

Minutes
MAC/MLA Executive Board Meeting
Chapel Hill, NC
September 7, 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; Dan Wilson, Benchmarking Chair; Susan Yowell, Archivist

Committee Chairs/Members Present:

Megan Von Isenburg (Chair), Communications

Beth Ketterman (Chair Elect)

Shannon Jones (Chair), Membership and Recruitment

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

Rick Peterson (Chair), Professional Development Committee

Roger Russell (Chair Elect)

Bart Ragon (Chair), Honors and Awards Committee

Diana McDuffee (Chair), Special Research Committee

Invited Guest: Stefanie Warlick, incoming Treasurer

Pat Hammond moved and Julia Shaw-Kokot seconded approval of the minutes from the February 23, 2007 Executive Board Meeting. Motion carried.

Executive Board Reports

Chair's Report:

Melanie reported that she prepared and submitted the MAC midyear and Annual Reports annual reports to MLA based on 2006/2007 goals; created MAC goals in alignment with MLA's 2007/2008 goals; sent out appointment letters to new committee members and chairs. Committee listings were updated on the MAC website.

She submitted "Message from the Chair" column to MAC Messages (4 columns); worked with the Strategic Planning Committee to update/revise Policies and Procedure Manual facilitated planning for the 2007 meeting when needed; met with students at UNC-Chapel Hill to discuss a financial feasibility study project for MAC. Unfortunately the project was not big enough to warrant their efforts. She will continue to look into MAC finances to see how much MAC needs in reserve; completed MAC budget for 2007.

She appointed Chairs to the 2009 MAC Annual Meeting to be held in Washington, DC; created a MAC Chair Timeline for incoming MAC Chair; appointed and wrote a charge for a Special Committee on Research.

Treasurer's Report:

The report submitted by Claire Meissner, Treasurer covered income and expenses for January – August 2007. The balance as of August 31, 2007 is: \$74,782.80. Claire also read the thank you letter from Gulf Cost Research Lab for the donation MAC had made right after Katrina disaster. The letter will be kept in archives.

Chapter Council Report:

Julia Shaw-Kokot reported that she and Jonathan Lord attended the 2007 MLA Annual Meeting in Philadelphia in May. She reported that Paula Raimondo, outgoing MAC Chapter Council Representative, was elected Chair of Chapter Council. Her term will run from 2007-2009.

Both Julia and Jonathan attended Chapter Council Meeting and represented Chapter Council on the program committee for the *Health Literacy: Evolution in Roles* on Wednesday, May 23. The Health session was co-sponsored by Chapter and Section Councils and was very well attended.

Julia will serve as Chapter Council liaison to the MLA CE Committee beginning in May 2008. Jonathan is serving on the Majors/MLA Chapter Project of the Year Award Jury as part of his Chapter Council duties.

Julia communicated with the MAC membership about various MLA project and programs, promoted a survey to select roundtable topics for the 2008 MLA meeting in Chicago.

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.

Dale Prince was elected Chair-Elect; Stefanie Warlick was elected Treasurer; and Ann Duesing was elected MAC Nominee to the MLA Nominating Committee. Congratulations to the new officers. Pat commented that the election results were extremely close and expressed thanks to all the well qualified candidates that agreed to participate.

The candidates' biographic sketches were posted on the MAC website on August 23rd. Survey Monkey ballots were sent via email to current MAC members (as of August 7, 2007) on August 25th. September 3, 2007 was the deadline for ballot return. 127 ballots were returned, which is a 79% participation rate.

A total of 161 ballots were successfully delivered. 135 members reported being an MLA member and were eligible to vote for the MAC Nominee to the MLA Nominating Committee. 26 members reported belonging to only MAC and received the abbreviated ballot.

Unfortunately, six current MAC members have opted out of Survey Monkey.

Chapter Benchmarking Educator Report:

Dan Wilson reported that MLA staff are currently building and proofing the data entry site.

Site should be available for testing by the Benchmarking Network Editorial Board in a couple of weeks. Launch will be this fall, probably in advance of most chapter meetings.

MLA staff will send out notice of availability to MLA-FOCUS and to Chapter Benchmarking Liaisons.

