# Midwest Chapter Medical Library Association
## Spring 2013 Committee Reports
*(received as of 4.27.13)*

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Goal 1: Recruitment, Membership, and Leadership in the Profession

The Midwest Chapter embodies a set of professional standards, beliefs, and principles that are grounded in a commitment to professional service, lifelong learning, and the pursuit of excellence. This year's priorities are to make use of positive energy as our field repositions itself to meet the challenges of 21st Century health information and libraries.

*Positive Energy, Chapter Style* harnesses our positive synergy by partnering with the MLA, NNLN, and others on an ambitious agenda to attract new members, encourage engaged membership, and showcase the relevance of the Chapter to all members.

Chapter membership: 264
- Regular membership is $20 per year.
- 7 new members; 2 are students; one is returning
- 7 student members
- 11 retired members

**AWARDS:** The 2012 Distinguished Librarian of the Year Award, recognizing outstanding service to the chapter, was presented to Donna Barbour-Talley, who has served as Annual Meetings Chair for the last nine years, assisting co-sponsoring state organizations in planning the chapter's annual meetings.

The Jean Williams Sayre Innovation Award was presented to Suzanne Earle, librarian at the End of Life Library of the Hospice of the Western Reserve.

**ELECTIONS:** Chapter elections were held electronically using Survey Monkey in August 2012 and will so again in August 2013, using the Qualtrics subscription from Kent State University, Past-President Clare Leibfarth's employer. The link to the ballot was sent to the 338 current members, with responses from 168 members, for a 49.7% return rate. No paper ballots were necessary. Results of the election were:

President-Elect: Elizabeth Fine Weinfurter
Membership Secretary: Katherine Chew
Representative-at-Large: Nadia Lalla
Representative to the MLA Chapter Council: Bette Sydelko
Alternate Representative to the MLA Chapter Council: Karen Hanus
Nominee for the MLA Nominating Committee: Pamela Bradigan
MEETINGS: The Midwest Chapter Executive Board met for their spring meeting on April 16, 2012 in Chicago, and on October 5, 2012, during the Midwest Chapter Annual Meeting in Rochester, Minnesota.

CHAPTER ACTION ITEMS: The spring 2013 Chapter board meeting will take place on April 26, 2013 in Chicago, IL.

1. The Midwest Chapter bylaws are now in alignment with MLA’s model bylaws for chapters.

2. Members have the option of using Acteva to join or renew, and 108 members did so. Acteva is also used for Annual Meeting registration. In the past few months, Acteva has stopped functioning, and has withheld more than $23,000.00 in Midwest funds. After multiple emails letters to Acteva from the Chapter, MLA Headquarters, the MLA lawyer sent a letter. Weekly emails and letters to Acteva continue.

3. A revised policy was adopted at the October Chapter Board Meeting, granting all officers and committee chairs up to $600 each to attend the Spring Executive Board meeting.

Goal 2: Life Long Learning

The 2012 Annual Meeting of the Midwest Chapter of the Medical Library Association was hosted by the Health Sciences Libraries of Minnesota in Rochester Minnesota on October 6th through 9th at the Mayo Civic Center.

The theme for the conference was “Growing Opportunities”. The keynote speaker was David deBronkart, internationally known as “E-Patient Dave”, who is a leading advocate for patient participation and personal health data rights. The plenary session featured dietitian Rose Prissel and chef Tim Cockram from Mayo Clinic’s Dan Abraham Healthy Living Center. At the Technology Forum, co-sponsored by the Greater Midwest Region, a panel of three librarians offered a “plain English overview” of licensing electronic content. Rounding out the program were 16 contributed papers and 25 posters. Attendees also heard updates from the Greater Midwest Region, the National Library of Medicine and the Medical Library Association.

Five continuing education courses were offered. On Saturday, there were three half-day GMR classes on Outreach to Minorities, Mobile Technology and Patient Safety Resources. On Tuesday, there were two workshops on the Semantic Web (4 hours) and How to Think Like a Doctor (6 hours).

Exhibitors included 15 vendors plus the Medical Library Association and the Greater Midwest Region of National Network of Libraries of Medicine. A table was also included for the 2013 Midwest Chapter Annual Meeting promotion. Total income from vendors was $20,435, including $7400 in sponsorships and $150 for ads in the printed program.

Annual Meeting Scholarships ($500 each) for the 2012 conference were awarded to library science students Patricia Smith (WI) and Emily Ginier (OH). Professional Development Awards ($500 each) to support first-time attendance at the conference were awarded to members Erin Kerby (MI) and Marcia Francis (ND). The Awards and Scholarships Committee also announced a new award which will be offered for the first time next year to support meeting attendance for chapter members who are not students or first-time attendees. The idea for this award came directly from the Membership Survey done in 2011.
ATTENDANCE:

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MIDWEST MLA MEETING 2013:

**Date:** 10/4/2013 to 10/8/2013

**Location:** East Peoria, Illinois

**Hotel:** Embassy Suites

**Keynote Speaker:** Michelle Kraft (the Krafty Librarian), Emerging Technologies and the Evolving Library

**Plenary Speaker:** Sarah Houghton (the Librarian in Black), Future of the Digital Library

**Website:** The website is in place (http://hsli.org/midwestmla2013/) though still under construction.

**Newsletters, Blogs, ListServes:** Save the date information has been distributed to numerous outlets; as the program is finalized that information will be shared throughout these resources.

