

**Philadelphia Regional Chapter
Medical Library Association
Minutes, Board of Directors Meeting
Rowan University School of Osteopathic Medicine
Stratford, New Jersey
July 1, 2014**

Present:

Prudence Darlymple	Outgoing Chapter Council Representative
Kelsey Duinkerken	Incoming Archives Committee Chair
Stephanie Ferretti	Incoming Chapter Council Alternate
Gary Kaplan	Incoming Chapter Council Representative
Sarah Katz	Membership Committee Chair
Dan Kipnis	Incoming Program Chair/Chair-Elect
Barbara Kuchan	Nominating Committee Chair/Parliamentarian
Jenny Pierce	Incoming Chair
Alex Short	Incoming Secretary

Absent:

Steven Bogel	Outgoing Secretary
Barbara Cavanaugh	Education & Credentialing Committee Chair
Gary Childs	Treasurer
Christine Davidian	Communications Committee Chair
Mitzi Killeen	Outgoing Bylaws Committee Chair
Beth Lewis	Incoming Development Chair
Julia Lewis	Government Relations Committee Chair
Robert T. Mackes	AHIP Liaison
Marita Malone	Government Relations Committee Chair
Priscilla Stephenson	Incoming By Laws Committee Chair

I. Call to Order

The meeting was called to order at 10:04 AM by Incoming Chair, Jenny Pierce.

II. Minutes Review and Approval

Barbara Kuchan made a motion to approve the minutes from the February 7, 2014 board meeting. The motion was seconded by Dan Kipnis; the minutes were unanimously approved.

III. Chair Remarks – Jenny Pierce

2014/2015 Chapter Priorities

To get an audit of the organization so our Treasurer can have a credit card. Members' credit cards will no longer have to be used.

Attract local people to join MLA-Phil and grow membership.

At MLA, people who are local to this area are being told to join MAC (by people that they know) rather than join MLA-Phil. How do we combat this? Sarah Katz spoke about her personal experiences with this at MLA. Specifically there were two situations where this happened; one where someone was moving to the Philadelphia area and a person from MAC told him to join MAC instead of wasting his time with MLA-Phil. The second, a very similar incident where discussion was taking place about regional chapters and it was stated that MAC does so much more, you should just join MAC. Barb Kuchan stated that we need to get the word out about MLA-Phil, our programming, events and the value that our chapter provides. Our dues are reasonable for the benefits we provide to our members.

Stephanie Ferretti mentioned that she worked with MAC during the quad meeting and suggested that by design they may have more influence because of their larger membership and geographic territory. Dan Kipnis questioned whether it is possible to figure out who has joined MAC where it also makes sense for them to be a member of MLA-Phil? Is this a definitive problem, or is it just talk? Gary Kaplan stated that MLA has given us reports in the past listing MLA members located in your defined zip code areas, but we would not know if they were MAC members. Attracting people to join our chapter is an important issue to Jenny because she has heard that people in Delaware were joining MAC because MLA-Phil was not serving their needs.

Pru Darlymple shared her own personal story that when she moved to Philadelphia, she did not know there was a Philadelphia chapter, so she went to the MAC meeting. After about a year, she realized there was a chapter in Philadelphia and went to the MLA-Phil annual meeting. Her impression was that this was a very insular group with musical-chair positions. She still gets lots of email communications from MAC, but does not get the same degree of communication from MLA-Phil. Pru used the example of EMEA where you can join a regional chapter without joining the national organization and people attend mega-meetings instead of national meetings, where their needs may be better served. Pru thinks it is to the profession's benefit to build on these regional chapters because that's where the people are. Pru senses that within the last 3 or 4 years, there has been a lot of effort put into having joint meetings.

Jenny Pierce redirected the discussion back to the idea of getting a list of people within our regional service area. Gary Kaplan stated that our service area is defined by zip code and includes all of Delaware and the Eastern half of Pennsylvania. Our service area does not include New Jersey. Barbara Kuchan stated that she does not think there is a problem with people belonging to multiple organizations, but we obviously do not want a migration away from our chapter. Jenny Pierce added that she does not know that we have actually lost membership from the chapter, but the goal is to continue to grow membership. Our current membership is 88, with 69 regular members, 7 students, 5 retired and 7 lifetime. New members within the last 30 days = 4.

IV. Treasurer's Report – Gary Childs (not present)

Jenny Pierce has the Treasurer's Report if people want to view it. There is an additional \$1,500.00 coming in from MAR. The invoice just has to be submitted.

V. Committee Reports:

A. AHIP – Robb Mackes (not present)

No report

B. Archives – Kelsey Duinkerken

According to Jenny Pierce, one of the previous missions of the Archives committee was to determine what resources are available to archive digitally.

Action items

- * Kelsey Duinkerken will explore available resources to archive digitally.

