

## **PACIFIC NORTHWEST CHAPTER of the MEDICAL LIBRARY ASSOCIATION, Inc. (PNC/MLA)**

The Pacific Northwest Chapter includes the states of Alaska, Idaho, Montana, Oregon, Washington and the two Canadian provinces of Alberta and British Columbia.

This report covers the period from May 2009 through April 2010.

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

- Current membership (as of April 20, 2010) stands at 177, up from 154 on October 13, 2009. Membership categories include: Individual, Institutional, Student, Lifetime, and Emeritus/Non-working.
- The Chapter continued its early membership renewal drive with a prize drawing for those who renew by the stated deadline for the contest. The early renewal program with prizes has resulted in the majority of our members renewing prior to the New Year.
- The Board unanimously approved a Bylaws revision to divide the institutional membership category into single and multi-site categories.
- RegOnline was used for the first time for membership registration/renewal. The Executive Board will evaluate RegOnline's membership system with input from members after a full membership cycle has been completed.
- Free student memberships continue to be offered to students of area library schools. Four such memberships were awarded for 2010.

### **Goal 2: Life Long Learning**

- The Chapter hosted three CE courses in conjunction with the annual conference in Seattle. Courses were offered Oct. 17-18, 2009:
  - Teaching About Evidence-based Practice -- Lisa Traditi, instructor
  - Copyright in the Electronic World -- Rachel Bridgewater, instructor
  - Screencasting: Creating Online Tutorials -- Alison Aldrich, instructor

As in 2008, we used RegOnline to allow members to use credit cards when registering for the classes. This was successful and we anticipate continuing to use RegOnline for this purpose.

All classes were well-attended and well-received as indicated by course evaluations.

- The Chapter also continues to offer Professional Development and Student Scholarships for people to attend annual conferences and CE events.

### **Goal 3: Advocacy**

- Our Government Relations committee has been keeping regional librarians apprised of advocacy issues and activities by posting messages on the regional listserv.
- The NN/LM Pacific Northwest Region has an Advocacy page on their web site and has a staff member dedicated to keeping track of hospital library advocacy issues in particular - <http://nmlm.gov/pnr/advocacy/index.html>
- The Chapter Past Chair continues to work on developing an advocacy section for our Chapter's website. The outcome will be a list of graphical designer contacts, sample promotional materials, and a grant funding form to help offset the cost of creating graphics, printing color materials, and even mailing information to the library's patrons. The Board approved this goal at their March 12, 2009 meeting.

### **Goal 4: Creating and Communicating our Knowledge**

- The Chapter MAP was reviewed and updated in February 2010.
- The Chapter has renewed its effort to use a blog as its newsletter and communication vehicle with the membership. Teaser messages are forwarded to the HLIB-NW listserv and refer people to the blog for the full story. HLIB-NW is a very active listserv in the Pacific Northwest. The Executive Board appointed a Blog Coordinator to solicit posts and approve comments.
- This Executive Board's use of Google Groups and Google Docs for communication has been successful over the past year.
- Based on the recommendation of the Chapter's Technology Committee, the Board and Chapter committees are engaged in a 3-month trial of DimDim Pro for web conferencing. We hope to find suitable online meeting software that could be used by committees, the Board, and even for online courses.
- A panel presentation on mentoring was held at the Chapter's 2009 annual conference in Seattle. The panel was comprised of three librarians at various stages in their careers and one library school student.
- The Mentoring and Recruitment Committee continues to work on a Mentoring website that should be completed this summer.

## **Goal 5: Building a Network of Partners**

- PNC/MLA continues to have contact with NCN/MLG & MLGSCA. All three chapters plan to meet together occasionally to foster communication and knowledge sharing among us. We continue to extend invitations to each other's conferences and events and offer the member rate to attendees from other Chapters.
- The CHLA Southern Alberta chapter (12 members) approached us about joining PNC/MLA as a group for communication, outreach, and member benefits. The Executive Board recommended all individuals join PNC as individuals (US\$25/year) and/or join the HLIB listserv on their own for communication.
- We partnered with Meetings-To-Go to help locate and finalize the hotel for our 2010 meeting which will be held in Portland. The Meetings-To-Go representative is in contact with the presumptive Chair for the Chapter's 2011 meeting in Boise.
- Our 2010 annual meeting will be held in Portland from October 9-12. One focus of this year's meeting will be to provide more structured activities to make it easier for newer attendees to meet long-term members.

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

*Respectfully submitted, Noelle Harling, PNC/MLA Chair 2010*

**PNC/MLA  
Elected Officers 2010**

Noelle Harling, Chair  
Kathy Murray, Past Chair  
Laurel Egan, Chair-Elect  
Sally Bremner, Membership Secretary  
Valerie Lawrence, Recording Secretary  
Judith Hayes, Treasurer  
Rose Jackson, Chapter Council Rep.  
Todd Hannon, Chapter Council Alt.

Leilani St. Anna, Chair, Publications Committee (Ex Officio)

**PNC/MLA  
Elected Officers 2009**

Kathy Murray, Chair  
Gail Kouame, Past Chair  
Noelle Harling, Chair-Elect  
Susan Barnes, Membership Secretary  
Ann Madhavan, Recording Secretary  
Judith Hayes, Treasurer  
Kim Granath, Chapter Council Rep.  
Rose Jackson, Chapter Council Alt.