One major change this year is a cooperative arrangement with the Canadian Health Libraries Association, with their members entering data in the site for benchmarking Canadian institutions.

Dan will be speaking about the survey at the Hospital Symposium at the MAC Annual meeting.

MAC Archivist:

Susan Yowell reported that Diane gave her the remaining pins from the MAC 50th Anniversary celebration. Board members suggested giving these pins to new MAC members during the annual meeting, so Susan will take them to Baltimore and give them to Pat for distribution during the New Members Reception.

Susan consulted with Jodi Koste and Lynne Turman at VCU about creating a MAC archives display for the annual meeting, but the consensus was that we should postpone this until next year. Lynne and Susan may create a poster for the 2008 meeting.

Susan received guidelines from Diane McKenzie that detail the procedures for the collecting MAC archival material.

Susan mentioned a letter from Diane to Jodi saying that she had been asked several times about whether we plan to archive screen shots of the MAC web pages. Susan's Archivists' Report to the Board included a screen shot of the current WayBack Machine page (available on the archive.org site) for our archives, which already includes images (with live links) from 2001 through 2006. At this time, no decision was made as to whether paper print-outs of web pages should be archived. Susan will ask Jodi what procedures she recommends for archiving electronic versions as well as paper print-outs of MAC web pages.

Julia moved and Andrea seconded the approval of the committee reports.

Old Business:

- **Policies & Procedures Manual Updates** – Andrea reported that the manual is completed.
- **Financial Feasibility Study** – According to their research, Melanie and Andrea reported that in the finance community, it is the general rule to keep 25% of the income in reserve. A financial planning special committee will be established next year to examine MAC's financial status and make recommendations to the Board. Currently the budget looks healthy and MAC could afford an independent consultant. Even if a consultant is involved, it still will be the Board's responsibility to decide on final issues. The special committee could focus on issues such as identifying the priorities of MAC and what the money is needed for.

ACTION: A Financial Planning Special Committee will be appointed and charged by the MAC Chair.

Committee Reports

Communication Committee - Megan von Isenberg, Chair

Megan reported that new higher resolution image is added to MAC main page. Adam Glazer is testing the templates for MAC libraries directory.

Technology Spotlight articles on communication technologies are being published in MAC Messages. So far short pieces on Google Docs and Spreadsheets and Yahoo Groups were published.

As of July 2007 there are 353 MAC e-mail subscribers. Megan had also reported that the policy and procedure manual is updated and published on the Website.

Membership and Recruitment Committee – Shannon Jones, Chair

Shannon reported that the committee has a new member, Karen Griggs. There are 35 new MAC members since September 2006.

Four complimentary student memberships for 2008 were provided to the 2007 MAC Conference Scholars applicants.

\$4800 received from VaCOHSL to establish the VaCOHSL scholarship fund. No more than one scholarship will be funded a year from this fund.

Minh Truong and Travis Scott have been selected as the 2007 MAC Conference Scholars. Travis Scott's partial scholarship (\$500) is funded from the VaCOHSL fund and matching fund was provided by his employer.

Several items will be raffled at the upcoming MAC meeting to raise money to support the MAC Conference Scholar program. The committee is seeking additional items for the raffle.

Shannon offered a presentation on health sciences librarianship on September 5, 2007 for the Special Libraries Class at the School of Library and Information Science at North Carolina Central University as part of recruitment activities. Committee members will offer "So You Want to Be a Librarian" program on October 8th or 9th at University of Maryland in conjunction with the 2007 MAC meeting in Baltimore.

Membership Committee will take the initiative to interview several MAC members at the MAC annual meeting in Baltimore. These interviews will be published in MAC Messages. The purpose of this column would be to introduce randomly selected member to the entire membership.

Honors and Awards Committee – Bart Ragon, Chair

Bart reported that Jeanne Larsen will be chairing this committee next year. Honors and Awards Committee had received 15 nominations for various awards.

Professional Development Committee – Rick Peterson, Chair

Rick reported that the committee members have planned special events for 2007 MAC meeting to promote AHIP. Other promotional advertisements provided by MLA are published in recent issues of MAC Messages as well.

