

Mid-Continental Chapter of the Medical Library Association

Mid-Year Activity Report

Area 1: What MLA Does

Goal: Rationalize MLA programs and services, and streamline and clarify organizational structure

MCMLA Honors and Awards Committee promoted nomination of worthy recipients for the chapter's 3 awards, processed the nomination packages, and selected the awardees. This year the Chapter will award all three prizes: The Barbara McDowell Award for Excellence in Hospital Librarianship, The Bernice Hetzner Award for Excellence in Academic Health Science Librarianship and the Outstanding Achievement Award. The Committee also managed the awarding of the two Chapter Sharing Roundtable scholarships and the STARS program which honors members' work outside the formal library setting.

MCMLA Web Site Administrator and Listserv Manager, Tracey Hughes, did incredible work revising the chapter website. She helped the chapter reduce the number of members who had the ability to edit the website. She also helped the Membership Committee change the way they were processing emeritus status membership application and renewal as well as student status membership application and renewal. She created the MCMLA2015 annual meeting. She also worked with chapter elections and membership renewal.

The chapter's executive committee approved combining the Government Relations and Library Advocacy standing committees. This was done to have all advocacy issues be handled by one committee and to reduce the number of chapter members needed to serve on committees.

The chapter's executive committee and committee chairs completed a review of all the chapter's standing committees. The review was done to confirm that the responsibilities of the committees and to determine if committee membership could be reduced.

Area 2: New Professionals

Goal: Align MLA programs, services, and governance with new professional member needs and expectations

MCMLA MLA Credentialing Liaison, Jan Rice AHIP, created a program last year that helps first-time MCMLA members apply for AHIP scholarships. In 2014 three members received the AHIP scholarship.

Area 3: Education

Goal: Strengthen MLA's educational curriculum and offerings

Area 4: MLA Technology

Goal: Rationalize and transform MLA information and communication systems

MCMLA Annual Meeting Advisor, Rebecca Graves and the 2015 Virtual Meeting Planning Committee successfully carried out the first virtual Chapter annual meeting October 8 and 9, 2015. While we do not have final numbers, we do know:

- 170 members and non-members attended all or part of the meeting.
- the attendance number was up significantly from the 2014 meeting where only 91 MCMLA members attended the face to face Quint Meeting
- some of the non-members were other MLA chapter members who were interested in seeing how the virtual meeting would work.
- 81% of the meeting evaluations told the planning committee that they would attend a MCMLA annual meeting virtually in the future.

Look for our poster at MLA2016 giving the results of this bold experiment for holding a chapter's annual meeting virtually.

Area 5: Research

Goal: Support and advance health information research and evidence-based practices in healthcare by developing and implementing strategies to improve the research skills and competencies of health sciences librarians, grow the body of health information knowledge, provide better access to research that supports evidence-based practice, and advocate to employers, members, and the public the value, impact, and benefits of health sciences libraries and librarians

MCMLA Membership Committee created a survey that was sent to former MCMLA members asking them why they no longer are members of the chapter. The survey results were published in the Summer 2015 MCMLA Express. Survey findings include:

- The majority of respondents indicated the cost of membership was reasonable; however, at least a quarter mentioned employers failing to pay for this expense influenced renewal.
- Approximately 15% simply no longer wished to incur the expense, and many others have retired, moved, were no longer in medical libraries or had simply forgotten to renew.
- Regarding the MCMLA conference, the majority (~95%) indicated the cost was reasonable. About 57% were not interested in attending the conference, and 33% did not have employer funding to do so.
- 24% of former members were not interested in CE, others could not support the cost (28%), and 48% did not find CE topics relevant.
- 65% of former members indicated membership termination was due to a lack of personal relevance, and approximately 35% did not see enough value in their membership.
- Regarding the relationship between professional status and active membership, about one third of respondents had changed careers, another third had retired, about 9% listed lack of support for membership from their employer, and 22% indicated they were still interested in renewal.

In order to support MCMLA activities in the future, an Endowment AdHoc Committee was formed. In the Summer 2015 MCMLA Express, the committee published an article to educate membership on creating an endowment. At the chapter's annual meeting, membership voted in favor of creating an endowment for the chapter.

The chapter is working with the NN/LM MidContinental Region on an advocacy project focusing on hospital libraries. The NN/LM MCR is in the process of hiring a health economist as the design consultant for the study.

Motion:

No motions will be submitted.

Submitted by:

Jackie Hittner, Chapter Chair