

MAC/MLA Executive Board Meeting
March 3, 2006
Virginia Commonwealth University
Tompkins-McCaw Library for the Health Sciences
First Floor Conference Room
Richmond, VA

MAC/MLA Chair, Pat Hammond, called the meeting to order at 8:55 am.

Executive Board Members Present: Pat Hammond, Chair; Ann Duesing, Past-Chair; Melanie Norton, Chair-Elect, Deniz Ender, Secretary; Claire Meissner, Treasures; Paula Raimondo, Chapter Council Representative; and Julia Shaw-Kokot, Chapter Council Alternate.

Committee Chairs Present: Gary Greenstein, Honors and Awards; Megan von Isenburg, Communications; Susan Nash Simpson, Benchmarking; Beverly Murphy, Strategic Planning, Chair-Designate.

Julia Shaw-Kokot moved and Claire Messner seconded approval of the minutes as corrected from the September 9, 2005 Executive Board Meeting. Motion carried.

Executive Board Reports

Chair's Report:

Pat welcomed everyone and reminded the board members that *Robert's Rules of Order* will be followed as meeting format. According to MAC Bylaws, only elected officers are voting members of the board.

Pat submitted her report as written. She reported that the Membership Committee has become the Membership and Recruitment Committee. Two library school students received MAC Conference Scholarships and they attended the annual meeting in October 2005. Through personal contact, solicitation and mentoring, new MAC members were encouraged to become active in the organization as soon as possible.

The Local Arrangements and Program Committees planned and executed the MAC annual meeting, Information Innovation: Charting New Territory, during October 2005 in Charlottesville, VA. The Professional Development Committee offered four CE classes at the annual meeting. MAC received a training grant from the SE/A NN/LM office to fund a CE class. MAC members are planning a joint annual meeting with the Southern Chapter during October 2006 in Atlanta, GA. The MAC Professional Development Committee is responsible for planning the CE classes.

The Honors and Awards Committee presented awards recognizing the outstanding contributions of three MAC members at the annual meeting. A list of MAC members

who are AHIP members or MLA CE instructors was distributed at the annual meeting. Pat also reported that information about MAC events was regularly published in the newsletter, *MAC Messages*, and on the MAC web site.

The MAC membership approved 13 bylaws amendments recommended by the Strategic Planning Task Force in September 2005. The changes make MAC bylaws more consistent with the MLA Chapter Model Bylaws and give MAC more operational flexibility. The new organizational structure added two ex officio members to the MAC Executive Board and revamped MAC committees. This will allow the organization to be more responsive to the needs of MAC members and institute strategic planning as an ongoing process. The Chapter Council Representatives continued to monitor trends and changes in MLA while reporting information and soliciting feedback from MAC members. The Communications Committee (formerly Publications) has completed an update of the MAC Policies and Procedure manual, which has been posted on the MAC web site. A new MAC logo was approved by the Executive Board.

The Communications Committee analyzed the results of a web site usability survey and began work on a prototype of a new web site that incorporates some of the suggested changes.

See Appendix 1 for full report.

Treasurer's Report:

The report submitted by Claire Meissner, Treasurer, covered income and expenses for the full year of 2005. Income totaled \$43,531.02 and expense totaled \$47,911.60. Claire mentioned that the annual meeting figures were not complete. Also there is an unreconciled difference of \$24.66. She will check with one of her CPA friends and try to find the difference. She reported that one of the Certificate of Deposit had matured in April at the rate of 2.7%. The six month Certificate of Deposit will mature in October at the higher rate at 3.71%. CDs are kept in the same bank.

Chapter Council Report:

Paula Raimondo reported that MLA has been looking at its membership and non-membership benefits. Many things freely available from MLANET are accessible only by members on other organizations' web sites. The MLA Board has decided that *MLA Focus*, the electronic newsletter will now be restricted to MLA members only. Paula will no longer forward *MLA Focus* via MAC listserv.

MLA board talked about whether or not MLA officers are required to pay registration fee when invited by a chapter to participate in a meeting. Paula reported that MLA requested that chapters make it clear with the invitation if the invitee has to pay for registration. Chapter Council Chair encourages chapters to cover the cost of registration for an invited guest.

Pat Hammond moved and Ann Duesing seconded a motion to waive the registration fee of MLA officers invited to MAC meetings, if they are not MAC members. Motion carried.

Action: Meeting Travel Expenses in PPM should be changed to reflect this motion

The MLA Research Section has offered to work with chapters to help them set up a research committee if there isn't one already in place. Interested groups can contact Ruth Fenske or Tovah Reiss. It was suggested that this report should go out to membership.

