

MAC/MLA Executive Board Meeting
September 9, 2005
University of Virginia Health Sciences Library
Charlottesville, VA

MAC/MLA Chair, Ann Duesing, called the meeting to order at 8:55 a.m.

Executive Board Members Present: Ann Duesing, Chair; Beverly Murphy, Immediate Past Chair; Pat Hammond, Chair-Elect; Susan Arnold, Secretary; 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; Robert James and Shannon Jones, Membership; Janice Kelly, MLA Nominating; Pat Hammond, 2005 Program Committee; Jonathan Lord and Karen Knight, 2005 Local Arrangements Committee; and Dale Prince, 2007 Annual Meeting.

Task Force Chairs Present: Beverly Murphy, Strategic Planning.

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

Pat Hammond moved and Paula Raimondo seconded to approve the minutes as corrected from the January 28, 2005 Executive Board meeting. Motion carried.

Executive Board Reports

Chair's Report:

Ann submitted her report as written. She reported that she had prepared and submitted the Annual Report to MLA, submitted articles to each *MAC Messages* issue including calls for volunteers for committee members, attended the New Leader's Tea at the MLA meeting in San Antonio, and contacted/responded to board members and committee chairs with requests and planning needs. She also followed up on MAC Winter Board Meeting items, including minutes revision and clarification and the MLA 2006 Diversity Symposium planning. She has appointed Dale Prince and Terri Ottosen as Co-Chairs for the 2007 Annual Meeting. Ann also received the planning report from the Joint MAC/Southern Chapter meeting at MLA and began work on identifying and appointing committee members. Finally, she developed the 2005-2006 MAC/MLA Goals/Objectives planning format, incorporating the MLA Priorities, and worked with the Strategic Planning Task Force to complete tasks.

Treasurer's Report:

The report submitted by Claire Meissner, Treasurer, covered income and expenses from January 1, 2005 to August 31, 2005. Income totaled \$17,858.51, which included \$14,773.79 related to the 2005 Meeting, and expenses totaled \$4,519.93, which included \$2,551.68 related to the 2005

Meeting. She noted that the RML Training Grant of \$500 for the *Foraging through the Licensing Wilderness* workshop was a nice addition to income. The balance at the end of the period was \$66,067.61, which includes the checking and savings accounts, our Certificates of Deposit, and the Marge Abel Award. Claire also distributed an Addendum for the 2005 Annual Meeting and Membership which included expenses and registration information for the annual meeting through September 8, 2005. This sheet showed \$23,763.98 in income and \$5,906.27 in expenses. She reported that there was an additional \$650 in expenses not reflected on the addendum, and that the income included dues for 15 regular and 2 student members. Finally, she reported that we have liability insurance, but she had not received the invoice until recently. She will verify that we have not already paid for this year. She also said that she will prepare an updated financial report for the LAC if they need one.

Chapter Council Report:

Paula Raimondo reported that Joanne Marshall, MLA President, has suggested that there be a Benchmarking Committee in each chapter, and that Joanne hopes the membership will participate in the benchmarking database activities. She believes that participation in the database will help to identify and help the at-risk libraries. MJ Tooley has set up a special email address as MLA President: president@mlahq.org. A list of sites for future MLA meetings through 2010 was distributed as part of Paula's report. It was noted that MLA arranged electronic voting this year by contracting with a company at a cost of \$4,000. Carla Funk, MLA Executive Director, is to check and report to the Chapter Council if this service could be workable for the chapters. Chapter Council members have noted that MLA currently charges member chapters a \$360/year minimum to host chapter websites, at a higher rate than many other places, with limited customer service. MLA has the capability to mount chapter directories on MLANET, which could be included in the \$360 cost. Carla Funk was also going to check to see how much the directory alone would cost. This sparked a general discussion among the Board about how MLA sometimes does not appear to include chapters in their planning for new business services. It was felt that MAC may want to have a more direct task force assessment to look into this. It would be interesting to find out how many chapters have sought assistance and what they did as follow-up. Other highlights from Paula's report:

