

Minutes
MAC/MLA Executive Board Meeting
Chapel Hill, NC
February 23, 2007

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

Executive Board Members Present: Melanie Norton, Chair; Andrea Horne, Chair-Elect; Pat Hammond, Immediate Past-Chair; Deniz Ender, Secretary; Claire Meissner, Treasurer; Julia Shaw-Kokot, Chapter Council Representative; Jonathan Lord, Chapter Council Alternate; Dan Wilson, Benchmarking Chair.

Committee Chairs/Members Present:

Megan Von Isenburg (Chair), Communications

Adam Glazer

Shannon Jones (Chair), Membership and Recruitment

Cotina Jones

Terri Ottosen (Co-Chair) and Dale Prince (Co-Chair), 2007 Annual Meeting Committee

Rick Peterson (Chair), Professional Development Committee

Bart Ragon (Chair), Honors and Awards Committee

Irene Lubker

Ginger Carden

Andrea Horne (Chair), Strategic Planning Committee

Beverly Murphy

Melanie Norton

Pat Hammond

Stefanie Warlick

Julie Nanavati

Ann Duesing

Diana McDuffee (Chair), Special Research Committee

Cotina Jones

Invited Guest: Susan Yowell, Archivist to be

Pat Hammond moved and Jonathan Lord seconded approval of the minutes from the September 15, 2006 Executive Board Meeting. Motion carried.

Executive Board Reports

Chair's Report:

Melanie reported that she prepared and submitted the midyear MAC annual report to MLA based on 2006/2007 goals; sent appointment letters to new committee members and chairs; submitted "Message from the Chair" column to MAC Messages; worked with the Strategic Planning Committee to update/revise Policies and Procedure Manual (PPM);

appointed a new MAC Archivist and Assistant Archivist; appointed a Chair to the Special Committee on Research; and Survey Monkey was purchased.

Melanie also reported that she summarized SC/MAC 2006 Joint Meeting evaluations and sent them to the SC/MAC Planning Committee and to the Chairs of the Professional Development Committees of both Southern Chapter and MAC/MLA. She sent a “Thank you” note to Priscilla Stephenson to share with Southern chapter members working with us on our 2006 annual meeting.

Treasurer’s Report:

The report submitted by Claire Meissner, Treasurer covered income and expenses for January – December 2006 and was shared by Melanie Norton. Claire could not attend the meeting. The balance as of December 31, 2006 is: \$41,439.14.

Chapter Council Report:

Julia Shaw-Kokot reported that she has been monitoring posts on the Chapter Council Listserv. She had forwarded the appropriate messages such as MLA grants and scholarship opportunities to MAC members.

Julia requested information from other Chapter Council members on how their Chapters handled the financial process. None of the responding Chapters have an identified process.

Nominating Committee Report:

Pat Hammond reported that Sally Brown from West Virginia; Jeanne Larsen from Washington DC; Monique Mackey from North Carolina; Elaine Powers from Virginia; and Cindy Sheffield from Maryland agreed to represent their geographical area on the Nominating Committee.

Offices which need to be filled are: Chair-Elect, Treasurer and MAC Nominee to the MLA Nominating Committee.

Chapter Benchmarking Educator Report:

Dan Wilson reported that Kate Corcoran at MLA will be working to update the survey and get ready for data collection over the summer. Kate recommends that everyone stay tuned to MLANET and MLA-FOCUS for announcements.

Dan Wilson, Mary Fran Prottzman, Susan Simpson, and Marian Taliaferro released a MAC benchmarking blog this past fall called MAC Showcase. It got off to a great start, but the number of postings and views fell off considerably after the first couple of weeks. The group will be working on new strategies for rejuvenating the blog.

MAC Archivist:

Susan Yowell, incoming Archivist, asked permission from Board members to shred the bank statements between 1990 and 1992. Pat moved and the Board members agreed to discard old documents.

ACTION: Miscellaneous bank statements between 1990 and 1992 will be shredded.

Susan and Adam will work on a project to identify MAC members in photographs from past MAC events.

Susan stressed the importance of adding photographs to our archives collection. Investigating a method for preserving electronic resources like web pages will also be a goal of the Archivist. Melanie indicated that two copies of each document will be sent to Susan for archival purposes.