**CE:** Contracts for 5 CE classes have been forwarded and will shortly be finalized.

**Goal 3: Advocacy**

The charge of the Professional Practice Committee has been updated to subsume advocacy efforts which had been under the purview of the Advocacy Special Committee. The committee hosted an Advocacy Forum at the October meeting where members suggested ways in which the chapter could support them.

Chapter Governmental Relations Liaison Julie Schneider was reappointed to the MLA/AAHSL Joint Legislative Task Force and attended the legislative visits in Washington, D.C. in Fall 2012. Home zip code information has been collected this year from chapter members to identify congressional districts of members for use in future calls to action from the Governmental Relations Liaison.

**Goal 4: Knowledge Creation and Communication**
ConnectMidwest Blog
Current editor: Elizabeth Moreton
Elizabeth has been posting updates about MLA '13 as well as other relevant information. In the past the blog has been mostly used for Midwest Chapter conference blogging, but it was originally conceived of as a “what’s happening right now” place to fill in the gaps between issues of MIDLINE.

MIDLINE
Current editor: Barbara Gushrowski
MIDLINE has maintained its publishing schedule of four (4) issues per year. The regular contributors are to be congratulated for their dedication and willingness to provide content for each issue. The Editor is willing to consider all suggestions for changes and/or improvements to the newsletter.

Midwest Chapter Website
Webmaster: Allan Barclay  Assistant Webmaster: Brian Finnegan
Work accomplished:
• Worked with Pair Networks and Treasurer to upgrade hosting plan
• Worked with webmaster for 2013 conference (Stacey Knight); she is doing the site on a local WordPress blog, then will export content for archival purposes
• Talked to webmaster for 2014 conference (Maren Niemeier); will set up new WordPress install on Midwest Chapter site after migration to new server is complete. See new proposal below about this blog.
• Maintenance of MIDLINE and ConnectMidwest blogs, Chapter website and Chapter wiki

Larger projects/proposals:
Dedicated conference blog: We thought it might make sense to create a dedicated conference blog. Many people seem to be blog literate now, we wind up using many of the same functions every year and there has been concern about losing external content without archiving it. We’d like to get ask if the Board supports this. The 2014 conference site will be in a new blog install; we can explore ways to make it as simple as cloning and updating most content for use in future conferences.

Social Media:
Facebook:
• Facebook Page set up on September 24, 2012
• 47 likes
• 23 posts including conference stuff
• 65 photos posted from conference
• Most “seen” posts were the two regarding MLA elections and awards/scholarships.
• Stacey Knight-Davis publicity chair for the upcoming conference has been added as an administrator, as has Allan Barclay for the Communications Committee.

Flickr:
• 136 conference photos posted on Flickr (by Clare Leibfarth).
• There are a couple also tagged by Amy as Ultimate Librarian.

Twitter:
• Used for 2012 conference; 24 tweets using #midwestmla12 hashtag
The chapter is currently looking into ways to promote CE both regionally and nationwide, perhaps offsetting member costs.

**Goal 5: Partnerships**

The Midwest Chapter continues to partner with state health sciences groups for the Annual Meeting. All Annual Meetings are co-sponsored by the state group, with any profits shared between the Midwest MLA and state group.

The Midwest Chapter’s Representative to MLA Chapter Council, Bette Sydelko, is serving as the co-chair of the Joint Section/Chapter Council Task Force on Programming for MLA ’13; Alternative Representative Pam Rees is a member of the Task Force. Pam Rees is also Vice-Chair of Chapter Council. Karen Hanus will replace Pam Rees as Alternate Representative in May 2013.

**MOTION**

This report is informational and requires no action by the Board of Directors.

Respectfully submitted,
Katherine Schilling, President, Midwest Chapter/MLA 2012-13

**Midwest Chapter Executive Board 2012-13**

- Katherine Schilling, President, 2013
- Janna Lawrence, Immediate Past President, 2013
- Elizabeth Fine Weinfurter, President-Elect, 2013
- Amy Donahue, Treasurer, 2012-2013
- Katherine Chew, Membership Secretary, 2013 - 2014
- Chris Childs, Recording Secretary, 2012 - 2013
- Bette Sydelko, Representative to the MLA Chapter Council, May 2013-2016
- Karen Hanus, Alternate Representative to the MLA Chapter Council, May 2013-2016
- Nadia Lalla, Representative at Large, 2013-2014
- Pamela Bradigan, Potential Candidate for Membership on the MLA Nominating Committee, 2013
Annual Meetings

Midwest Chapter, Medical Library Association

Annual Meetings Report

Spring Board Meeting, April 26, 2013

Donna Barbour-Talley, Chair

Committee Goals for 2013-2014:

- Plan and conduct chapter meetings with interesting content at affordable prices for members
- Resolve financial issues and strengthen financial planning for centralized financing of Annual Meetings

A budget template for the Annual Meetings has been developed, reviewed by the Chapter Treasurer and distributed to the 2014 and 2015 planning committees. The template will be used as the baseline budget for each meeting from the time the Memorandum of Understanding is signed by both the hosting organization and the Chapter. By the end of January in the year of its Annual Meeting, the conference coordinating committee will submit a revised budget with updated costs and any additional line items to both the Treasurer and the Annual Meetings Chair.