In support of the chapters' efforts to get an electronic voting system, and with assistance from Pat Hammond, Paula supplied Chapter Council Chair and MLA with statistics about MAC. She also promoted on behalf of MLA, to MAC:

- MLA's E-Licensing Web cast
- Open Access newsletter from SPARC
- Chapter-Level Leadership Education Challenge Grant

She also served on MLA/Majors Chapter Project of the Year Award Jury.

Julia reported that interested members can sign up to facilitate Roundtables at the annual meeting. AHIP points will be awarded. She also reported that Joint Chapter and Section Councils meeting on literacy will be held in Philadelphia in 2007. Julia is on the planning committee.

Committee & Task Force Reports

Communications Committee – Megan von Isenburg, Chair

Megan reported that many changes are needed to MAC publications due to bylaws revisions. Adam Glazer is working on a Web site revision that incorporates results of web site usability survey held last year. HTML coding will be brought up to XHTML standards. New features on the web site are breadcrumbs, contact information and search availability.

At its last meeting, the Board approved a revised *MAC Messages* publication schedule, changing the frequency from bimonthly to quarterly. According to the new schedule, issues will be published at the beginning of three-month segments. For Example, Jan/Feb/March issue will be published on January 1.

Board members mentioned that having a password protected area for logo will be complicated. A motion from the Communications Committee that logo and letterhead should not be password protected was approved by the Board.

The Joint Annual Meeting Program Committee is working on creating the 2006 annual meeting web site. Work on placing the Local Arrangements Committee manual on the MAC web site was tabled due to the transition to the an annual meeting committee.

Honors & Awards Committee – Gary Greenstein, Chair

Gary mentioned that July 26, 2006 is the deadline for sending in nominations for the three awards. E-mails will be sent again to get more nominations. Board members suggested that in addition to nominations from individuals, groups could be solicited for nominations. Gary will change his letter to incorporate this suggestion.

Membership & Recruitment Committee – Robert James, Chair

Pat Hammond presented Robert's report. There are 107 regular and 5 student members as of February 21. There are also 33 new MAC members since January 1, 2005. Jean Siebert surveyed MLA chapters to compare rates of annual membership dues. The average amount is \$21.07.

Pat Hammond pointed out that MAC bylaws stipulate that all committee members should be current MAC members. Ann Duesing mentioned that the membership list on the MAC Web site should be updated and available as a reminder.

Professional Development Committee – Dale Prince, Chair

Pat Hammond presented Dale Prince's report. MAC will be responsible of CE offerings this year at annual MAC Meeting. There will be 10 courses available at the annual joint meeting. All classes will be presented on October 13, 2006. Courses will cost \$120 for 4 hours and \$160 for 8 hours. 129 attendees are needed for all classes to break even. Grants and awards totaling \$3,500 have been acquired. The topics of the CE courses are technology, management, adult education, disaster planning, consumer health, and library promotion. The MAC Professional Development?? Committee applied for and received grants and awards from the RML and the from the Leadership and Management Section of the MLA. \$1,000 has come from the RML and \$2,500 from LMS/MLA in the form of grant support for 2006 CE classes.

Strategic Planning – Beverly Murphy, Chair-Designate

Beverly mentioned that in keeping with the Bylaws changes, the MAC Chair-Elect's new duties include chairing the Strategic Planning Committee. In order to keep the PPM congruous with the new Bylaws, the Strategic Planning Committee will pre-filter the changes. Chair-Elect will work with Communication Committee to keep accuracy of PPM. Strategic Planning Committee moved that Chair-Elect's duties will include communicating with the Communications Committee to keep PPM up-to-date. The motion was approved unanimously. Beverly pointed out that there is no mention of the status of "retiree" membership in the Bylaws.

Action: MAC Bylaws should be updated to include retirees as a category of membership.

Information about the Nominating Committee needs to be added in Article VII of the Bylaws. Ann Duesing, Immediate Past Chair and Chair of the 2006 Nominating Committee, will suggest wording for this section.

It is suggested that another needs assessment should be planned in 2007. The last one was done on 2001. Beverly also mentioned that retirees should be added to the membership directory. These recommendations did not require bylaw changes.

Pat suggested that after the PPM is updated, committee chairs should share the information with their committee members as part of an orientation process. The updated PPM can be used as a guide for the orientation packages as well.

Alternative methods for an electronic voting service will be investigated by Strategic Planning Committee.

