTS participation by members redeeming coupons.

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

Objective: Evaluation of archives and what materials should be purged continues.

Assessment of older archives continues and the Archivist is differentiating what materials should be transferred and retained in the storage facility at UCLA. As time permits all older materials will be transferred to UCLA in waterproof containers. The archivist continues to keep archives of MLGSCA materials up-to-date and in order. The archivist will keep apprised of the digitization of archived materials for MLGSCA stored in the UCLA L. Darling Biomedical Library History Division. The Archivist will continue to assess holdings and determine which essential information should be forwarded to Advisory Council (MLGSCA) for

further discussion or evaluation. Important photos that should eventually be included in the archives may be taken by the Archivist and sent to the Newsletter co-editors for submission.

The Newsletter co-editors made enhancements to the newsletter in the first issue of 2003/04. The layout of the newsletter was modified to improve the appearance and ability to download the PDF document from the MLGSCA Web site. Changes included removing superfluous images, combining all publication information on the same page, adding bylines to submitted articles, continuing articles on adjacent pages, creating a header and footer on all pages except the front page, and adding bookmarks for linking to articles within the newsletter while viewing it online.

### **MLA Goal 5: Building a Network of Partners**

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

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

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

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  
Cinthy 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