The group had received two requests for Paper/Poster Mentor Program. This program will be expanded to include support for preparing first timers for what to expect during poster presentation, what handouts to have, what type of questions you may get, etc. Pat suggested that creating a web page on how to create a poster and present at the meeting will be very beneficial for the members. Dale will work on linking the previously presented teleconference on how to create posters to the MAC web site.

ACTION: Provide a link to the teleconference on how to create posters to Adam Glazer so he can add it to MAC web site.

Andrea suggested that the Philadelphia and Pittsburgh Chapters of MLA could be invited to MAC CE programs in West Virginia.

Rick also reported that the following continuing education classes will be offered at the MAC 2007 Meeting:

Super Searcher 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; Understanding Health Statistics presented by Mary Burgess. The total expense for all of these classes is \$1,836.00.

All classes will be held at Health Sciences and Human Services Library. Committee had received \$500 NN/LM Training Grant for Super Searcher class.

Roger Russell will serve as Chair of Professional Development Committee and Jeff Coghill will replace Margaret Norden as AHIP Liaison.

Strategic Planning – Andrea Horn, Chair

Andrea reported that the edits to the Policy and Procedure Manual due to the Bylaws changes are completed. The group was busy with collecting and analyzing data from Needs Assessment survey among members of MAC. Two \$25 gift certificates were given as incentive. 121 responses were received with response rate of 47%. An executive summary will be shared with members at the 2007 MAC business meeting. In depth results could be used for developing future programs.

Research Committee – Diana McDuffee

Diana announced that mentoring and workshops on help with developing research received high marks at the needs assessment. The Professional Development and Research Committees could work together to provide programs on different aspects of research.

One of the purposes of the Research Committee was to establish guidelines for giving awards for research posters. However, members are more interested in creating posters rather than awards for research posters.

The physical space for posters at the annual meetings should be increased since most of the academic librarians are required to present papers or posters in order to attend the meetings.

Special Committee on Membership Database Manager Replacement – Melanie Norton

Melanie reported that current database manager Lynn Eades' department has been reorganized. She will check with her again to see if she would like to continue managing the list.

2007 Program Committee – Dale Prince, Co-Chair; Terri Ottosen, Co-Chair
Dale and Terri reported that they have accepted 47 posters and 12 papers for three concurrent sessions. All posters and papers that were submitted were accepted.

Dr. Georges Benjamin will be the keynote speaker at the annual meeting (October 10, 2007) in Baltimore. Chris Olson will speak in the afternoon.

Bart Ragon will be moderating and speaking at the technology symposium, as well as Michelle Kraft and Max Anderson. David Gillikin will present the NLM Update; Mary Ryan will present MLA Update; and Janice Kelly will present NN/LM SEA Update. The cost of the event is extremely expensive. Terri and Dale anticipate that Local Arrangements will cost close to \$42,000. The predicted shortfall of between \$13,000 and \$14,000 is reduced to \$5,000. Exhibitors have paid \$12,650.

As of September 7, 2007 there were 68 inclusive registrations for MAC Annual Meeting. 63 people have registered to stay at the hotel. The board members discussed options to include additional food and drink items at the opening ceremony. The reception will have a Goth theme with organ music and a tour of the crypts.

Terri and Dale are also working coordinating the gifts for the exhibitors, which may require some additional funding.

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.

Co-Chairs of the Annual Meeting Committee are Susan Arnold and Mary Frances Bodemuller. The opening reception is planned for the commons area of the new WVU Health Sciences library/learning center. Tours of the library/learning center will be available during the evening.

There will be an invitation table set up at the 2007 meeting in Baltimore featuring promotional brochures for the area, stickers, pepperoni rolls, and a “West Virginia” basket for raffle. The theme of 2008 MAC Meeting will be “Almost Heaven: Exploring New Vistas”.

2009 Annual Meeting – Washington DC

Board members agreed that having the annual meetings at a big city costs more. In addition to this, October is already a busy month for DC and only weekend meeting days cost less. Several ideas were exchanged. Board will continue to explore this topic.

ACTION: The MAC Chair will contact the New York/New Jersey Chapter about a joint chapters meeting in 2009.

