

MAC/MLA Executive Board Meeting
January 28, 2005
University of Virginia Health Sciences Library
Jordan Hall Conference Center, G1-G2
Charlottesville, VA

MAC/MLA Chair, Ann Duesing, called the meeting to order at 9:00 a.m.

Executive Board Members Present: Ann Duesing, Chair; Beverly Murphy, Past Chair; Pat Hammond, Chair-Elect; Claire Meissner, Treasurer; Paula Raimondo, Chapter Council Representative; and Julia Shaw-Kokot, Chapter Council Alternate.

Committee Chairs Present: Gary Greenstein, Honors and Awards; Bart Ragon, Professional Development; Beverly Murphy, Nominating; Pat Hammond, 2005 Program Committee; and Jonathan Lord and Karen Knight, 2005 Local Arrangements Committee. There were no representatives from the Membership or Publications Committees.

Task Force Chairs Present: Jane Borland, Fees Payment; and Beverly Murphy, Strategic Planning. Ann Sasser-Evans and Dan Wilson, members of the Strategic Planning Task Force, were also present.

Ann distributed copies of the agenda, minutes, updated committee and task force members list, committee and task force reports, and new business items.

Jane Borland made a motion which Beverly Murphy seconded to approve the minutes as written from the September 25, 2004 Executive Board meeting. Motion carried.

Executive Board Reports

Chair's Report:

Ann reported that she has completed duties as Chair-Elect serving as Program Chair for the MAC 2004 Meeting, and has submitted a total of three articles so far to *MAC Messages*. She has contacted all MAC Committees and Task Force Chairs to request goals and objectives for 2005, and she has prepared and submitted the Midyear Report to MLA. Ann has completed the MAC/MLA Goals for 2004-2005 and the 2005 MAC Budget.

Treasurer's Report:

The report submitted by Jane Borland, past Treasurer, covered income and expenses from January 1, 2004 to December 31, 2004. Income totaled \$52,435.95, which included \$36,623.21 from the 2004 Meeting, and expenses totaled \$40,513.46, which included \$33,870.58 for the 2004 Meeting. The balance at the end of the period was \$52,729.03. The comment was made that it is more cost effective to use MAC speakers.

Chapter Council Report:

Paula Raimondo first congratulated the Chapter on having a single chapter annual meeting that made money. Claire Meissner responded that the MAC 2000 Roanoke Meeting also made money. Paula reported that she reviewed the new *MLA Chapter Brochure* and has been promoting the following to MAC (on behalf of MLA): MLA's E-Licensing Webcast, the *Open Access* newsletter from SPARC, and the Chapter-Level Leadership Education Challenge Grant. She has also been forwarding selective email messages from MLA. Paula distributed the list of the top ten topics for future Chapter Sharing Roundtable sessions voted on by MLA members. She also distributed the results of the recruitment and retention activities poll by MLA of chapters; this handout is on file with the MAC Secretary. Paula will be working with the MAC Membership Committee to encourage the committee to take over this project, share information with MLA about other activities we do, and investigate adding some activities that other chapters use. Paula will share this information with the Publications Committee. She suggested that Cynthia Burke poll the MAC members for recruitment activities. Finally, Paula reported that she is stepping down as Chapter Liaison to MLA Credentialing Committee, but she has volunteered to be on the "MLA/Majors Chapter Project of the Year Award" Jury.

Julia Shaw-Kokot presented the list of topics for the MLA 2005 Chapter Sharing Roundtables. There will be two big changes this year related to the roundtables. The first is that Facilitators and Recorders will receive one AHIP point for their participation. Second, onsite registration will not be offered; attendees will have to pre-register for the roundtables. "Free lunch tickets" for chapter members to attend these roundtables need to be purchased by chapters from MLA. A concern of Chapter Council members is that there is no check on who qualifies/is a new MLA member. Different chapters have handled the sponsorships differently, and information from MLA is confusing. Julia will get back to the Board with any updates on this from MLA.