Julia moved and Andrea seconded to approve the committee reports.

Old Business:

- **Policies & Procedures Manual Updates** - Committee Chairs are reviewing the sections. Andrea reported that the process is going well.
- **Survey Monkey** – A year's subscription was purchased. The MAC Secretary will coordinate the set up and work on a draft policy for Board approval. Only Board members and Committee chairs will have access to Survey Monkey.

ACTION: MAC Secretary, Deniz Ender will work with Andrea Horne on developing a policy for MAC use of Survey Monkey for presentation at the Fall 2007 Executive Board meeting.

- **Research Committee** - Diana McDuffee was appointed Chair of the Research Committee. Diana is working with Cotina Jones, Rex Robison, and Jeff Sumpter.
- **Hospital Libraries** – Pat Hammond reported that a hospital libraries symposium is planned for the 2007 annual meeting. Pat reminded Board members of the discussion at the September 2006 Board meeting about encouraging the participation of hospital librarians and first time presenters at the annual meetings. At that meeting, it was suggested that an award could be given to first time presenters and/or hospital librarians. Pat suggested that the Research Committee could assist with this project and create such an award as part of the poster judging.
- **Financial Study** – Melanie Norton reported that a group of students from UNC Business School agreed to review the past ten years of financial reports of MAC. The cost study will determine how much cash MAC needs to keep in reserve to

ensure the Chapter can continue to operate in case there is a significant loss of funds due to an unexpected event such as loss from an annual meeting, etc. Julia mentioned that no other Chapters reported doing a budget analysis. Board members agreed that the Archivist should provide the past 10 years of budget information.

ACTION: The Archivist will provide past 10 years of MAC Budget information.

- **MLA Symposium** – Pat Hammond mentioned that when she reviewed the financial report presented at the Fall 2006 Board meeting, she realized that MLA had charged \$2,000 for the symposium. If NLM had not donated \$5,000 we would have lost money on this program. Pat pointed out that producing a MLA symposium is an expensive venue for providing CE and that MAC lost local control over the project. Shannon mentioned that MLA changed the length of the session and invited a key note speaker without consulting her. 29 paying members attended the symposium.

Pat contacted Carla Funk about the fee and found out that \$2,000 is normal fee that MLA charges for the symposia. Board members discussed this issue and decided not to submit another symposium to MLA. If MAC had presented this symposium as a CE class, it would have cost much less. Diana McDuffee suggested notifying MLA about this dissatisfaction.

- **Free MLA Roundtable Tickets** – Pat Hammond reported that MAC will be sponsoring three new MAC Members at MLA Roundtable. Melanie and Julia will do a drawing for the lucky winners.
- **Membership Database-** Lynn Eades has managed the MAC database for years and would like to step down. The deadline for finding a new database manager is December 31, 2007. Lynn is willing to work the MAC to migrate the database to another organization. Software that works with Acteva should be considered. Lynn will be happy to assist with this project.

Shannon volunteered with Irene Lubker to suggest a manager for the membership database and check for a location to host the database. Outsourcing the management of the database could be another ongoing operating expense.

ACTION: Melanie will write a charge for a new Special Committee on finding a new database manager.

Committee Reports

Communication Committee - Megan von Isenberg, Chair

Megan reported that the revised MAC Website has launched in October 2006. Feedback and suggestions were evaluated and implemented.

The committee is working now on creating a directory of libraries in the MAC region that have MAC or MLA members. Jonathan suggested a basic link to libraries will be a good start rather than having lengthy information on each library.

The new MAC membership brochure and MS Word letterhead featuring the new logo are available on the website. Megan mentioned that they have recently gained access to statistics for the site so they can monitor use and identify popular areas.

Information about creating an RSS feed will be available. An informational blurb on hidden gems on the website could be created. Electronic format of posters can be obtained from the presenters and posted on the web. Currently there are 302 members of the electronic list.

Membership and Recruitment Committee – Shannon Jones, Chair

Shannon reported that the committee welcomed three new members following the annual meeting: Amy Blevins (2006 MAC Scholar), Nancy B. Morel, and Evelyn Brown.