- 32% of MLA members are in AHIP, or 1,156, a slight increase over last year. This is due to the high number of provisional members.
- There were 357 attendees at the MLA Roundtables this year, at 52 tables covering 29 topics. "Survey Monkey" was successfully used to poll MLA members for topics and a number of very useful suggestions were made. The bottom line of the survey was that members want Chapter Council to continue roundtable luncheons.
- Janice Kelly has been elected as a nominee to the MLA Nominating Committee.
- Paula Raimondo was elected to vice-chair of Chapter Council.
- Chapter and Section Councils have proposed a program on health literacy for MLA 2007. This was approved last week by the NPC.
- With permission from Lynne Fox, their creator, Paula passed along tools to help when preparing the AHIP membership application. One was an Avery printer label set for folders; the other an AHIP points spreadsheet. These tools were forwarded to MAC members and other Chapter Council members, and the response has been very favorable.

MLA 2006 Diversity Symposium Report:

Shannon Jones thanked MAC for letting her and Tracie Hall submit a proposal on behalf of MAC. She distributed a handout providing an update on the current plans for the symposium. They have scaled the program back to 4 hours and have solicited participants. They have decided to feature speakers about new emerging cultures, such as Asian and Sudanese. Nancy Ottman Press, who wrote the article, "Culture Competencies for Health Sciences Librarians," will be the keynote speaker. They still need moderators/facilitators for two segments. Beverly Murphy and Ann Duesing volunteered to fill this need. Shannon reported that they still need to work with speakers on the case study model. This symposium will be following the Annual Meeting, in the 1-5 p.m. time slot. \$1,000 was approved to be contributed from MAC, but this does not have to be paid until just before the MLA meeting. There is no class size limit; they are planning for 60-70, but they may attract as many as 100 people. There will be 4 hours of CHIS credit available. Paula Raimondo suggested that Shannon submit this in 2006 for the MLA Chapter Project of the Year Award.

Beverly Murphy made and Pat Hammond seconded a motion to approve the Reports of the Chair, Treasurer, and Chapter Council as presented. Motion carried.

Committee & Task Force Reports

Honors & Awards Committee—Gary Greenstein, Chair

Gary reported that the committee had solicited award nominations through email, telephone contact, and letters, as well as in *MAC Messages* and through the MAC listserv. He announced that the award winners for 2005 are Pat Hammond for the One Person Librarian Award, Shannon Jones for the Service Award, and Beverly Murphy for MAC Librarian of the Year. They still need to have plaques made for the award winners and prepare certificates of appreciation for all outgoing officers, etc. They also plan to provide an AHIP membership list to the LAC Chair for inclusion in the Conference packet; they have already published this list in *MAC Messages*. Finally, they are still trying to locate MAC retirees to create a final list; Gary plans to send a message over the MAC listserv to help with this.

Membership Committee

Ann officially appointed Robert James and Shannon Jones to fill the vacancies in the Chair/Co-Chair positions for this committee. They reported that four MAC members participated on a panel promoting medical librarianship for the Student Chapter of the Special Library Association at the University of North Carolina School of Information and Library Science. The event was well-attended. They also announced that two Conference Scholarships have been awarded to Elizabeth Ford, from the University of Virginia, and Ivonne Martinez, from Georgetown University. Applicants for these scholarships had to write a letter of interest this year. A question was raised about the funding for the scholarships. Shannon said that she submitted a budget request for the conference scholarships that included registration, hotel and membership in MAC. The LAC will make clear in its final budget statement exactly how monies were spent for the scholarship recipients. A suggestion was made to sell chances for a basket at the 2006

meeting to raise money for the scholarship fund. It was requested that all officers attend the MAC new member reception at 6:00 Tuesday evening the week of the Conference.

