**Midcontinental Chapter of the Medical Library Association**
**2011/2012 Annual Report**
**Submitted by Betsy Mueth, Chapter Chair**

## MLA Goal – 1. Recruitment, Membership, and Leadership in the Profession

- MCMLA currently has 190 active members of which 8 are students, 13 are vendors, and 169 are regular members. This includes members within our 7 states and others who now reside outside the chapter states. The Membership Committee has arranged a contact in each of the 3 library schools within the chapter. The Membership Committee posts new memberships to the chapter listserv. New members are also interviewed for the chapter newsletter.

- The Honors and Awards Committee solicited for and processed all self-nominations for the STARS program based on accomplishments of members. Thirty-one members participated in the MCMLA STARS program for the 2011 annual meeting. The chapter gave three awards to deserving members. The Barbara McDowell Award for excellence in Hospital Librarianship was given to Karen Wells, Denver, Colorado. The Bernice M. Hetzner Award for Excellence in Academic Health Science Librarianship was awarded to Nancy Woelfl, McGoogan Library of Medicine, University of Nebraska Medical School, Omaha, Nebraska. The Outstanding Achievement Award was awarded to Sarah Beck Kirby, Overland Park, Kansas.

- A bylaws change has been approved by the Executive Committee to remove Distinguished Senior Member status in favor of the designation Emeritus member. This designation would be for retired members & would carry a reduced dues amount. The bylaws change will go to the membership at the annual meeting.

- The executive committee has also approved a standardized process for the recognition of a deceased member.

- A special recognition of members occurred at the annual meeting: those who passed away, those who retired, new members, new first time attendees and those who serve the chapter.

## MLA Goal—2. Life Long Learning

- Plans are underway for the 2012 Annual Meeting in Kansas City, Missouri on October 2-5, 2012. The theme of the meeting is “Librarians Touching Lives”.

- The Credentialing Liaison, Marie Reidelbach, participated at the 2011 Annual Meeting in the Exhibition Hall with a booth to increase awareness of the AHIP membership and to answer questions on becoming a member in AHIP (American Academy of Health Information) or renewing their membership at a different level.

- The chapter will award two MCMLA members to attend the MLA Chapter Sharing Roundtable Luncheon. The travel scholarship award was not awarded this year due to a lack of applicants. The Honors & Awards committee is reviewing the viability of this award.

- The MCMLA Education Committee took the lead in ensuring that chapter members are provided opportunities to stay current with new technologies, resources, and trends. The Education Committee was charged with the responsibility for initiating, selecting, and coordinating the MCMLA Continuing Education classes for the MCMLA annual meeting in 2011. The courses such as "Technology Sherpa", "Symposium of Sages", Emerging Technologies', "PubMed", and Copyright" classes were offered to the MCMLA 2011 members at the annual conference in Saint Louis to expand their knowledge.

**MLA Goal—3. Advocacy**

- The MCMLA Library Advocacy Task Force became the MCMLA Library Advocacy Committee. The Library Advocacy Committee has promoted library advocacy by writing advocacy letters to hospital administrations to avoid closings of libraries and elimination of library positions. A Nursing Outreach class was presented by Valerie Meyer, Maryland Heights, Missouri, via Adobe Connect. A marketing award was presented to Carol Tripp, Intermountain Medical, Salt Lake City, Utah, at the annual meeting.

**MLA Goal—4. Creating and Communicating our Knowledge**

- MCMLA has a number of communication methods for reaching out to members:
  - MCMLA *Express (published four times per year)* . The editor for the newsletter is Amanda Sprochi. The editor developed a new column, MCMLA Congratulates to high light activities of the membership.
  - The MCMLA website (http://www.mcmla.org); includes Wild Apricot software for online member registration, annual meeting registration, chapter information with the President's Corner, Committee Chairs, etc.
  - The MCMLA Listserv; includes RML notices and announcements
  - Monthly Executive/Committee meetings via Skype
  - Facebook
  - LinkedIn
  - Google Docs
  - Adobe Connect webinar software provided from the NN/LM Midcontinental region administration for use by the Education Committee and allowed them to view agendas while discussing action items.