2007 Annual Meeting – Dale Prince, Co-Chair

Pat Hammond reported that 2007 annual MAC meeting will be held at Marriott Inner Harbor in Baltimore, MD. Room rate for this hotel will be \$169.

Archivist – Diane McKenzie

Pat distributed a list of MAC documents that are collected for MAC Archives. There is confusion about who to submit the documents to and the role of the MAC Archivist. Pat will ask Diane for clarification. It was suggested that Diane attend the next Board meeting to clarify the procedures.

Benchmarking Educator – Susan Nash Simpson

Susan reported that questions regarding Benchmarking Interactive Reports from 2004 survey are received via e-mail. An article about the Benchmarking Interactive Reports was published in the January issue of MAC Messages. 7 members were involved in benchmarking projects and 4 expressed interest in participating in a benchmarking project. A message to chapter members has been sent requesting descriptions of benchmarking activities in chapter libraries.

MAC 2005 Annual Meeting Local Arrangement Committee – Karen Knight, Co-chair; Jonathan Lord, Co-Chair

Karen reported that the room rate for the hotel in Charlottesville was \$109. There were 107 full meeting registrations and 19 partial registrations. There was one student registration. For future meeting planning, Karen and Jonathan recommended that:

- A printed meeting announcement should be mailed out in addition to a MAC List Serve announcement to let members know that registration is open and the meeting website is available for browsing
- Do not rely on the “professional” meeting planner to avoid religious holidays when booking the hotel and deciding on final meeting dates.
- Allow for more space for more posters or be prepared to limit the number of accepted posters to the available space
- Consider adding a message board near the registration table.
- Consider moving the Roundtable Luncheon to earlier in the meeting
- Explore and brainstorm what it means to honor MAC members at our Honors and Awards Luncheon.

- Encourage speakers and poster presenters to bring more copies of their handouts

People liked the Horse Senses CE because it was different and innovative. A concern was expressed about hospital librarians feeling left out of actual meeting participation. This may be due to either a lack of time and/or resources, or perhaps from a lack of confidence or experience in doing posters, projects, etc.

Board members discussed various ways to encourage hospital librarians to get involved with poster presentations. Matching mentors with interested librarians, offering free CE classes at annual meetings on how to create posters and/or presentations, offering registration discounts to those who are presenting at meetings, and covering the cost of materials for presentations are some of the suggestions. It was decided to charge the Professional Development Committee with coming up with a plan to support hospital and solo librarians.

Claire reported that the total income from the 2005 Annual Meeting is \$39,236.78. Total expenses are \$41,513.84. Honors and Awards line item reported under meeting expense for the first time. The total loss from this meeting is little over \$2,277. Pat mentioned that at its January 2005 meeting, the MAC Board voted to subsidize annual meeting losses up to \$5,000.

2006 Joint Meeting with Southern Chapter

Roger Russell mentioned that Planning Committee is working on creating a web site for the annual joint meeting with Southern Chapter.

Melanie Norton reported that the theme of the meeting will be: *Together: New Horizons, New Opportunities*. The logo will include a sun (Southern Chapter) and water (Mid-Atlantic). The logo is developed. Registration will be through Acteva. There will be a large area for posters. Poster boards will be provided similar to MLA's poster size and set up. MAC members are eligible for monetary awards (financed by SC) for the best research papers and posters. Preliminary agenda of the meeting was presented. There will be 10 CE classes. The social event possibilities are being discussed at this moment. Room rate is not available yet. MAC sent \$1,000 to assist with the meeting. Pat suggested that the distribution of both losses and gains should be discussed. She also volunteered to communicate with the Chair of the Southern Chapter.

MLA 2006 Annual Meeting – Paula Raimondo and Julia Shaw-Kokot

Paula mentioned that the Hyatt Regency hotel in Phoenix, AZ is booked. However, there are other hotels in the close vicinity.