The committee is looking for an individual to serve as Chair-Elect for the committee. As of September 2006, there are nine new MAC members. There are 100 members in good standing and another 100 whose membership ended in 2006. Welcome letters have been sent to new and student members who have joined MAC since September 2006.

Amy Blevins, MAC Conference Scholar, submitted her final report detailing her experience at the meeting and it appeared in the October – December 2006 issue of MAC Messages.

During the 2006 MAC meeting, the members of VaCOHSL voted at their business meeting to dissolve the state group effective immediately. The members also decided to earmark the balance of their Treasury for the MAC Conference Scholars program. Elaine Powers, VaCOHSL President, is working to determine the best way to transfer the funding to MAC.

Shannon and Amy plan to start soliciting applicants in April 2007 for the 2007 MAC Conference Scholars program. They will select one scholar for the Baltimore meeting. Committee members will work with Adam Glazer to post information to the web site about the conference scholars program.

Beverly Murphy suggested investing the money from the VaCOHSL. Shannon also mentioned that the committee plans a silent auction. She also suggested adding a scholarship donation checkbox to the ACTEVA forms.

Recruitment Activities: Library school liaisons will begin sending out MAC brochures to library schools in March 2007. They will also like add a liaison to library science students who are completing their degrees online.

MR Committee is planning to sponsor three “So you want to be a Medical Librarian” programs in 2007:

- September 2007 at North Carolina Central University
- October 2007 at University of Maryland
- October 2007 at Catholic University

Shannon mentioned that they will begin contacting MAC retirees to determine their interest in maintaining their membership in MAC. They will also contact former members who have not renewed their memberships with MAC since 2005.

The group would like to explore starting a column in MAC Messages called “Spotlight on MAC”. The purpose of this column would be to introduce a randomly selected MAC member to the entire membership by the way of an interview that would appear in MAC Messages.

Honors and Awards Committee – Bart Ragon, Chair

Bart submitted a timeline for 2007 which outlines the tasks each committee members are responsible for and when these tasks need to be implemented. Most of the communications and review of the applications will be done electronically. Free account from Survey Monkey will be used to keep the information confidential.

There was a discussion about honorary members. Bart will explore who the current honorary members are.

ACTION: Bart will present information about the current MAC Honorary Members at the next Board meeting.

Professional Development Committee – Rick Peterson, Chair

Rick reported that the MAC/SC meeting evaluations were reviewed during November 2006. The group identified the following CE classes according to the responses: Expert Searching presented by Karen Vargas; Measuring Your Impact: Using Evaluation to Demonstrate Value presented by Susan Barnes; Patient Safety Resources Seminar: Librarians on the Front Lines presented by Sheila Snow-Croft; Practical Preparations for Presentations presented by Sandy Hoar; Proving Your Worth: Professional Business, Marketing, and Political Tools presented by Michelynn McKnight; Understanding Health Statistics presented by Mary Burgess.

A group discussion ensued about the content of the class taught by Michelynn McKnight. Both Melanie and Andrea volunteered to review the evaluations of this class.

ACTION: Melanie and Andrea will review the evaluations of “Proving Your Worth” class that is being taught by Michelynn McKnight.

At the 2007 Annual MAC Meeting, there will be a Technology Symposium as well. Classes will be scheduled for Tuesday, October 9 and Friday 12, at the Health and Human Services Library.

Cost of the half day CE classes will be \$65 and full day classes will be \$130.

PDC recruited Susie Corbett to replace Jane Blumenthal as an MAC AHIP mentor. An advertisement promoting AHIP membership will appear in the Jan/Feb/March 2007 issue of MAC Messages.

The paper and poster mentors program was announced on the MAC electronic list in January 2007. Two mentees expressed interest and have been connected to a mentor. Five mentors are available. A blurb will appear in the Jan/Feb/March 2007 issue of MAC Messages.

Strategic Planning – Andrea Horn, Chair

Andrea reported that PPM update is going well. A needs assessment is being developed. The last needs assessment was done in 2001. This will be the starting point for the new survey. The results of the 2001 survey will be shared with the committees.

The new needs assessment will be compiled with the committee members so they can contribute targeted questions. Survey Monkey will be used. The survey will be sent to current active members. Non-members, hospital libraries, and federal libraries could be surveyed later.