Paula Raimondo made a motion which Karen Knight seconded to accept the Chair, Treasurer and Chapter Council reports as written. Motion carried.

Professional Development Committee Report—Bart Ragon, Chair

- Bart first discussed the Chapter Leadership Education Challenge Grant. MAC has applied to MLA for a chapter grant and will find about funding in May 2005. He gave a presentation about the Horse Sense Leadership Course and provided handouts. The PDC wants to offer this course at the MAC Annual Meeting; MLA should approve for CE credit. He began by showing the video "You Can Learn a Lot from a Cowboy." This is a 1½ day program that explores the connection between training horses and leading employees. The first full day of the class is spent at a ranch working with horses. The second day is about applying the leadership skills learned/observed to one's work situation. Bart requested that the Board approve a subsidy from MAC in order for the class to be offered at the usual MAC price for a full day class. Enrollment needs to be between 20 –30. Four funding scenarios were presented for Board vote.

- The Committee plans to offer 3-4 CE classes at the 2005 Annual Meeting. From the 2004 web-based survey of the membership, the recurring topics of interest were information mastery, education, marketing, licensing, leadership and publishing. The PDC and the MAC LAC will select appropriate CE classes in early 2005 and have agreements in place before spring 2005.

Old Business

Videoconferencing the Winter Executive Board Meeting was discussed. Ann Duesing asked what is the purpose of the Winter Executive Board Meeting--to involve members, engage in networking, see board in action. Paula Raimondo asked if we should consider changing the date of the Board meeting from January. Beverly Murphy stated she thought there was value in having a face to face conference. Gary Greenstein thought we could consider web conferencing. Jonathan Lord suggested that the Strategic Planning group could look at it.

Julia Shaw-Kokot made a motion which Paula Raimondo seconded to add to the Strategic Plan Task Force charge “looking into alternative meeting scheduling/formats for the executive board meetings.” Approved.

Credit Card for MAC

Beverly Murphy moved that MAC apply for a credit card. Bart Ragon seconded the motion. Motion approved. Claire Meissner, Treasurer, will investigate.

MAC organization domain name purchase – there is online registration available to register “macmla.org” as a domain name. Julia Shaw-Kokot will contact Linda Collins, Publications Committee Chair, about this. The Treasurer will pay the registration fee.

P & P Manual Updates – still in process. The Publications Committee has completed the revisions and sent relevant sections to Board members and committee chairs for final review. The Committee’s goal is to post the revised manual to the MAC website in .pdf format.

MLA Chapter Sharing Roundtables free lunch for new member(s) – Julia Shaw-Kokot will send more information later to the Board. She will check to see who the funds go to, a definition of who is eligible, and what the date is for a chapter to participate in the MLA fund. MAC can do something independent of MLA. In fact, we did award a free roundtables lunch to one of our members at the annual meeting, although it was not given to a new member. Julia recommends sending \$50 to MLA for their “pot.” The Board will decide later about how to support this project – either sending money directly to MLA or MAC paying for MAC members to attend.

Committee and Task Force Meetings:

11:30 am-12:30 pm (Only the Strategic Task Force met)

Committee Reports

Honors and Awards Committee-- Gary Greenstein, Chair

The committee members will be requesting award nominations via email, telephone contact, and letters during the period of April – June 2005. Gary has submitted a “Request for Nominations” that was published in the *MAC Messages* Jan-Feb 2005 issue; there will be requests in each issue until the next MAC meeting. The committee Budget Projection Form has been submitted to the Executive Committee.

Membership Committee—Cynthia Burke, Chair

There was no written report. Ann read an email from Cynthia that reported the following: for 2004, there were 213 paid members and 17 honorary/retired members = 230 members. Ann will supply a copy of the email to the Board.

Professional Development Committee

The report was presented earlier in the meeting by Bart Ragon, Chair.

