

Notes from MCMLA Brainstorming Session
September 22, 2011

The MCMLA Leadership groups from 2010-2011 and 2011-2012 met in St. Louis and brainstormed ideas for projects and priorities for the 2011-2012 year. Projects were divided by the committee we thought would be best equipped to work on the project. The results are summarized below.

Annual Meeting Task Force

- Promote joint meetings – difficult for one state to do it all
- Look into software for conferencing – perhaps financed by MCMLA
- Virtual attendance for CD's – charge participants
- Consider having the meetings virtual for those who cannot attend
- How can we make it easier for the planning committee?
- Send vendors a brief wrap-up report on attendees/state for their reports
- Foster practicum students in our libraries – recognize them at annual meeting
- Identify an organization that has succeeded with virtual meetings
- Investigate having program committee not be required to be in the host city
- River cruise
- Vendor group for annual meeting

By-Laws Committee

- Look at whether we need to report actual numbers for election results
- Review how tie votes are handled

Education Committee

- Have class in presentation skills (public speaking, slide prep, poster design)
- Have class in statistics
- Sponsor class in research design for quantitative & for qualitative methods
- Provide CE via distance/virtual
- CE through the year – thinking online
- Investigate creating award for CE funding/professional development funding

Endowment Task Force

- Raffle or silent auction for \$\$ for endowment

Executive Committee

- Write policy & procedure for voting during virtual meetings

Government Relations Committee

- Teach members how to write to legislators & congressmen

Honors & Awards Committee

- Review travel scholarship criteria
- Keep log of nominees deserving for the following year
- "young" award – under 10 years of membership in MCMLA
- Contact more people for honors

Library Advocacy Committee

- How do we make the invisible visible?
- Prevent library closing rather than having to write letters
- Let's get the word out about who medical librarians are and what we can do – I thought the app idea was good
- Develop a mechanism to advocate library value to decision-makers
- Hold a brainstorming & strategic planning session about keeping libraries open

Membership

- New members, Recruiting new members – vigorous recruiting, increase membership
- Follow-up with non-renewing members. Why did they not renew?
- Encourage new members to get involved in MCMLA/MLA
- More “value” to membership by way of content in member only section of web site
- Match 1st time members at annual meeting with “mentors”
- Promote membership to public health workforce
- Promote health science courses in the library graduate programs
- Consistently & frequently recruit from library grad programs

Nominating Committee

- Encourage new members to get involved in MCMLA/MLA

Publications Committee/Web Editor

- Put more historical stuff on web site
- Establish a blog in place of or in addition to Express (note – the group does NOT want to do away with the Express, but a blog in addition might be nice)

Research Committee

- Survey hospitals in region – do they have a library? A librarian? Where do their docs get info?
- Find a means to match members with similar research interests for collaboration
- Follow up with closed libraries – where do their people get library services? How are neighboring libraries affected?
- Publish ROI research in locations where it will be seen by administrators
- Recruit members to work on research projects like Jenny Garcia