Professional Development Committee—Bart Ragon, Chair

The complete report of this committee was distributed with each board member's packet. Bart primarily discussed the Continuing Education courses planned for the MAC Meeting. *Horse Sense for Leaders* currently has 17 registered, they needed at least 16. *Foraging through the Licensing Wilderness* has 9 currently registered, for a loss of \$27. *Keeping up to Date with NLM's PubMed and Gateway* has 12 people registered, while *Marketing as if Your Library Depended on It* has 11. The current total profit for the CE classes is \$1,277.00. We were fortunate in that the \$500 grant was received for the licensing workshop, and that Pat Wagner (speaker for the marketing workshop) is using frequent flyer miles and not charging us for transportation.

Publications Committee—Linda Collins, Chair

Ann presented this report in the absence of Linda Collins. The complete report is on file. It was noted that a comprehensive revision needs to be done on the Policy & Procedure Manual due to the changes in the bylaws. A review and updates will need to be done after the annual meeting. There was still a question about whether MAC has paid for registering the domain name for the website. Julia Shaw-Kokot had talked to Linda about this. Julia will followup to get the domain name reserved. We can still remain on our current host server and people can be re-directed to the new, "real" URL. It was decided that we do not want to use MLA to host our website.

Regarding the revised MAC logo, Gary Greenstein made and Claire Meissner seconded a motion to approve the large and small logos as re-defined with the states' names. Motion carried. Beverly Murphy suggested that the new logo be housed somewhere so that it is accessible, perhaps in a protected area of the website. There was also a question raised about whether new stationary and envelopes needed to be printed. It was decided to print labels with the new logo rather than envelopes, and to create an electronic letterhead in different formats. The new logo also needs to be incorporated into the website with a consistent page template. Adam Glazer will be asked to tweak the new logo and have it ready to show at the October meeting. Board members were encouraged to send any input on this matter to Ann and she will forward it to the Communications Committee.

Nominating Committee—Beverly Murphy, Chair

A complete report was distributed including the letter that went out with the ballot, the actual 2005 ballot, and the 2005 Candidate Biographical Sketches. A total of 212 ballot packets were sent to MAC members on August 26, 2005 to be returned no later than September 23, 2005. The results of the 2005 election will be sent to the MAC Executive Board as soon as the counting is completed. They will also be added to the Nominating Committee report prior to the annual business meeting in Charlottesville, VA, where the winners will be announced.

Archives

Ann presented this report in the absence of Diane McKenzie. She provided an update of which items need to be sent to the Archivist, when they need to be sent, and where to send them.

Benchmarking

Ann presented this report in the absence of Susan Nash Simpson. The complete report is on file. A question was raised as to whether MAC should establish a Benchmarking Committee, but it was decided that it would be better to discuss this when Susan could be here. This was tabled until the next Board Meeting. Board members did wonder how many people are really using this benchmarking since we are in so many different settings, including hospitals, consumer health, public, and academic libraries.

Julia Shaw-Kokot made and Beverly Murphy seconded a motion to accept the Committee and Task Force Reports as presented. Motion carried.

Strategic Planning Task Force—Beverly Murphy, Chair

With the approval of the MAC Executive Board and the MLA Bylaws Committee, this task force submitted 13 bylaws amendments for approval by the MAC membership. Submission was implemented via an email announcement on August 5, 2005 to a listing of 198 current members obtained from the Membership Database Coordinator. Announcements were also posted on the MAC listserv and in *MAC Messages*, and printed announcements were sent to members who did not have email access. Many of the changes proposed were to make the bylaws more consistent with the MLA Chapter Model Bylaws and give MAC more flexibility. Other changes were made as a result of survey responses from former officers and committee chairs. One significant change is that MLA states that everything about a committee should go in the Policy & Procedure Manual, i.e. terms, tasks, etc. Bylaws should only contain the names of committees. The voting deadline for the bylaws changes was established as September 15, 2005. It is anticipated that they will be approved; an announcement of the results will be made at the annual business meeting in Charlottesville, VA.

Beverly also discussed the success that this task force had with using Conferencecall.com. Our account allows MAC to have a conference call at any time, and we can put things up on the web for others to view if needed. The leader has a PIN number. They can set up different accounts for standing committees and task forces. The Treasurer is the contact for billing. Beverly said the average charge was ~ \$69/call. Information about this service should be part of the Chair's notebook to pass along. Beverly will work with Ann Duesing and Pat Hammond to decide what exactly we want to set up.