New Business:

- **Survey Monkey Bugs (SM)**– Andrea Horne

Andrea reported that when using an e-mail list to send surveys, SM now automatically includes a footer with the option to opt out, stating “please note: If you do not wish to participate, please click the link below, and you will be automatically removed from this distribution list.”

Unfortunately, it appears that members who at some time in the past chose the option to opt out of receiving any surveys from SM will not receive surveys MAC sends from SM. The Strategic Planning Committee discovered this during the mailing of the Needs Assessment – there were approximately 9 individuals who were marked as “opted out” and did not receive the survey. SP Committee members had to manually compare the SM list to the Excel (MAC Members) list of 285 to identify them.

The good news is that members can reinstate themselves. Individuals who were indicated as “opted out” were emailed to let them know about the situation and how to opt in. Interestingly, many said they did not remember using the opt out function before.

The implication for future surveys (and elections) is that members may not receive the survey, and we will need to continue to monitor the “opt out” situation. We could work around this by not using the e-mail function for future surveys and elections (you can e-mail a URL instead) but the e-mail list allows you to send survey reminders only to those who have not yet completed the survey, so in many ways it is preferred.

- **Flowers for whom?** – Melanie Norton

Melanie requested guidelines for sending flowers on behalf of MAC members. After discussion, Board members agreed that \$200 should be added to the Chair’s budget for flowers and only MAC Members should receive flowers for unfortunate events such as sickness or death.

ACTION: Guidelines for sending flowers to MAC members will be added by the incoming Chair (Andrea) to the Chair’s section during the next revision of the P&P Manual.

- Guidelines for the Treasurer – What percentage of VaCOHSL money should be used for the MAC Scholarship – Claire Messner

Claire reported that a savings account for VaCOHSL money was established. The M & R Committee suggested spending \$500 each year from this account to support the MAC Conference Scholars program. Shannon mentioned that the Membership Committee is coordinating an event where raffle tickets will be sold to raise funds for the Conference program.

Pat moved to establish one account for the “MAC Scholar Program” and deposit all proceeds from fund raising activities and donations to this account. Melanie seconded and motion is carried.

ACTION: The “Scholar” line from the Treasurer’s report will be changed to the “MAC Scholar Program”.

- **MLA Insurance Policy** – The corporate insurance that chapters purchase through MLA will no longer cover liability for Directors and Officers. Board members discussed the need for purchasing a replacement Directors and Officers Insurance policy.

Claire and Julia reported that general liability insurance covers MAC for meetings if something unexpected happens. Also the agencies that coordinate our annual meetings, such as Group To Go and hotels offer insurance to help cover MAC during these unexpected events. Five Chapters within MLA have decided not to purchase additional insurance to cover their directors and officers. After a discussion, the consensus was that MAC leaders are all volunteers and it is highly unlikely that liability insurance coverage is needed for officers.

Board members suggested that exhibitors should be informed that MAC general liability insurance may not cover theft during our annual meetings and that MAC is not responsible for replacing stolen items.

Julia made the motion not to purchase a new Directors and Officers insurance policy. Melanie seconded and motion is carried.

- **MAC Retention** – Pat read a request from a MAC member to place a larger emphasis on retention activities. Melanie talked to the requester and the idea of creating a MAC retention blog was offered. Also, Question # 36 was added to the MAC needs assessment for feedback about career development needs. Pat also found that one of the goals of the MLA Recruitment and Retention Committee emphasizes retention. In addition, Pat shared information about a career development program at MLA '07 which featured a career coach. Speed mentoring sessions were available for librarians to submit their resumes and receive tips on how to improve them. Shannon pointed out that most of the MLA’s leadership programs are geared towards experienced librarians and the New Members’ SIG is interested in more career development activities. Therefore this type of programming would be very beneficial. After a discussion, it was decided that a blog may not receive enough traffic to keep it going. Board members also agreed that using the suggestions from the needs assessment would be a better way of soliciting feedback from members than an anonymous blog.

ACTION: The incoming MAC Chair will follow through on the future direction of MAC career development activities aimed at the retention of health sciences librarians.

Meeting was adjourned at 1:05 pm.

Respectfully submitted by,

Deniz Ender
MAC Secretary