Old Business

- **Bylaws Revision-** To work on the issue of how MAC can respond to members' needs, Strategic Planning Task Force became a standing committee. Two non-voting members were added to the MAC Executive Board. All officers will serve three-year term. The Chair-Elect will serve as the Chair of the Strategic Planning Committee.
- **Winter Board Meeting** – There was a discussion on why the attendance of the winter board meeting was too low. Weather, time of the year, lack of knowledge of travel reimbursement, last minute change of meeting date and lack of encouragement by committee chairs are some of the reasons why committee members are not attending the board meetings. It is suggested that an orientation package to new committee members would improve attendance at board meetings and expand knowledge of MAC operations. Strategic Planning Committee is assigned to work on this project.
- **MAC Nominee to the MLA Nominating Committee** – After three elections Janice Kelly was elected to the MLA Nominating Committee. Congratulations went to Janice. Janice requested names of MAC members to be nominated for MLA offices. Currently Jill Mayer is MAC's Nominee to the MLA Nominating Committee.
- **Credit Card for MAC** – Claire opened a debit card account with American National Trust Bank where the Certificate of Deposit accounts are located. Currently there is about \$500 in this account. She thought it would be wise to keep little money in this account.
- **MAC Organization Domain Name Purchase** – Julia reported completing the purchase of the MAC Web site domain name. MAC domain name will be available for the next year and a half. The domain name is: mac.mla.org
- **Policies and Procedures Manual Update** – Each committee chair should send the approved changes to PPM to Communications Committee.
- **MLA Chapter Sharing Roundtables Drawing** – At its September 2005 meeting, the Board approved sponsoring two free lunches for new MAC members at the 2006 MLA annual meeting. The drawing was done during the meeting and three members will receive free tickets to attend roundtable lunches at MLA meeting.
- **MAC Web Site Redesign** – Megan had reported that Adam Glazer has been working on this project over a year now. The “Contact MAC” icon is new on the web site. A “search” feature has been added to the site. Megan asked when the launch date should be. Board members decided that the Communications

Committee could decide when the launch should be. The target date will be in time for the Annual Meeting. When the new URL is available to the general MAC membership, Paula will send an e-mail to members and encourage people them to comment on new MAC web site design.

- **New Logo Design** - Megan mentioned that the new MAC logo is saved on the new MAC web site in various formats like jpg, gif so members can download the logo and use it for different purposes. The new logo will be sent to Acteva as well. Bob Ladd was recognized and thanked for creating the design.
- **Hurricane Katrina Support** – A thank you letter from Salvation Army was received for the \$1,000 MAC had donated. There was discussion about donating additional \$1,000. Janice mentioned that libraries in effected areas are not ready to move forward yet. Pat suggested that presenting the check to the Southern Chapter in October during the Joint Annual Meeting would be good idea since by then libraries will be operational again. Pat moved to donate \$1,000 for Katrina support and Paula seconded it.
- **MLA Diversity Symposium** – Last year the MAC Board committed to send \$1,000 to MLA to sponsor an annual meeting symposium on diversity. Shannon mentioned that CE symposium at 2006 MLA meeting will be offered on Wednesday, May 24th from 1 – 5pm. It is hoped that attendance is high enough for MAC to re-coop the \$1,000.
- **Electronic Elections** – Paula explained Evelyn Shaevel’s findings on electronic election options with SBS. Board members agreed that purchasing an electronic election program with all chapters will be very expensive. There are also restrictions on when the elections should be sent and how many candidates could be on the ballot. Board members mentioned that there are other electronic survey programs available and decided not to pursue MLA’s proposal. Paula moved to table MLA’s proposal in favor of exploring other options and Julia seconded.
- **Management of MAC Membership Database** – The search for a new database manager is ongoing. Julia mentioned the necessity of maintaining a membership database that interacts with Acteva.
- **MAC Retirees** – Robert James will be contacted to find out if MAC retirees have been contacted about their wishes to remain MAC members. The Membership Committee should contact retirees annually.
- **MLA Chapter Project Award** – Shannon completed a form nominating the MAC Scholarship program for the 2006 annual MLA Chapter Project Award. Shannon plans to submit the MLA Diversity Symposium planning for the 2007 MLA Chapter Project Award.

New Business

- **MAC 2006 Budget**

Pat submitted the 2006 MAC budget. She explained that this budget proposal was \$30,000 less than last year's because it did not contain all the annual meeting expenses. She proposed to accept the budget as presented. Julia seconded it. Motion carried.

- **MAC/MLA 2005-2006 Goals**

Pat mentioned that MAC/MLA goals are going to be formulated with committee chairs' help.

- **MLA Focus Distribution**

Paula mentioned that MLA Focus will be distributed only to MLA members.

- **Committee Terms Length**

Pat motioned that when committee chairs are appointed to serve as chairs, they will be chair-elect for one year and serve as chair on the second year. Paula seconded it. Motion carried.

Action: PPM needs to be updated to reflect this change.

Meeting was adjourned at 3:10 pm.

Respectfully submitted by,

Deniz Ender
MAC Secretary