Oct 5-9, 2012 – Rochester MN

Donna Barbour-Talley & J. Michael Homan, 2012 Conference Co-Chairs

The final report for the 2012 conference has been completed. The finances for the meeting are not complete as the chapter has not received funds collected by Acteva.

See detail in Part 2 of this report

Oct 4-8, 2013 – Peoria IL

Roy Jones, 2013 Conference Coordinator

The Midwest Chapter, MLA / HSLI 2013 Joint Conference will be held in Peoria and East Peoria, Illinois from Friday, October 4th until Tuesday, October 8th, 2013 at the Embassy Suites, East Peoria.

See detail in Part 3 of this report

Oct 10-14, 2014 – Bismarck ND

Mary Markland and Ann Pederson, 2014 Conference Co-Chairs

The 2014 conference in North Dakota will be held October 10-14, 2014, at the Radisson Hotel in Bismarck. The conference theme is “Come West to Discover Yourself.” This is a take-off on a quote from Theodore Roosevelt talking about the time he spent in North Dakota, “I have always said I would not have been President had it not been for my experience in North Dakota.”

The memorandum of agreement was signed by the current NDLA HSIS chair, Holly Gabriel and sent to the Chapter. The planning committee has started meeting on a regular basis. Planning has begun for the logo and
promotional items in anticipation of a booth at the 2013 meeting. A short promotional video for the invitation is also planned.

The program planning committee will begin meeting in earnest this week. One of the tentative program ideas is a panel discussion about the impact of the oil boom on public health issues in the state. Negotiations are underway with the North Dakota Heritage Center to be the site for a reception on Sunday evening. They are currently completing a remodeling and addition project that will be done shortly before our meeting.

Ann Pederson and Mary Markland will be working with the finance chair, Mike Safratowich, to develop a budget by the end of May. Our next meeting of the full planning committee will be May 17th at the spring NDLA HSIS meeting.

Oct 2-6, 2015 – Louisville, KY

Michel Atlas and Neal Nixon, University of Louisville

The Memorandum of Understanding has been signed between the Chapter and the University of Louisville.

2016 – IA

Iowa librarians are beginning to discuss hosting the Chapter meeting in 2016 at their spring meeting. They are discussing the possibility of a joint meeting with the Midcontinental Chapter to be held somewhere in Iowa.

The 2012 Annual Meeting of the Midwest Chapter of the Medical Library Association was hosted by the Health Sciences Libraries of Minnesota in Rochester Minnesota on October 6th through 9th at the Mayo Civic Center.

The theme for the conference was “Growing Opportunities”. The keynote speaker was David deBronkart, internationally known as “E-Patient Dave”, who is a leading advocate for patient participation and personal health data rights. The plenary session featured dietitian Rose Prissel and chef Tim Cockram from Mayo Clinic’s Dan Abraham Healthy Living Center. At the Technology Forum, co-sponsored by the Greater Midwest Region, a panel of three librarians offered a “plain English overview” of licensing electronic content. Rounding out the program were 16 contributed papers and 25 posters. Attendees also heard updates from the Greater Midwest Region, the National Library of Medicine and the Medical Library Association. The Annual Business Meeting of the Chapter was held on Monday, October 8th.
Five continuing education courses were offered. On Saturday, there were three half-day GMR classes on Outreach to Minorities, Mobile Technology and Patient Safety Resources. On Tuesday, there were two classes, one four-hour and one six-hour, on the Semantic Web and how to Think Like a Doctor.

The conference opened with an Exhibitor Event and Welcome Reception from 5:30 to 7:00 pm on Saturday. The Sunday evening social event was a dinner in the glass atrium of the Rochester Art Center; attendees were also able to visit the galleries. A trolley tour of Rochester and several opportunities to tour Mayo Clinic facilities were offered.

Exhibitors included 15 vendors plus the Medical Library Association and the Greater Midwest Region of National Network of Libraries of Medicine. A table was also included for the 2013 Midwest Chapter Annual Meeting promotion. Total income from vendors was $20,435, including $7400 in sponsorships and $150 for ads in the printed program.

Technology needs were contracted to the Mayo Civic Center Audiovisual Service for all sessions, although a few speakers and instructors did connect their own laptops for their presentations. Free wireless was available in the Civic Center, as well as in the conference hotel, although there were a few connection problems.

