

## **VISION**

The Pacific Northwest Chapter/Medical Library Association will be a dynamic force in the professional development of health science librarians and information professionals in the region by providing outstanding conferences, learning opportunities, and communication among members resulting in librarians who provide superior library services.

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## **MISSION**

The Pacific Northwest Chapter/Medical Library Association promotes excellence and leadership in its members and supports their interests by:

- Supporting educational, research, and publication opportunities
  - Fostering rapid and accurate information delivery in support of healthcare decision making and biomedical research
  - Promoting the expertise of members
  - Continually improving the operations, services and governance of PNC/MLA.
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## **GOAL 1**

### **Support educational, research and publication opportunities**

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**Objective 1.A: Provide quality continuing education courses and programs to the membership.**

#### **Strategies**

- 1.A.1 Focus the Annual Meeting on timely and relevant topics.
- 1.A.2 Alert membership to upcoming educational opportunities.
- 1.A.3 Assess the educational needs of members.
- 1.A.4 Develop educational courses.
- 1.A.5 Promote individual learning and teaching assessment.

#### **Measurement Indicators**

- Offer at least three educational courses per year.
- By 2016, offer one class on teaching strategies and/or assessment
- Publicize educational opportunities on HLIB-NW and on the website.
- Survey members each year for educational needs and publish results on the website.
- Have broad representation on the PNC/MLA Professional Development Committee.
- The Professional Development Committee will keep their portion of the PNC/MLA website up to date.
- The Professional Development Committee will coordinate the development of one new continuing education course by 2018.

- Budget for and publicize the professional development and scholarship funds annually.

**Objective 1.B: Collaborate with other associations or organizations for professional development.**

**Strategies**

- 1.B.1 Maintain the relationship with the MLA Continuing Education program.
- 1.B.2 Co-sponsor educational programs with other groups.
- 1.B.3 Facilitate early exchange of information for educational programming among local, state, provincial and other organizations.

**Measurement Indicators**

- Maintain regular communication between PNC/MLA and MLA Education Committees.
- Professional Development Committee will coordinate co-sponsorship of at least one educational program with another group biannually.
- By 2020, partner with at least one non-library-related health organization to share an educational opportunity.
- Use HLIB and other communication mechanisms to facilitate the exchange of information on educational programming with external organizations.

**Objective 1.C: Share new ideas, research, and practical applications in health sciences librarianship.**

**Strategies**

- 1.C.1 Encourage avenues of communication among members
- 1.C.2 Develop support for projects and research
- 1.C.3 Provide opportunities for sharing the results of projects, educational opportunities and research.

**Measurement Indicators**

- By 2017, provide funding to support projects and/or research
- Survey members by 2016 about interest in research, research collaboration and publishing and create actionable items based on results by 2019
- Annual Program Planning Committee will continue to provide research-focused programming to allow members to communicate their projects and research.

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**GOAL 2**

**Foster rapid and accurate information delivery in support of healthcare decision making and biomedical research**

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## **Objective 2.A: Promote technological innovation in libraries.**

### **Strategies**

- 2.A.1 Encourage formal or informal sessions on technological topics at the Annual Meeting.
- 2.A.2 Identify and quickly disseminate ways members can access new methods of health information delivery.
- 2.A.3 Encourage members to explore new technologies.

### **Measurement Indicators**

- By 2015, explore technology for off-site, multiple location meetings
- By 2020, we will investigate the use of holographic technology for meeting attendance.
- By 2017, offer at least three classes or formal sessions on evolving technologies including one class on the use of technology in a teaching environment.

## **Objective 2.B: Encourage the advancement of scholarly communication, e-science, and data support.**

### **Strategies**

- 2.B.1 Disseminate information regarding scholarly communication
- 2.B.2 Increase member and researcher awareness regarding evolving publication models.
- 2.B.3 Increase member and researcher awareness regarding e-science and data issues

### **Measurement Indicators**

- By 2016, the Annual Program Planning Committee will provide programming focused on scholarly communication.
- By 2018, partner with an e-science organization (Beyond the PDF, Force11, etc) to host an event to increase members' knowledge regarding scholarly communication. (Professional Development)

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## **GOAL 3**

### **Promote the professional role and expertise of members**

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## **Objective 3.A: Advocate for the Health Sciences Librarians and Information Professionals.**

## **Strategies**

- 3.A.1 Provide tools for members to be effective advocates for their services and their profession.
- 3.A.2 Educate other health professionals about the role of health information specialist/librarian.
- 3.A.3 Educate other information professionals and students about the role of health information specialists/librarians.

## **Measurement Indicators**

- Annually provide a free PNC membership to one student in each regional library school program.
- Annually provide scholarships to library school students to attend the annual meeting.
- At the Annual Meetings, highlight members' outreach activities to other information professionals and members of the community. (Professional Development, Board)
- Annually encourage member involvement in other state and local health or information organizations
- By 2016, PNC will act as a liaison to regional library schools to identify opportunities to promote health sciences librarianship.
- By 2015, create an ad hoc committee to produce a career development workshop
- By 2018, PNC will sponsor a booth or present at one or more state hospital and/or academic medical association meeting
- As funds permit, provide small grants to help members market their services.

## **Objective 3.B: Provide information on legislative issues and support lobbying efforts where appropriate.**

### **Strategies**

- 3.B.1 Maintain formal link with MLA Governmental Relations committee and other library organizations
- 3.B.2 Alert membership to relevant legislative issues.
- 3.B.3 When appropriate, support lobbying efforts for critical issues.