C. By Laws – Mitzi Killeen

The outgoing chair, Mitzi Killeen has submitted her report. The most important item is the change in our quorum numbers from 35 to 20. This was approved by our membership.

D. Chapter Council Representative – Prudence Darlymple

The chapter roundtables event is one of the major activities of the chapter council. Much of the discussion at chapter council meeting centers on the roundtables because our chapter, along with many others contribute free tickets to the chapter roundtables event. Many people who received the free tickets, never showed up. This has an impact because the event is in a hotel and has a catered lunch which is expensive. There is a lot of frustration around this, so it has been decided not to offer those free tickets. A survey of attendees was taken but the data has not been analyzed yet. Pru Darlymple was a leader at one of the roundtables this year and her table was full. A scan of the room however revealed that

some of the tables were not so well attended. It will be interesting to see what the data shows. Pru is not sure what the future of the chapter sharing roundtables will be. Alex Short mentioned that she was the recipient of one of the free tickets at this year's event and agreed to be a recorder at one of the roundtables in exchange for the free ticket. Her table was full and the discussion lively.

Dan Kipnis attended SPARK in the Fall and said that chapter roundtables were included in the registration fee. Is there any chance of this happening at MLA? At MLA the money for the chapter roundtables goes toward lunch, which is very expensive. Pru Darlymple thinks this is an idea that can be brought forward, because she is not sure that it has been discussed. One idea that has been broached is the fact that most people are on social media, so do people really want to pay \$50.00 to go to this lunch discussion? Barbara Kuchan suggested that there may be other ways to approach professional lunch discussions that are more cost effective, such as a dine-arounds that are not at the hotel. Pru Darlymple agreed and stated that the chapter roundtables event may be an outdated model due to the increase in social media interaction.

Gary Kaplan said that it was discussed at MLA to get more of a year-round focus so it's not all about the annual conference. This is one of the goals for this year. Jenny Pierce then brought up the report of the Future's Task Force. Ann Seymour is on this task force and is one of the conference organizers for 2016. There is some discussion about how the 2016 conference will be structured to match some of the priorities identified by the Future's Task Force.

E. Communications – Christine Davidian (not present)

Jenny Pierce identified the big issue here is the webmaster duties. Mark wants to step down as web master. Maybe we can advertise this position to members in a future communication? Something that is not addressed in Christine's report, but that has been discussed before is the migration of our chapter web site from Word Press to Wild Apricot.

Action items

- * Jenny Pierce will contact Christine Davidian about a time limit for filling this position and will discuss creating a job advertisement that includes information about term commitment (2 years) and the added bonus of earning AHIP points.

F. Development – Beth Lewis (not present)

Dan Kipnis spoke to the success of this year's development committee. The success was driven by the event. When we plan large joint annual meetings, it's always easier to approach vendors. If we decide to proceed with a joint meeting with another chapter, we can just repeat the process. Dan did not get feedback from the vendors, but did go around

and introduce himself to the vendors. He indicated that they were thankful for the invitation; for being part of the event and for being given time to meet with people during the event. Dan believes that it is much easier to approach vendors when there is a concrete plan for an event because so much of development is driven by the event.

Action items

- * Dan Kipnis will put the letter that he sent out to vendors on the wiki so it can be used as a draft in the future. Dan will also touch base with Beth Lewis, the incoming development chair.

G. Education – Barbara Cavanaugh (not present)

Jenny Pierce brought up the fact that we were the local sponsors of a very successful “PubMed for Trainers” event at Temple. There was a good turnout – about 25 attendees. Advertising was done through MAR since it was a national training center event. MLA-Phil served as the local host. Barbara Kuchan mentioned that we need to remember to send out communications about such events, even if we are just the local sponsor.

Jenny Pierce received an email from Rebecca Landau, which she passed on to Barbara Cavanaugh, regarding some information literacy sessions that Michelle Burda is doing that she thought may be interesting for us to consider presenting. These are CE programs.

Barbara Kuchan asked if we should consider sending out another annual programming survey, as we have done over the past few years. Jenny Pierce responded that this is something that the programming chair usually does. It goes out in August to solicit members’ interest in various topics for education programs. Gary Kaplan and Lydia Whitman did a previous survey together and Jenny did one as well.

Stephanie Ferretti asked if there was a way to broaden our pool of survey recipients in order to communicate with people who are not chapter members. Jenny Pierce responded that we can send the survey out to HSLANJ, since she is a member. To send the survey to MAC and/or NY-NJ chapters would require permission from them. Dan Kipnis stated that he was under the impression that we already had things planned out for the year. Jenny Pierce responded that she does not believe that anything has been planned yet. Pru Darlymple voiced a concern that we communicate with adjoining chapters about our calendars to make sure we are not duplicating each other’s efforts.

According to Jenny Pierce, last year we hosted two national MLA CE program webinars at UPenn:

“Research with a small R” and “Hospital Librarians and the Affordable Care Act”

Action items –

- * Jenny Pierce will print out and send the questions and answers from her programming survey to Dan Kipnis.
- * Dan Kipnis will talk with Barbara Cavanaugh to see if anything has been planned for this year.