At the 2011 Midwest Chapter meeting, the planners distributed post-it notes and badge stickers with the conference logo, theme and dates. The Publicity Committee maintained the conference website and sent announcements to newsletters, listservs, and library schools in the region.

Registration was handled primarily online through Acteva, although there were also 10 registrations by mail and 2 on-site.

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Attendance at the meeting was consistent with the last two years of lower participation. The contract with the Doubletree Hotel Rochester was for 330 room nights, with a minimum requirement of 75% or 248 nights. Our total bookings were for only 229 nights, but the hotel did not enforce the terms for payment of the remaining 19 nights. We did select the Doubletree Catering to provide meals for the conference, so they had other income from our meeting to offset the lower room nights.

The chapter’s auditor will prepare the official financial report for the conference; the conference finance spreadsheet has been matched to the Chapter Treasurer’s files. It appears that the conference has shown a profit of $12,687.91. This was due to careful control of expenses by all committees, the non-enforcement of the hotel contract and changes in policy at the Civic Center, so that wireless, electricity, table covers and signage were included at no charge, when fees had been quoted. However, the Chapter has not received the funds collected by Acteva for online registration and a legal claim has been filed.

All of the Minnesota planning team worked hard to make the conference a success and the meeting was well-received by attendees.

### 2012 Conference Planning Committee

**Conference**
- Co-Chairs: Donna Barbour-Talley – retired hospital librarian
- J. Michael Homan – Mayo Clinic Libraries

**Continuing Education**
- Chair: Nicole Theis-Mahon – University of Minnesota, Bio-Medical Library
- Member: Jonathan Koffel – University of Minnesota, Bio-Medical Library

**Exhibits & Sponsors**
- Co-Chairs: Jim Bulger – Allina Health
  - Pam Barnard – Allina Health

**Facilities**
- Donna Barbour-Talley

**Finance**
- Donna Barbour-Talley

**Hospitality**
- Chair: Dottie Hawthorne – Mayo Clinic Libraries
- Members: Tamra Kirk – Mayo Clinic Libraries
  - Leah Osterhaus Trzasko – Mayo Clinic Libraries

**Program**
- Co-Chairs: Melissa Rethlefsen – Mayo Clinic Libraries
  - Ann Farrell – Mayo Clinic Libraries
- Member: Kolleen Olsen – Fairview Health Services
Publicity
Chair & Webmaster: Liz Fine Weinfurter – University of Minnesota, Bio-Medical Library
Members: Sue Gray – St. Catherine University
Sharon Kambeitz – Allina Health
Jacqueline Linn – HealthEast Care System

Registration
Co-Chairs: Lisa McGuire – University of Minnesota, Bio-Medical Library
Doreen Roberts – St. Luke’s Hospital
Summary of Content of Past Reports

Logo: see above

Date: 10/4/2013 to 10/8/2013

Location: East Peoria, Illinois

Hotel: Embassy Suites  Contract completed


Keynote Speaker: Michelle Kraft (the Krafty Librarian)  Contract completed

http://kraftylibrarian.com/

Talk: Emerging Technologies and the Evolving Library

Guidance for the talk: Please develop a presentation exploring the emerging technologies for information management as they relate to the evolving library.

Plenary Speaker: Sarah Houghton (the Librarian in Black)  Contract completed

www.librarianinblack.net

Talk: Future of the Digital Library

Guidance for the talk: Please develop a presentation exploring the future of digital &/or augmented reality resources and the acquisition of library staff competencies that will be necessary to cope with that future.

While the speakers are both dealing with our future work environments, they each are aware of the others focus and should be able to bring insight to our quests to find pathways through the challenges that will face us all.

Promotion:
**Invitation:** Roy Jones presented a 6 minute invitation to the 2013 Conference at the 2012 MW-MLA annual meeting in Minnesota. The invitation was accompanied by a drawing at the Business Meeting for the following items:

- Music by Dan Fogelberg, a Peoria musician,
- Phillip José Farmer, a Peoria Author
- Life along the Illinois River, a book illustrating the Illinois River, a prominent local feature

Logo “Save the date” type note pads were provided at the “Attend the 2013 Meeting Exhibit Table” as reminders of the upcoming conference.

**Website:** The website is in place (http://hsli.org/midwestmla2013/) though still under construction.

**Newsletters, Blogs, ListServes:** Save the date information has been distributed to numerous outlets; as the program is finalized that information will be shared throughout these resources.