At this point, the Board also discussed Board Meeting dates and format, as there was no recommendation in place. Pat Hammond suggested that the 2006 Winter Board Meeting be held in March. Since next year will be a joint annual meeting, this would be a good time to try something new. The consensus was to try this, even though the downside is that there is a long period of time between October, when committees are appointed, and March. Committee budgets will need to be submitted before March. It was also brought up that committee members should be particularly encouraged to come. Hopefully, the weather will be better at this time of year. It was decided that videoconferencing the Winter Board meeting would not be the same as bringing the Board together, and there was concern about funding this activity, as well as mailing reports.

The Strategic Planning Task Force has not done anything about PDC priorities other than Annual Meeting CE; however, ALA has suggested that diversity be brought forward. There had been discussion that the PDC sponsor activities at other times of the year or possibly join together with other library organizations to sponsor CE. This will be referred back to the committee.

There has been no action on a mechanism to collect/submit information via the Website.

2005 Local Arrangements Committee Report—Jonathan Lord and Karen Knight, Co-Chairs

Jonathan reported that he had met Wednesday, September 7 with the hotel representative. MAC currently has 20 vendors signed up, as well as 20 posters to be displayed. There will be 2 breakfasts and 2 lunches provided to meeting attendees at the hotel, and there will be 2 dinearounds for dinner. A good selection of restaurants is available in the area. As of 9/9, there were 95 full inclusive registrations, with 2 full registrations received after the early registration deadline. There were also 4 registrations for 1 day, and 4 for the exhibits/vendors only. In addition, there were 20 1-day registrations for vendors. This is roughly equivalent to last year's registration totals. They had originally planned for 175 based on the 1995 Richmond and 2000 Roanoke MAC meetings. However, there has been a trend of declining enrollments, and there was no mailing of pre-registration packets this year. Claire Meissner suggested that for the next meeting, we may want to mail postcards as a marketing tool. Robert James suggested that we consider marketing to public and academic libraries that have consumer health collections.

The final program has been printed and was circulated at the board meeting. The "giveaway" is a blue portfolio; it was also passed around. The committee meeting assignments didn't make it into the program; these will be from 7-9 a.m. on Wednesday, October 5. Ann will notify the committee chairs of these times/places. Jonathan also announced that we had met the minimum requirement for room reservations. It is anticipated that the food/beverage cost for ~135 people will run between \$13,000-\$14,000. We have until 72 hours before the meeting to give the Omni the final numbers. Julia Shaw-Kokot said that students may want to attend and pay the student rate but also attend social events. She inquired if they could volunteer services in exchange for this. The MAC Scholars will be asked to help staff the 2006 Joint Meeting booth at the annual meeting.

2005 Program Committee Report

Pat Hammond reported that the program is set; her complete report outlines the details. She reported that the committee reviewed 30 abstracts for posters; this represented an increase from previous years. 20 posters were selected; they will have backboards but no tables this year due to space limitations. Supplying both would have doubled the cost. If any have handouts, they can be set on chairs in front of the backboard or handed out by the presenters. The Program Committee is still waiting for IRB approval for the New Librarians panel's survey. Once approved, the survey will be distributed to MAC members and other library groups for feedback. After reviewing the number of people who signed up for the various roundtables, it was decided to scratch the State Reporters roundtable (as that could be covered in the committee meeting) and the New MAC Members roundtable (since we are having the reception for them).

2006 Joint Meeting with Southern Chapter Report

Ann Duesing presented the Steering Committee Report in the absence of Russet Hambrick for the Joint Annual Meeting to be held in Atlanta at the Westin Buckhead on October 12-16, 2006. The committee is planning on 250-300 attendees. MAC will be represented on the following committees for the meeting:

- Steering Committee—Russet Hambrick and Beverly Murphy
- Exhibits/Meeting Sponsors Committee—Janice Kelly
- Social Events Committee—Shannon Jones and Toni Yancey
- Marketing Committee—Roger Russell
- Program Committee—Julia Shaw-Kokot and Beverly Murphy, as well as the new Chair-Elect

The Southern Chapter asked MAC to lead the CE process for the meeting, so the PDC will be working on this; Dale Prince also volunteered. MAC also agreed to help develop the graphic/logo and host the website.