Publications Committee—Linda Collins, Chair

Linda was unable to attend. Ann Duesing distributed and reviewed copies of materials e-mailed by Linda.

MAC/MLA Website usability – The Publications Committee plans to use the results of the 2004 survey to update the MAC Web site. Copies of comments received were distributed. Fifty responses were received, representing ~ 16% of the 317 MAC listserv subscribers.

Suggestions for MAC Logo by the MAC Board

- Add shadowing to wording “Mid-Atlantic Chapter...” on smaller logo.
- Several other options were discussed.
- Consider reducing the font size of “MAC.”

Julia Shaw-Kokot made and Beverly Murphy seconded a motion to accept the concept of the three samples of the new logo pending acceptance of the final revision by the Board. Motion approved.

MAC Messages Newsletter – suggestions for the Publications Committee included:

- Change frequency to quarterly beginning in January 2006
- State reporters should establish an email list to gather information
- State reporter roundtable should be available at Annual Meeting
- Ask MAC Webmaster if we can get a Website traffic report for *MAC Messages*

The Committee’s next task will be to compile a Policies and Procedures manual for the Local Arrangements Committee and post it to the MAC website in .pdf format.

Archivist

Diane McKenzie had prepared a Draft copy of a chart showing materials to forward to the MAC Archivist that was distributed at the Board meeting. The chart details for each item who is responsible for sending it to the Archivist, when it should be sent, and any necessary comments related to the specific item.

Benchmarking Chapter Educator

Susan Craft submitted a report stating that her main activities during her first year were learning her role as it currently exists, exploring how other chapters use their BCE's, and promoting and educating MAC members to participate in the second Benchmarking data gathering effort. She reports that the MAC BCE's role is similar to what other chapters are currently doing, and that MAC members participated significantly in the data gathering done during April-July 2004.

Task Forces

Strategic Planning

Beverly Murphy, Chair, presented an oral report regarding Bylaws changes that are needed. She will send a summary of the report to the Board. The task force wants to submit these changes to the MAC membership soon for a vote. Plans are to send the first round of bylaws changes to MLA by end of February – first of March. The second round of changes needs to be submitted to MLA for approvals by April 1, 2005, which would include some bylaws changes held for discussion and a vote at the annual meeting.

Other topics discussed were:

- Investigate a conference call service so committees can hold conference calls. (example: www.conferencecall.com)
- Clarify change of Professional Development Committee to determine priorities other than CE planning for the Annual Meeting. Ann will check with the PDC Chair to follow up.
- Establish a mechanism to collect or submit information via the Website. Ann will discuss this with Linda Collins and Russet Hambrick.

Fees Payment

Jane Borland, Chair, asked if MAC was ready to stick with Acteva for electronic meeting registration and membership dues payment. Acteva fees are paid by MAC, but these are offset by saving money on printing and postage. Ultimately, the Board and Task Force will ascertain whether any of the associated costs will be passed on to the membership, either as increased annual dues, increased Annual Meeting registration fees, or both. Beverly Murphy moved that MAC continue using Acteva for online meeting registration and for payment of membership dues. This was seconded by Jane Borland. Motion approved. The final report of the Fees Payment Task Force will be due at the Annual Meeting.

Local Arrangements Committees

LAC 2004 MAC Meeting Final Report

An itemized list of income and expenses from the 2004 Annual Meeting was distributed. The Board commended Rick Peterson for tallying and disseminating the meeting evaluation report so soon.