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**Conference Content Recently Finalized**

**CE:** Contracts for the following 5 CE classes have been forwarded and will shortly be finalized:

- **Promoting Health Literacy through Easy to Read Materials** (Samanthi Hewakapuge)
  10/5/13  8:00 am-12:00 pm
- **Pubmed & the Evidence-based Universe** (Holly Ann Burt)
  10/5/13  8:00 am-12:00 pm
- **Planning, Conducting & Publishing Research** (Jo Dorsch & Nancy Allee)
  10/5/13  1:00 – 5:00 pm
- **Emerging Technologies** (Melissa DeSantis & Gabriel Rios)
  10/5/13  1:00 – 5:00 pm
- **Supporting Systematic Reviews: the Basics** (Janis Glover)
  10/8/13  8:00 am-12:00 pm

**Program:** A preliminary program spreadsheet is being forwarded to accompany this report.
Some of the social highlights will be the Welcome Reception on Saturday Evening at the Hotel (6:00 – 9:00 pm) and a Sunday Evening Reception (6:00 – 9:00 pm) at the new Peoria Riverfront Museum (http://www.peoriariverfrontmuseum.org/about/tours) Museum Contract completed. Food & transportation contracts for the museum event are being evaluated.

A recent addition to programing is a GMR Summit on New Models of Information Practice, on Monday afternoon.

**Preliminary Budget:** Revenues are estimated at $53,850 with expected expenditures of approximately $52,428. The budget is a dynamic document which will continually change as various elements of the program are finalized.
Awards & Scholarships

Midwest MLA Awards and Scholarships Committee

Spring Report – April 14, 2013

Jere Odell, Chair

Members: Jere Odell (IN), Kelly Thormodson (IA), Ryan Rafferty (IL), Patty Lunsford (IN), Liz Fine Weinfurter (MN)

2013 Goals and Objectives

• Administer Chapter’s 2013 awards program:
  o Chapter Council Roundtables Luncheon Awards: 4 @ $42 each (2 given to Chapter members; 2 given to MLA)
  o Annual Meeting Scholarship Awards (name to be changed to: “Student Annual Meeting Grant”): 2 @ $500 each
  o Professional Development Awards (name to be changed to: “First-Time Attendee Annual Meeting Grant”): 2 @ $500 each
  o Distinguished Librarian of the Year Award: 1 @ $500
  o Jean Williams Sayre Innovation Award: 1 @ $500
  o Expected new award: Annual Meeting Grant: 2 @ $500

• Update description and application files for all Awards.
• Promote and actively solicit applications and nominations for all awards.
• Evaluate applications/nominations and choose recipients according to established selection procedures and timetables.
• Review application/selection/evaluation criteria for each award and consult with Chapter Board before implementing major changes.
• Present/announce/acknowledge recipients of all 2013 awards at Chapter’s Annual Business Meeting on October 4-8 in Peoria, IL.
• Submit spring and fall reports to the Chapter Board.
• Review/revise/update Committee procedure manual at Chapter’s PBWorks wiki site.

2013 Activities To Date

• Updated all award information and application files for 2013 and routed to Chapter webmaster.
• Publicized and awarded the “Free Lunch” Award.
• Updated Committee’s policies and procedures at wiki site with changes to date.
• Submitted spring report.
Chapter Council Representative

TO: Katherine Schilling, President, Midwest Chapter/Medical Library Association
FROM: Bette Sydelko, MLA Chapter Council Representative and Pam Rees, Alternate Representative
SUBJECT: Annual Report-Midwest Chapter Executive Board Meeting, April 26, 2013
DATE: April 9, 2013

Activities since Fall 2012

• Bette and Pam attended the Midwest Chapter/MLA Board Meeting and annual conference of the Midwest Chapter of the Medical Library Association in Rochester, MN in October 2012.
• Bette and Pam sent messages to Midwest Chapter e-mail discussion list regarding MLA activities.
• Bette and Pam joined in Chapter Council e-mail discussions.
• Bette, as Co-Chair (representing Chapter Council) of the Joint Section/Chapter Council Task Force on Programming for MLA 2013, continued to work with Terry Jankowski (Co-Chair representing Section Council) and members of the task force to complete the plans for Plenary Session IV. The invited speaker is Laurie Garrett, Senior Fellow for global health at the Council on Foreign Relations and best-selling author.
• Pam is a member of the above mentioned task force.
• Bette served on the CC Continuing Education Committee and kept the wiki up-to-date.
• Bette was chosen as the CC representative to MLA’s Continuing Education Committee starting in May 2013.
• Bette served as a mentor for one attendee at the Fall Midwest Chapter Meeting

Objectives for Spring and Summer 2013:

• Karen Hanus will assume the responsibilities of Midwest Chapter/MLA Alternate Representative to Chapter Council at the May 2013 Chapter Council meeting.
• Bette, Pam, and Karen will attend the MLA Chapter Council meeting in May 2013.
• Bette, Pam and Karen plan to mentor a new member/first time attendee through Colleague Connection at the 2013 MLA meeting.
• Bette will facilitate “Mobile Technologies for Medical Librarians,” Pam will record for “Budget Cuts/Problem Solving” and Karen will record for “Library Redesign” at the Chapter Sharing Roundtables during the 2013 MLA meeting
• Bette and Karen will monitor Chapter Council e-mail discussion list.
• Bette and Karen will keep the Midwest Chapter informed about MLA activities.
• Bette will provide news from MLA for the MIDLINE newsletter.
• Bette and Karen will keep Midwest Chapter Policies and Procedures updated for the
Chapter Council Representatives.