MAC also needs to pay the \$1,000 in seed money to the Southern Chapter in care of Sandra Franklin. MAC representatives to the Joint Steering Committee discussed having online registration. Lynn Eades is to call Sandra Franklin to fill her in on the ACTEVA process.

Ann will check on the space and number of tables that MAC usually needs for roundtables by looking at the LAC Reports from the 2004 and the Quint Meetings. She will also look at the amount we have collected for exhibits over the past few years and the number of exhibitors each year and forward this information to Sandra Franklin.

The Joint Steering Committee will staff an information table during the 2005 Annual Meeting and will provide an invitation to the 2006 Annual Meeting during the MAC Business Meeting. Several members of the Southern Chapter will attend the 2005 MAC annual meeting.

2007 Annual Meeting Committee Report—Dale Prince, Co-Chair

Dale announced that Terri Ottosen of the NN/LM SE/A has agreed to co-chair. Dale and Terri will probably divide the responsibilities between the lines of Program and Local Arrangements.

They have yet to choose a location or hotel; several possibilities were mentioned, including Baltimore, Annapolis, Southern Maryland, and the Eastern Shore. Dale mentioned that although the 2002 LAC received very good reviews from the event held at the Princess Royale in Ocean City, the organizers of that meeting were not pleased with the service at that hotel. Dale and Terri have also made a chart of room configurations that will be needed in negotiating with a hotel based on the 2003 conference numbers. The Board suggested to him that he consult with “Groups to Go” to help in choosing a site and getting price breaks. Dale and Terri will be pursuing this in October.

Old Business

- **Membership Database & Database Manager Position**—Lynn Eades has resigned from this position, but said she would continue until someone else is found to take over. Up to this point, no one has stepped forward. It was felt that this may be due to the fact that the database is written in Cold Fusion, and it may need to be re-written in a different format. It was reported that the database would lose a lot of its functionality if it was changed to Microsoft Access. Beverly Murphy suggested that another message go out on the MAC listserv listing the specifications for this position. Julia Shaw-Kokot said that she would talk to Lynn and write a description of the specifications.
- **Annual Dues Payment Schedule & Compliance**—Invoices should be mailed November 1 with payment due by December 31. A second invoice should go out on January 15 for dues that are past due. There has also been an option for dues renewal at the Annual Meeting Registration. The second invoice didn't get done last year. Ann will check with Lynn to see if she will do this in 2006 if no one else is in place as Membership Database Manager by then. It was decided that we should keep the schedule and system the same as it has been to avoid alienating members. People will be allowed to register for the Annual Meeting at the MAC member rate if they pay their dues with registration. If they have not paid by January 15, they will be considered in arrears and will not be eligible for committees or voting. Committee chairs will be reminded to check at the time of appointments to make sure that their committee members have paid their MAC dues. It was also decided to put dues announcements in Annual Meeting packets as a reminder.
- **MLA Roundtable Luncheon Support for New Members**—Julia Shaw-Kokot reported that MLA recommends a contribution of \$50 for "X" number of free roundtable tickets for new members. However, there is no way to ensure that members from your chapter will receive this benefit. Last year, only two chapters contributed money. It was felt that this would be better to do through our own chapter. Beverly Murphy asked if the recipient could be either a new member or one who has never attended a roundtable. Upon further discussion, it was felt that names could be put in a hat at the MAC New Members Reception and we could decide how many to support and how to award. A list of new members will be forwarded to Pat Hammond by the Winter Board Meeting.
- **Credit Card for MAC**—There has been some discussion that having a MAC credit card would be nice to speed up transactions. However, there was some concern that turnaround times have shortened to get receipts in, and that if MAC should happen to get a bad credit rating, we won't be able to book hotels for conferences. As the Board did approve applying for a credit card at the January meeting, Claire needs to investigate this. Gary Greenstein suggested that we check into an Amex small business card. It was also suggested that a debit card might be better, or that the bank who holds our CDs might give us a better rate. Paula Raimondo will also check through Chapter Council to see what other chapters are doing about this issue.