Research Committee – Diana McDuffee

Diana announced the purpose statement: the role of the Research Committee is to foster research related skills of individual health sciences librarians; to motivate interest in research and an awareness of the research need among MAC members; to promote MAC programs which advance research development and excellence; to serve as a resource for materials and opportunities to develop and showcase research skills; to recognize excellent research activity by MAC member. The committee will be composed up to 10 members with a diverse membership base on type of library and geographic location. Members will serve up to three years (renewable) and the chair for one year, trying to stagger term endings to provide continuity.

The first year activities of Research Committee will be: establish guidelines for judging and giving awards for research posters to the MAC 2008 meeting; contribute an article to MAC Messages highlighting recent research publications by MAC members; explore creating a MAC web page for listing resources for research (conferences, materials, opportunities, etc.); host a session at the MAC 2007 annual meeting to provide feedback and consultation for MAC members planning to submit abstract to MLA in November 2007.

Long term activities include establishing research awards; fostering a collaborative MAC research project and sponsoring a speaker on a research topic.

ACTION: Melanie will compose a charge for Research Committee based on the committee's purpose statement.

2007 Program Committee – Dale Prince, Co-Chair; Terri Ottosen, Co-Chair

Dale and Terri reported that the annual meeting will take place on October 9-12, 2007 at the Marriott Inner Harbor/Camden Yards in Baltimore.

There are three rooms for concurrent papers and this will allow up to 12 papers for three concurrent sessions. The Chesapeake room at the hotel has room for approximately 20 posters. The 2-sided poster boards will be supplied by the hotel at \$100 per board. There will be a keynote and an invited speaker at the meeting.

The RML has awarded \$5,000 to the chapter for a technology symposium. Two speakers have been invited with a slot remaining open for a third. The symposium will be held on the last day with two parts bracketing the Round Table luncheon. The Luncheon will factor into the symposium with a number of tables related to technological issues. MLA CE credit will be awarded to all who attend both speaker sessions.

The cost of the event is extremely expensive. Terri and Dale anticipate that Local Arrangements will cost close to \$42,000. They predict a shortfall of between \$13,000 and \$14,000.

Jonathan made a motion to subsidize the annual meeting expenses up to \$15,000. Pat seconded the motion and the board voted to approve the motion.

Board members discussed some cost cutting options.

Beverly suggested that incoming Annual Meeting committee Chairs could observe Dale and Terri so they can be prepared for the issues they will face during their planning efforts.

2008 Annual Meeting – West Virginia

The contract with Waterfront Place Hotel is signed. The meeting dates are: October 20-22, 2008. Guest room rate is going to be \$105.

New Business:

SC/MAC Annual Meeting Mini Report – Melanie indicated that the submitted report is not the official report from the Local Arrangements Committee of Southern Chapter; it is a compilation of information received from the meeting evaluations and verbal feedback received from MAC members. An official report from Southern Chapter is expected at a later date.

Melanie Norton received and compiled the evaluations for both Southern Chapter and MAC. She sent them to both SC and MAC's Joint Meeting Planning

Committees on, November 22, 2006.

Overall participants rated the Joint Meeting with Southern Chapter, Above Average or Outstanding.

The hotel accommodations were problematic due to the lack of rooms reserved. When the contract was first negotiated with the hotel, SC/MAC was the only conference scheduled for the dates of October 12-16, 2006. However, between the time of negotiation and the conference, another organization scheduled a meeting and reserved more hotel rooms. This meant some MAC and SC members could not get rooms at the conference hotel. A wedding reception was also scheduled during the SC/MAC conference which meant exhibitors had to take down their booths one night of the conference and put them back up the next day.

The majority of MAC members liked the online registration. Some of the Southern Chapter people liked it, but most preferred the paper registration. This was a new experience for Southern Chapter, where as MAC members have been using online registration for a few years.

The ticketed events (Hospital Luncheon and the Roundtables) proved to be confusing with the online registration. MAC members are used to having Roundtable lunches included in the conference registration fee and were surprised when the event cost extra.