- The Research Committee coordinated the solicitation, selection, and presentation of papers and posters which were presented for the annual meeting. Members are encouraged to do research by offering a cash award for the best research poster, best research, paper, and best original idea. In 2011, the following received awards:
  - BEST RESEARCH PAPER:
    "Return on investment studies in health sciences libraries" by

Crystal Cameron-Vedros, Deborah Carman, Robert A. Pisciotta, James Bothmer, Nancy Woelfl

- BEST RESEARCH POSTER:
  "Hospital libraries: a commonality among America's best hospitals" by Jenny Garcia
- MOST ORIGINAL IDEA:
  "Re-evaluate your library website using card sorts." by Abby Adamczyk, Amy Honisett, R. Todd Vandenbark

- A call for papers & posters for the 2012 meeting has gone out to members.

❖ The Governmental Relations Committee alerted the MCMLA members concerning legislative turmoil affecting library services to patrons.

**MLA Goal—5. Building a Network of Partners**

❖ MCMLA joined the social networking sites—Facebook and LinkedIn. Social Networking sites allow members yet another way to network, share news, successes, and best practices.
- Facebook http://www.facebook.com/group.php?gid=361127369466&ref=mf
- LinkedIn http://www.linkedin.com/groups?gid=3069261&trk=myg_ugrp_ovr

❖ ADHOC endowment under the leadership of Nancy Woelfl and her committee are developing a business plan for creating, managing and operating an endowment for the chapter to benefit the chapter projects and members.

❖ Annual Meeting Task Force was led by Rebecca Graves to ensure our networking with each in the future. One purpose of this task force is to explore possibilities of virtual meetings for the chapter. Another purpose of the Annual Meeting Task Force was working with planners to secure our future meeting locations. Two future locations will be Kansas City 2012 and Salt Lake City 2013. Salt Lake City 2013 will also explore a hybrid meeting—physical and virtual. The chapter is negotiation for a joint meeting in 2014 with the South Central Chapter. A virtual meeting is proposed for 2015.

**CHAPTER BUSINESS 2011-2012**

❖ 2012 membership renewal was completed for elections 190 active members as of March 2012 (8 students, 13 vendors, 169 regular members)

❖ 2012 Projected Budget:
  - Income: $10,854.00
  - Expense: $10,810.00

❖ A chapter auditor was appointed by the Chair for the Chapter's independent audit that occurs in even numbered years.

- The Web Task Force with Amy Ritterskamp as Chair went live in 2011with its new Wild Apricot software. A membership database has been created for online registration. 2011 Meeting Planning Committee web site created all information relating to the annual conference. Tutorials for leadership for committees to input members, annual reports, etc. is available as well as scheduled in the orientation for leadership in leadership training. President's Corner has been created for listing chapter information such as minutes, reports, priorities, and agendas. The digital archives are a future project to be implemented by the Web Task Force Chair and the chapter Archivist.

- Annual Meeting in Saint Louis 2011
  Registrations for the conference were ninety-two attendees. Registration for the five continuing education courses totaled 61. Eighteen companies exhibited their products in the Exhibit Hall during the annual conference.
  - Total Revenue = $48,503.61
  - Total Expenses = $43,363.77
  - Net Profit = $5,139.84 ($2,569.92 profit to MCMLA remainder to local group)

- **MCMLA officers for 2011-2012 are:**
  - Past Chair: Sarah Kirby
  - Chair: Betsy Mueth
  - Chair-elect: Brenda Pflannenstiel
  - Recording Secretary: Holly Henderson
  - Chapter Council Representative: Melissa De Santis
  - Council Representative Alternate: Dana Abbey

- Our 2011 elections were successfully held. Newly elected officers for 2012-2013 are:
  - Chair Elect: Darrel Willoughby
  - Recording Secretary: Susan Sanders
  - Candidate to MLA Nominating Committee: Tracey Hughes