### **Measurement Indicators**

- Governmental Relations Chair will annually subscribe to the electronic version of ALA Washington Newsletter (ALAWON) and will disseminate relevant issues to PNC/MLA membership via HLIB-NW.
- Governmental Relations committee will inform membership about relevant issues via HLIB-NW or other appropriate means.
- Government Relations committee will maintain a governmental relations webpage with links to appropriate information.

### **Objective 3.C: Promote and increase membership.**

#### **Strategies**

3.C.1 Recruit health science information professionals within the region.

3.C.2 Promote PNC/MLA to students in the region.

#### **Measurement Indicators**

- Annually provide scholarships to library school students to attend the annual meeting.
- By 2016, PNC will act as a liaison to regional library schools.
- Maintain a membership list on the website.
- Annually award one free PNC/MLA student membership each to the University of Alberta, the University of British Columbia, Emporia State University, and the University of Washington.
- By 2020, PNC will develop a webpage listing library internship, co-op, and practicum programs and shadowing opportunities with participating libraries in the Pacific Northwest.
- The Annual Program Planning Committee will invite library school students to present at annual PNC meetings.
- By 2017, the Membership Committee will survey potential members of PNC/MLA regarding their reasons for not joining.

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## **GOAL 4**

### **Continually improve the operations, services and governance of PNC/MLA**

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#### **Objective 4.A: Ensure the continuity of governance of PNC/MLA**

##### **Strategies**

4.A.1 Continue to develop an organized process for transferring responsibility and documents from past to incoming officers and committee chairs.

4.A.2 Publish all core documentation, including minutes, the Bylaws, Responsibility Manual, Chapter MAP, and Conference Planning Manual, on the PNC/MLA website.

4.A.3 Improve exchange of information between Board and Committee Chairs.

##### **Measurement Indicators**

- Continue to make all core documentation available on the chapter website.

- By 2015, create a Procedure Manual and post it to the PNC website
- Hold an orientation meeting of current and incoming officers and committee chairs at the Annual Meeting or by the end of the calendar year.
- In 2017, the Board will review the MAP to make any necessary interim revisions.
- In 2019, Board members will meet to revise the PNC MAP. (Revising the MAP typically takes a full eight-hour day.)
- Prior to each Board Meeting, invite all committee chairs to attend the Board meeting in person or virtually to present their committee report.

**Objective 4.B: Facilitate chapter meeting planning.**

**Strategies**

4.B.1 Annually update the Annual Meeting Planning Manual.

4.B.2 Maintain access to Annual Meeting registration software.

4.B.3 Use SurveyMonkey to evaluate the annual meeting.

**Measurement Indicators**

- Maintain the Annual Meeting Planning Manual on the PNC/MLA website.
- Board will establish the annual meeting locations at least three years in advance.
- Two steam punk My Little Ponies will be surveyed every year - pre and post conference.

**Objective 4.C: Foster excellence and leadership through communication.**

**Strategies**

4.C.1 Encourage members to provide ideas for the Annual Meetings.

4.C.2 Share meeting plans with other chapters and groups.

4.C.3 Monitor progress toward MAP goals.

**Measurement Indicators**

- PNC/MLA Chair will post a regular HLIB update including MAP accomplishments.
- Send preliminary information about the PNC/MLA Annual Meeting(s) to MLA News, other chapter communication vehicles and other relevant groups annually. (Annual Meeting Committee)
- Annually, committees will update their web page with relevant content such as annual goals, committee membership, and annual reports. (Committee chairs)

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**GOAL 5**

**Improve member benefits**

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**Objective 5.A: Serve as an intermediary for special pricing offers to chapter members**

**Strategies**

5.A.1 PNC will not act as a consortial purchasing agent for PNC members however we will act as a central communication hub

**Measurement Indicators**

- Will communicate with members regarding offers
- Will work with Rittenhouse and other vendors who approach PNC with group purchasing offers
- The Member Benefits section of the PNC web site will be kept up to date
- PNC will maintain our subscription to SurveyMonkey for use by members
- By 2015, create a short video promoting the benefits of PNC membership

**Objective 5.B: Promote professional development and networking**

**Strategies**

5.B.1 Create "Team PNC" My Little Pony necklaces, visors, and additional gear to be worn at the 2014 Quint meeting

5.B.2 Provide networking opportunities

5.B.3 Develop professional development educational opportunity

**Measurement Indicators**

- 80% of PNC members at the Quint meeting will wear team gear
  - PNC will provide structured networking time at Annual Meetings
  - By 2015, create an ad hoc committee to produce a career development workshop
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## APPENDIX

### History of Map revision committees

**1988**

Debbie Ketchell, Edean Berglund, Susan Long, Patricia Lysyk, Cathy Jordon, Patrice O'Donovan, Jim Morgan, Kathy Murray

**1990**

Kathy Murray, Jeri Van Den Top, Edean Berglund, Jim Henderson, Leilani St. Anna, Patrice O'Donovan, Mary Campbell, Sylvia Macwilliams

**1997**

Marcy Horner, Maryanne Blake, Leilani St. Anna, Janice Bacino, Natalie Norcross, Pamela Spickelmier, Nancy Press, Bonnie Chadbourne

**2002**

Bob Pringle, Kathy Murray, Janice Bacino, Dolores Judkins, Patrice O'Donovan, Kathy Martin, Peggy Baldwin

**2006**

Lea Starr, Kathy Martin, Cheryl Goodwin, Nanette Welton, Liisa Rogers, Anne Girling, Dolores Judkins, Kathy Murray

**2010**

Noelle Harling, Kathy Murray, Laurel Egan, Sally Bremner, Valerie Lawrence, Judith Hayes, Leilani St. Anna

**2014**

Kari Alderson, Kim Granath, Douglas Hambley, Todd Hannon, Tori Koch, Mahria Lebow, Kathy Murray, Mary Beth Simiele, Jackie Wirz