This report is informational and no action is required.
Communications

Communications Committee
Allan Barclay, Chair

ConnectMidwest Blog

Current editor: Elizabeth Moreton

Elizabeth has been posting updates about MLA ’13 as well as other relevant information. In the past the blog has been mostly used for Midwest Chapter conference blogging, but it was originally conceived of as a “what’s happening right now” place to fill in the gaps between issues of MIDLINE.

Work accomplished – past 6 months:

• 20 posts, most by Elizabeth other than Midwest Chapter conference bloggers.

Upcoming objectives:

• Investigate possibility of continued posting between conferences
  o Can we recruit several regular bloggers - minimal commitment, say once a month?
  o Potentially coordinate with dedicated conference blog (see proposal below)
• Prepare for Midwest Chapter conference 2013 in East Peoria, IL
  o Find several conference bloggers
  o Post relevant updates
  o Update Twitter, Flickr and any other social media widgets

MIDLINE

Current editor: Barbara Gushrowski

MIDLINE has maintained its publishing schedule of four (4) issues per year. The regular contributors are to be congratulated for their dedication and willingness to provide content for each issue. The Editor is willing to consider all suggestions for changes and/or improvements to the newsletter.

Upcoming objectives:

• Begin regular feature on publications & presentations done by members

Midwest Chapter Website

Webmaster: Allan Barclay
Assistant Webmaster: Brian Finnegan

Work accomplished:

- Worked with Pair Networks and Amy Donahue to upgrade hosting plan (for free - they didn't tell us we could get more storage and avoid overage fees for the same price). Migration to new server is still in progress due to some problems with the blogs working. No impact on operations or use should be visible to site users.
- Worked with webmaster for 2013 conference (Stacey Knight); she is doing the site on a local WordPress blog, then will export content for archival purposes
- Talked to webmaster for 2014 conference (Maren Niemeier); will set up new WordPress install on Midwest Chapter site after migration to new server is complete. See new proposal below about this blog.
- Maintenance of MIDLINE and ConnectMidwest blogs, Chapter website and Chapter wiki

Upcoming objectives:

- Get Akismet key and install their anti-spam plugin on both blogs
- Implement basic design changes (like smiting the About tab) proposed at last board meeting
- Explore MLA’s “Cover It Live” service to track conference tweets
- Update the state chapter websites
- Explore archiving chapter website, blogs and photos

Larger projects/proposals:

Dedicated conference blog:

We thought it might make sense to create a dedicated conference blog. Many people seem to be blog literate now, we wind up using many of the same functions every year and there has been concern about losing external content without archiving it. We’d like to get ask if the Board supports this. The 2014 conference site will be in a new blog install; we can explore ways to make it as simple as cloning and updating most content for use in future conferences.

One question this raises - if we use a WordPress blog for the annual conference site, do we want to have a separate blog (i.e. ConnectMidwest) as well or would we do the conference blogging on the conference site itself? If so, would we want to keep ConnectMidwest and use it for its original “latest and greatest” role? Does it make sense to have both a quarterly newsletter and a separate news blog? One news and one conference blog might make more sense.

Social Media

Facebook:
• Facebook Page set up on September 24, 2012
• 47 likes
• 23 posts including conference stuff
• 65 photos posted from conference
• Most “seen” posts were the two regarding MLA elections and awards/scholarships.
• Stacey Knight-Davis publicity chair for the upcoming conference has been added as an administrator, as has Allan Barclay for the Communications Committee.

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• There are a couple also tagged by Amy as Ultimate Librarian.

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• Used for 2012 conference; 24 tweets using #midwestmla12 hashtag
Membership

TO: Katherine Schilling, Chair
FROM: Katherine Chew, Membership Secretary
DATE: April 10, 2013
Subject: Spring 2013 Report

2013 Membership Committee:
Katherine Chew, Chair, 2013-2014
Mary Pat Harneige, 2012-2013
Andrea Kepsel, 2013-2014

Activities

• Updated membership forms for 2013
• Activated Acteva event for 2013 membership renewal
  o Updated online forms for 2013
  o Shut down Acteva for online membership renewal on 15 Feb. 2013 due to non-payment of membership receipts.
• Mailed out membership renewals late Dec 2012
  o Emailed follow-up renewal notices on March 14th
• Contacted Allan Barclay as Midwest Chapter webmaster
  o Provided updated membership forms to post
  o Online url for online registration
    ▪ Sent email to Allan to remove online membership registration url and add note to website about online registration no longer available on 15 Feb.
• Membership stands at 264 as of 8 April 2013, a difference of four (4) from last year. The chapter currently has seven (8) new members, of which two (2) are students and one (1) returning member. Ninety two (92) members total have used Acteva for joining/renewing, which is up from fifty two (52) about this time last year. Of the ninety two (92), seventy eight (78) are regular members, four (4) are retired members, three (3) are new members and seven (7) are student members. Eleven (11) members renewed at the “retired” category. We currently have seven (7) student members listed.
• Received membership renewals and passed checks on to Treasurer
• Updated the membership database and renewals as received
• Notified members of receipt of dues
• Prepared report for Spring Board meeting
• Responded to requests from members and potential members for information
- Provided list of new members to Mary Taylor
- Yearend list of members for Mary Hitchcock for the archives
- Jere Odell contact information for awards/scholarship winners
- Elizabeth Moreton copy of membership list to mine for members presenting at MLA for communications committee
- Natalie Reed a copy of membership survey and survey results for the Professional Practice committee