Social Events:

Most rated the social events Average, Above Average and Outstanding. MAC members really liked the banquet. People enjoyed the performance by the Bearded Pigs and dancing after the banquet. Some members suggested we go back to having a sit down banquet at our annual meeting. The Opening Reception at the Botanical Gardens was well received. The food was excellent, but the logistics of food arrangement was difficult.

General Sessions/Speakers:

Most of the speakers were rated Outstanding or Above Average. Dr. Shulman (Doc Holliday) was the only one who rated lower.

CE Courses:

Everyone rated the CE topics Average, Above Average with the majority rating them Outstanding. Only one person rated the topics, Below Average.

Melanie sent copies of all the original evaluations to the MAC and SC Professional Development Committees so members could start evaluating recommendations for CE courses for 2007.

Statistics (compiled by Sandra Franklin, January 23, 2007):

CE course registrants = 135

There were 9 CE instructors. Dale Prince was an instructor and registered for the meeting.

245 full conference registrations - members

20 full conference registrations - non-members

9 one-day member registrations

1 one-day non-member registration

9 student registrations

4 unemployed/retiree registrations

The above data is from the ACTEVA registration database and does NOT subtract refunds/cancellations.

The attendance count between Chapters as of 10/10/06 was 101 MAC; 155 Southern.

SPONSORS:

EBSCO (donated 350 conference tote bags)

New England Journal of Medicine \$2,500

OVID \$1,000

Rittenhouse \$500

Morehouse School of Medicine Medical Library \$3,000 for Ballethnic

Emory Woodruff Health Sciences Center Library \$1,250 of Botanical Garden costs plus conference supplies, photocopying, mailing, staff labor, computers for Internet cafe, laptops for concurrent paper sessions, laptop for general sessions, etc.

MidAtlantic Chapter of MLA \$3,000 for Acteva fees.

Georgia Health Sciences Library Association's \$200 Internet Café.

Finances:

MAC received a check for the \$1,000 seed money. Sandra Franklin is still working of finalizing the budget.

What MAC members would like to see done differently:

MAC Committees should meet later than 7 am

Make sure online registration indicates extra fees. i.e. Roundtables and Hospital Lunches

Do more for the smaller/hospital/AHEC librarians

No weekend meetings

What MAC is going to do based on suggestions from this meeting:

We have established a special research committee
We will be offering a hospital librarians dinner symposium

- **2009 Annual Meeting** – This meeting will be held in Washington DC. Details will be discussed with Mary Hyde and Debra Scarborough.
- **MLA Chapter Project of the Year Award Nomination** – Pat suggested that Shannon could submit her work on Symposium for the Chapter Award, if it meets the time criteria for a chapter project. Shannon agreed to submit her project. Terri Ottosen volunteered to help with the nomination application.
- **MAC Budget 2007** – After discussion among Board Members, Jonathan moved to delay the vote on the budget until the Board Members have estimated income for the coming year. Once the information is available, the Board will approve the budget electronically. Melanie seconded the motion and Board voted to approve the delay.

Other Business:

Pat suggested making Bylaws changes on Section 1 of Article IV:

Article IV. Officers, Section 1. Officers and Term of Office:

Current statement:

J. The MAC Archivist is appointed by the MAC Chair. [The Archivist will continue in this role until he/she chooses to resign the position.] The term of office of the MAC Archivist shall be three years with the option of continuing for a second three-year term.

Proposed changes:

J. The MAC Archivist is appointed by the MAC Chair. The term of office for the MAC Archivist shall be three years with the option of additional three year terms.

Current statement:

K. The MAC Chapter Benchmarking Educator is appointed by the MAC Chair. The term of office of the Chapter Benchmarking Educator shall be two years with the option of [continuing for a second] two year term.

Proposed changes:

K. The MAC Chapter Benchmarking Educator is appointed by the MAC Chair. The term of office for the Chapter Benchmarking Educator shall be two years with the option of additional two year terms.

Jonathan moved that recommended Bylaws changes to be forwarded to the membership, Julie seconded and Board approved the recommendation.

ACTION: Bylaws changes need to be forwarded to the membership for a vote.

Meeting was adjourned at 3:10 pm.

Respectfully submitted by,

Deniz Ender
MAC Secretary