2005 LAC Report – Jonathan Lord and Karen Knight, Co-Chairs

The LAC Co-chairs provided a written summary of committee activities to date. LAC met with the Program Committee in Charlottesville on January 20th. Due to winter weather, only two Program Committee members were present. The Program Committee members were taken to the Omni Hotel for a tour of all the facilities. The Local Arrangements Budget was provided. Total Projected Income is \$38,325.00 and Total Expenses projected are \$39,335 giving a projected budget shortfall of \$1,010.00. Tentative plans for the meeting include CE classes on Monday and Tuesday with hands-on computer classes to be hosted by the UVA Health Sciences Library. The PDC's goal is to make the CE classes self-supporting through class fees (not including the MLA or MAC grants if secured). Omni Hotel room commitment numbers were given. The gala welcome on Tuesday evening is scheduled for the Omni Hotel atrium. Dine arounds will follow in the adjacent historic Charlottesville Downtown Mall. Important dates noted were April 15--\$1,000 deposit to the Omni; September 5--cut off date for hotel registration for MAC conference rate; October 1--Hotel must receive the final written program. A list of the 2005 MAC Local Arrangements Committees was included as well as a food budget for the meeting.

2005 Program Committee Report – Pat Hammond, Chair

The theme chosen for the 2005 Annual Meeting is *Information Innovation: Charting New Territory*. A meeting was held January 20, 2005 to develop a preliminary program schedule and tour the conference hotel. The committee has prepared a preliminary list of 23 roundtable topics, and is hoping to have a record number of posters submitted. They plan to offer at least two simultaneous sessions of contributed papers and have a panel of “new” librarians for one of the sessions. Pat Hammond requested backboards for the poster sessions. The Board approved \$1000 for poster boards for the meeting.

Julia Shaw-Kokot made and Claire Meissner seconded a motion that the Board approve the LAC budget. Motion was approved. Claire Meissner made and Beverly Murphy seconded a motion that the Board approve a budget shortfall of up to \$5,000 for the entire meeting budget. This motion also carried. In addition, Julia moved that the Board approve a subsidy of \$2,500 for the Horse Sense CE class, if needed. Board members suggested that the PDC charge a \$160 fee for the Horse Sense class.

2006 Joint Meeting with Southern Chapter

Russet Hambrick has taken over as coordinator of this group. A written report was distributed. The meeting site will be the Westin Buckhead in Atlanta. It was noted that this will be a longer meeting than usual for MAC members, from Thursday, October 12 –

Monday, October 16, 2006. Concern was raised about the number of MAC members that would be willing/able to stay over Sunday night. Board members suggested that the Southern Chapter LAC offer more programming and/or CE on Monday. It was also suggested to add lunch with programming on Saturday. Julia Shaw-Kokot made and Beverly Murphy seconded a motion that the Board send \$1,000 to the Southern Chapter for seed money. The Board approved.

MLA 2005 Annual Meeting – Paula Raimondo gave a brief overview and suggested that everyone check the Web site.

New Business

- The **MAC 2005 Budget** was distributed. Beverly Murphy made and Julia Shaw-Kokot seconded a motion that the budget be accepted with any necessary corrections to headings. The Board approved.
- **MAC/MLA Goals for 2004/2005** were included in the packet for the meeting.
- **MAC Membership Database Manager**
Lynn Eades has resigned this position. She will continue working on it until a replacement is found. The problem is finding another MAC member with SQL Cold Fusion skills. Julia Shaw-Kokot and Lynn will put together a description of responsibilities.
- **MLA '06 Symposium**
On behalf of Shannon Jones, Ann Duesing presented a submission form for a session titled “Cultural Competencies for Health Library Service to Diverse Users.” The Board asked what sponsorship would entail. Ann will get more details from Shannon.
- **Reconciling budgets**
Beverly Murphy asked if there is a need for officers and committee chairs to submit an expense report at the end of the year to balance against the initial budget. It was decided that this reconciliation is not necessary since committees will have submitted expenses, the Treasurer will have noted these expenses, and completed a final report with a listing of all expenses and totals.
- **MLA Chapter Sharing Roundtables**
Julia Shaw-Kokot reported that three Chapters have contributed money to MLA.

The meeting was adjourned at 4:15 p.m.

Respectfully submitted,

Pat Hammond, Acting Secretary
Susan J. Arnold, MAC Secretary