This report is informational and requires no action by the Board.
Immediate Past-President/Nominations & Elections

Immediate Past President/Nominations and Election Committee Report

Submitted by Janna Lawrence

Activities

• Advised when needed on Chapter financial issues concerning Acteva and a possible move away from it
• Appointed Elaine Skopelja and Karen Hanus to the 2013 Nominations and Election Committee. One more member will be appointed.

2012 Nominations and Election Committee Objectives:

• Choose method/software for electronic balloting.
• Identify candidates for 2013 officer openings.
• Publicize election information and publish candidate biographies.
• Conduct election of officers.
• Announce final election results by mid-August 2013.

This report is information only and requires no action by the Board.
Professional Practice

Professional Practice Committee
Natalie Reed, Chair
Mid-year report of activities (Oct 2012 – Apr 2013)

Members: Diane Hummel (MI), Heidi Nickisch Duggan (IL), Ruth Holst (IL)

• Met by phone 12/12, 1/13, 2/13, 4/13

• Research awards
  o FIRST TIME: Judged research papers and posters and gave awards at the annual meeting
  o Provided awardee details to chapter president for publication on blog
  o Reviewed our first research awards process and identified things to repeat and improve regarding publicity, judging, and actual awarding
  o Sent chapter members a reminder on the listserv to think ahead about doing research papers and posters

• Advocacy
  o Held an advocacy forum at the annual meeting
  o Listed the forum ideas generated on the blog
  o For advocacy to be represented at the annual meeting, we plan to
    ▪ support Ruth’s forum/summit with panelists discussing new models of information practice
    ▪ have a professional practice table with some kind of handout
  o We reviewed advocacy excerpts from chapter survey info

• CE / Professional development
  o Reviewed what is currently under the chapter webpage ‘education’ tab which will become the ‘professional development’ tab when we update the content
  o Reviewed relevant CE excerpts from chapter survey info
  o Discussed a wide range of ways to assist chapter member in locating CEs
  o PPC plans to ask state liaisons for the following info
    ▪ What surveys have been done in the last 2 years about needed CE topics in your state medical library organizations, and what topics were suggested?
    ▪ Do your state library organizations (medical and not) offer CE classes, and if so, what are the web pages where these are listed?

Suggested board meeting agenda items

We noted comments in the chapter survey about members wanting more online offerings and the problem of cost for CE. We have the following suggestions for the board to consider:

  o Create a raffle or give-away or drawing for the cost of a future CE registration
- Lower the price of annual meeting CEs
- Offer GMR classes for reduced price since that cost is much lower
- Look into providing an online CE opportunity, perhaps by
  - making something from the annual meeting available online at the same time
  - arranging with an annual meeting speaker or instructor to record or reproduce content developed for the annual meeting
- Review in more depth the ‘Survey Analysis and Recommendations for Action from the Membership Committee March 2012’
Treasurer

Treasurer’s Report

Midwest Chapter / Medical Library Association
Spring Executive Board Meeting, 2013
Prepared and Submitted by Amy Donahue, Treasurer 2012-2013

Current Financial Statement

The current Financial Statement for March 16, 2012 (attached) shows a beginning balance of $27,403.09 for all accounts and an ending balance of $31,262.62 for a net gain of $3,859.53.

Audit

The 2012 calendar year audit was completed by our auditor, Michelle Dixon. Everything was accounted for and the 2012 books were closed. Opening balance was $57,474.84 and the closing balance was $27,403.09 for a net loss of $30,071.75. See attached final audit reports for 2012.

2012 Annual Meeting

The 2012 Annual Conference has yet to be closed. This is due to the fact that Acteva has not sent a check for the majority of the income generated through Acteva registrations. The amount owed by Acteva to the Midwest Chapter is estimated to be around $21,695.73. This is the last outstanding item. Amy Donahue and Donna Barbour-Talley have identified a few small discrepancies between their record keeping that will also need to be addressed, but there is an estimated $10,000-$12,000 in profit (depending on the Acteva income) that will be split with the Minnesota association as soon as we have the funds.

Accounts

The signatory for the accounts was changed with the 2012 election: incoming President Kathy Schilling was added to the accounts at the 2012 Annual Meeting. Treasurer Amy Donahue and past-president Janna Lawrence remain signatories on all accounts.