H. Government Relations – Julia Lewis

Julia sent us her list of items that she had posted and it looks like she posts anywhere between 1-4 items per month from government relations.

I. Membership – Sarah Katz

We have about 30 members who have not renewed since January 1, 2014. These are people who were paid members in 2013. Sarah Katz has emailed those people whose memberships have expired, but has not received replies. There are 5 or 6 people whose email addresses are invalid, so maybe they have moved out of the area?

Barb Kuchan reminded Sarah that we need to update the cost for membership renewal for 2015. Barb suggested that October would be a good time to do this.

Action item:

- * Sarah Katz will produce a Wild Apricot report for the board listing expired memberships for this year. Board members will identify people on the list that they know and are willing to contact.
- * Sarah Katz will decide how to communicate the membership cost increase to members and figure out how to accomplish the cost increase in Wild Apricot.

J. Nominating – Barbara Kuchan

Barbara Kuchan credited Lydia Whitman for the success of the nominating committee last year. Jenny Pierce posed the question of whether or not we want to formally thank Lydia Whitman for her service to MLA-Phil?

Action item

- * Dan Kipnis will get Lydia's address to Jenny Pierce and the board will send a card to Lydia Whitman, thanking her for her service to MLA-Phil.

K. Outgoing Program Chair Report – Jenny Pierce

Jenny Pierce mentioned that this is the first time we have done a post-annual meeting survey. Two surveys were distributed; one to attendees of the annual meeting, the other to non-attendees. 18 non-attendees completed the survey while 22 attendees completed the survey. Some reasons that people did not attend included the fact that it was an all-day event, it was too far away, it was timed too close to another professional event, staffing issues. There was also a lot of positive feedback from non-attendees in terms of programming content. Some non-attendees indicated that the theme was too focused and maybe there could have been a dual track. The feedback regarding cost from non-attendees ran the gamut from too expensive to good value for an all-day event. Most people think that we should keep the annual meeting in the Spring.

Dan Kipnis wondered if we should think about a two-track solution versus one major topic that would appeal to the majority of our members. Jenny Pierce shared that one suggestion that came out of the survey was *case studies of embedded librarians*. Dan Kipnis said that we could possibly tap into our own members for a panel discussion since we have people that are doing embedded librarianship. He also said that it would make sense to wait on selecting a topic/theme until the programming surveys are returned by members.

Jenny Pierce shared that we made a profit from the annual meeting, but she is not sure yet how much. The grant that we received and Dan's work with development ensured that we did not lose money on this meeting. Stephanie Ferretti shared that during her years as treasurer, we usually spent about \$8,000.00 on the annual meeting and broke even. Barbara Kuchan mentioned that we "lucked out" on the venue as it only cost us \$400.00.

Jenny Pierce and Gary Kaplan discussed the fact that we have a guideline that states that the recommended amount of money to be devoted to the annual meeting is \$5,000.00. Everyone at this meeting agrees that this information needs to be updated.

L. Incoming Program Chair Report – Dan Kipnis

There are some preliminary ideas to hold a joint meeting with HSLANJ in March 2015 in Princeton, NJ. There are two possible venues: Princeton University and The New Jersey Hospital Association headquarters, also in Princeton. The big item here is working on a memorandum of understanding, which would involve getting permission from the board to move forward with the memorandum of understanding. We also need to decide how much seed money we would want to contribute as a chapter to this joint event. We do have a draft of the letter of memorandum that we used for the Quad event in Baltimore. Gary Kaplan thinks that Princeton, NJ may be a good location to reach some of our members in the northeastern part of Pennsylvania. Gary asked if we had reached out to the NY-NJ chapter about this. He said their chapter is partnering with another chapter to hold a combined event this Fall in Manhattan.

Stephanie Ferretti suggested an amount of \$2,000.00 as seed money for the proposed joint meeting. Jenny Pierce made a motion to commit \$2,000.00 as seed money for the joint meeting. Barbara Kuchan seconded the motion. There was no objection and the motion carried.

MAC has reached out to Jenny Pierce about doing a joint meeting with us in Philadelphia in Fall of 2016. Discussions have just begun. Is the board amenable to doing a joint meeting with MAC in 2016?

Action item

- * Jenny Pierce and Dan Kipnis will develop a memorandum of understanding which will be sent to the board for approval.

VI. Old Business:

Membership Cost Increase – (see membership committee report notes)

VII. New Business:

The next meeting date will be in the Fall. Let's aim for early November.

VIII. Adjournment

Jenny Pierce made a motion to conclude this meeting at 11:35am. Barbara Kuchan seconded the motion. The motion carried and the meeting adjourned at 11:35am

Respectfully Submitted,

Alexandra Short, Secretary