- **Fees Payment Taskforce Final Report**—Ann will check with Jane Borland for any changes that have been made for the final report which will be distributed at the October Business Meeting. Ann thanked and officially disbanded this task force.

New Business

- **2005-2006 Goals and Objectives** were distributed by Ann in each board member's folder. She utilized the MAC/MLA Goals for 2004-2005 in their preparation. These are intended to be a working paper or guidelines for the Committees to use.
- **Committee Chairs and Members Needed**—A list of those committees with Chair and member vacancies was distributed by Ann in each board member's folder. Ann asked for assistance in filling these vacancies. She has put out a call in the latest *MAC Messages* and plans to also utilize the MAC listserv to recruit people. Once applications have been returned, Ann will make official appointments. Shannon Jones suggested contacting student members to try and get them involved. It was also pointed out that you don't have to have an MLS to be a member of MAC, and that this might be an untapped resource.
- **MAC Newsletter Editor, Website Editor, and Listserv Manager Appointments**—These are ex-officio members of the board, and they all currently need re-appointment letters to officially extend their terms. Ann is planning on sending these letters soon. MAC currently does not have any term limits set for these positions. It was decided that these should be a 3-year appointment. An understudy/one-year intern might also be considered that could serve as a co-editor. We may want to include this information in the Policy & Procedure Manual.
- **MAC Retirees**—We currently have about 15 retirees in the organization, 7 of whom are MLA members. It was decided that these people should be contacted annually by the Membership Committee to see if they still want us to send them mailings and keep them involved. Robert James will work with Beverly Murphy and Lynn Eades on this.
- **Travel and Expenses for the 2006 Joint Meeting**—Beverly Murphy reported that the Quint Meeting provided \$200 per person per meeting for expenses involved in planning meetings. She stated that whenever we have a joint meeting, MAC should support sending our members. Julia Shaw-Kokot suggested getting Russet Hambrick, MAC Steering Committee representative, to look at this and come up with a budget based on the number of people and the number of trips involved. It could also include conference calls. The Board would need to approve the budget. If money for the 2006 meeting planning is needed before the next Board meeting in March, the Board will vote on the budget by email.
- **All Committee and Task Force Annual Reports will be due to Ann by September 26, 2005.**

- **Hurricane Katrina**—There was discussion about how MAC could best help. Pat Hammond suggested contacting Becky Hebert at a later date about how we might be able to help the libraries affected by the hurricane. For now, Gary Greenstein moved for MAC to make a \$1,000 donation to the Salvation Army earmarked for Katrina support. The motion was unanimously approved.
- **What can MLA do for MAC?** – Paula Raimondo and Julia Shaw-Kokot will solicit input at the October business meeting, as well as send out this question to the MAC listserv.
- **Acteva**—Julia Shaw-Kokot will take care of putting the poster information explaining the streamlined MAC Meeting Registration process using Acteva on the MAC website.
- **Free Registration for 2005 Annual Meeting**—There was some discussion on how to handle the free registrations we are giving away for the annual meeting, as we didn't want to pay a fee to Acteva for these. It was decided that these will be listed in the LAC final report as expenses.
- **Strategic Planning incomplete tasks**—will be forwarded to the new Committee with the Chair-Elect. It was agreed that some member carryover would be helpful for continuity.
- **Certificates of Deposit**—Claire Meissner reported that MAC has 2 CDs. One rolled over in April and is worth about \$16,000; the other will rollover October 4 @ 1.67% interest for 6 months and is worth about \$6,000. The board gave her approval to investigate higher rates of return and re-invest the CDs as appropriate.

The meeting was adjourned at 3:30 p.m.

Respectfully submitted,

Susan J. Arnold
MAC Secretary