Savings accounts: we currently have a money market account. The current interest rate for the money market account (as of March 26, 2013) is .01%. There was a plan to place some funds in a new CD (our last one expired in June 2012), but due to the missing income, the treasurer has not felt it prudent to move funds into a hard-to-access account.
The chapter credit card limit increased to $15,500 in 2012, and the account is currently set up to automatically pay the balance on the billing date. This can be reviewed and changed as needed, especially during the conference season, but in the meantime, it ensures that small balances do not carry over to charge interest. The credit card has a cash rewards account ($1 back for every $100 spent), and this has proven to be more lucrative than the tiny amount the chapter earns in interest.

**2013 Budget**

Copy of 2013 Budget, which was approved on 10/06/2012, is attached.

**Web Site**

No updates have been made to the website as of 3/26/12. Updating the treasurer’s documents and putting sensitive information behind a password is a top goal for 2013. Some e-mails have gone back and forth between Amy and Allan Barclay concerning the feasibility of implementing the Wild Apricot system for conference registration (and possibly membership) management, in conjunction with PayPal. The Finance Committee, Communications Committee, and possibly the Membership Committee will likely need to work together to ensure smooth implementation.

**Finance Committee**

The finance committee was appointed by the President and consists of the Amy Donahue and Maureen Humphrey-Shelton. Maureen collected information on several Acteva alternatives by going to websites and contacting other chapters. The vendors were Wild Apricot and RegOnline. Amy additionally collected some information on CVent. Given costs and feedback from other groups, Maureen and Amy are recommended that the chapter go forward with piloting Wild Apricot for the 2013 conference registration.

Additionally, Amy has been working with Daneen Richardson on vendor payments for the 2013 Annual Meeting. Because of a recommendation from the 2012 committee to give vendors the option to pay by credit card, Amy and Daneen are piloting a PayPal account for the chapter. Invoices will be generated and sent to the vendors through the PayPal platform.

**Activities**

- Attended 2012 Fall Board Meeting
- Attended 2012 Midwest Chapter Business Meeting
- Set up new signatories
- Worked with professional auditor to close the books on 2012 – confirmed that Michelle Dixon’s and Amy Donahue’s system for the ledger and deposits is easy and contains the information needed.
- Submitted 2012 tax information to MLA.
• Ongoing issues with Acteva have required weekly emails with the company (no response received), a Better Business Bureau complaint, and back and forth communication with MLA headquarters.
• Ongoing maintenance of Dropbox account for all electronic documents
• Various activities regarding contracts and payments for the upcoming 2013 meeting – working closely with the Royden Jones and other members of the 2013 Annual Meeting committee.
• Facilitated transition of the “healthweb.org” domain over to MLA

**Goals**

• Close the books on the 2012 conference
• Update the Chapter website
• Implement Wild Apricot
• Add treasurer best practices and update timeline on Wiki to help future officers.
• Work on balancing the budget in preparation for new treasurer.

**Action**

• Approve implementation of Wild Apricot?
The State Liaisons Committee shall serve as a conduit for communication between the chapter and state health sciences library associations, local library groups and library science educational programs. It shall serve as a mechanism for chapter officers and committees to distribute information and receive feedback at the state and local level. It shall promote chapter activities and membership through methods such as exhibits at state and local library associations, presentations, newsletter articles and email list messages. The committee shall make recommendations to the Executive Board on all policies relating to relations with state health sciences library associations. It shall document state liaisons policies and procedures on the chapter website and in other relevant publications. The committee chair shall prepare a report for each Executive Board Meeting and submit appropriate documentation to the chapter Archives.

Committee Membership (work in progress)

Nadia Lalla (chair)
Daneen Richardson (Illinois)
Joan Zivich (Indiana)
Donna Barbour-Talley (Minnesota)
Mary Pat Harnegie (Ohio)
Michael Venner (Wisconsin)

We are still waiting for representatives to be appointed from Iowa, Kentucky, Michigan, and North Dakota. (The state association presidents are supposed to make these.)

Transition Activities
Stephanie Schulte, outgoing Representative-At-Large, was unable to attend the 2012 Midwest MLA Annual Meeting. She submitted a written report. Prior to that meeting, Stephanie sent me several relevant documents (previous Committee reports and Expectations). She outlined the communication and participation challenges.

Activities to Date
• Most of the activity (November 2012 to present) has focused on trying to get the Committee roster finalized. In addition to contact info, the roster also includes links to state association websites, contact info for the state association presidents, and information on dates of state annual conferences or meetings.
• Requests for item submissions for Midline sent to 2012 Committee members.
• Informational email sent regarding the availability of the tabletop display.

Future Activities
• At this time I plan to attend as many state association meetings as I can to help promote Midwest MLA (or at least Indiana, Ohio, Michigan, and Illinois).
• Finalize the Committee roster

Questions/Concerns/Issues
1. Who pays for postage for the tabletop display?
2. Where do I send reports, rosters, etc. or am I supposed to upload them?
3. What documentation goes to the archive?