

Pacific Northwest Chapter (PNC) MLA MIDYEAR REPORT 2004/2005

The Pacific Northwest Chapter covers the largest geographic area of any chapter, and includes the states of Washington, Oregon, Idaho, Montana, Alaska, and the provinces of Alberta and British Columbia. The following activities support MLA's Strategic Plan and Priorities, as well as our chapter MAP.

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

The newly formed Recruitment and Mentoring Committee is working on a web page with lists of library/information programs that have practicums as part of the curricula and all health science libraries in PNC that are open to having practicum students.

Student Scholarships are now offered to encourage students' participation in the annual Chapter meeting. Three local library school students were invited to give presentations on their research at PNC '04 in Seattle in October.

A new membership category, Student Membership, was approved at the fall meeting. Any student will be eligible to join PNC at a reduced rate of \$10 per year.

The membership dues form was revised and placed on the pncmla.org website. The membership benefits, committee list, and volunteer opportunities were updated. Incentives for early membership renewals and new memberships will again be offered. These include a one-year MLA membership (donated by MLA) and two lesser incentive prizes for renewals/new membership payments by December 15.

Goal: Lifelong Learning

"Focus on the Future: Libraries of Yesterday and Tomorrow" was the theme of the 44th annual meeting, which was held October 2-5, in Seattle. In addition to a 1-day Hospital Library Forum entitled "The Three P's of Library Success," Four CE classes were held: "The Visible Librarian: Advocacy and Marketing for Medical Libraries," "Surveys Made Easy," "Managing Electronic Resources in Health Sciences Libraries," and "LinkOut for Libraries." All the classes were filled: sixteen (16) for Surveys; twenty (20) for the Visible Librarian, twenty-four (24) for Electronic Resources, and nineteen (19) for the Link-Out class. Two Professional Development Scholarships were awarded to members to support their attendance and participation in this meeting.

CE offerings were chosen based on the annual web-based PNC/MLA and NN/LM PNR cooperative Professional Development Survey. This year's survey showed a 33% increase over last year's response, with 96 people responding to the online survey. The PNC '05 meeting will be held in Portland, Oregon, October 15-18, 2005.

Goal: Advocacy

In conjunction with PNC '04 the annual meeting and as a pre-conference activity, the NN/LM Pacific Northwest Region sponsored a 1-day Hospital Library Forum entitled "The Three P's of Library Success." Fifty-eight individuals registered for this forum.

A letter congratulating the opening of a new Planetree hospital in the Portland area and offering PNC's support for the new library was sent to the CEO in November.

PNC celebrated its 50th anniversary during PNC '04.

Goal: Creating and Communicating Our Knowledge

PNC members continue to utilize SurveyMonkey, a Web-based software program, for conducting their own surveys and research at their own institutions. PNC Board and Committee members continue to use SurveyMonkey in gathering opinions and information related to PNC-organizational business. The Technology Committee has placed information about using SurveyMonkey on the PNC/MLA Web site at <http://pncmla.org/techcom/surveymonkey.html> PNC won the MLA Majors Chapter Project of the Year Award for this project.

The PNC Website is being redesigned and expanded, with links to additional PNC Committee web pages, annual reports, committee reports, etc. The 2004 Conference Planning Committee's revision and expansion of the Conference Planning Manual will be added soon. To make the web site more readily accessible, the pncmla.org web domain has been registered and is now in use. Northwest Notes, the PNC newsletter, is being phased out, in favor of more dynamic means of Regional communications. Kathy Murray, the Publications Chair, is investigating the use of blogging software for PNC news items and communications and will begin testing soon.

Goal: Building a Network of Partners

The Group Purchasing Committee, a new standing committee, continues to coordinate group purchasing access to online full-text journal subscriptions at an affordable cost to libraries in 5 states and 1 province. They are also exploring more products from other vendors for group licensing. Because of licensing restrictions and vendor requirements, the Chapter reason to explore institutional memberships.

Following upon the success for the 1st NCNMLG/MLGSCA/PNC meeting in Sacramento in January, planning for a 2nd Tri-Chapter meeting in Seattle in Fall 2006 is underway. Discussions among the three Chapters for a 3rd meeting are continuing. This report is informational and requires no action by the MLA Board of Directors.

Respectfully submitted, Vicki Croft, PNC Chapter Chair, December 13, 2004

Chapter Officers 2004

Chair: Vicki Croft

Chair-Elect: Kathy Martin
Past Chair: Peggy Baldwin
Recording Secretary: Susan Barnes
Treasurer: Heidi Sue Adams
Membership Secretary: Ann Girling
Council Reps: Dolores Judkins, Kim Granath
Archivist: Janet Schnall
Newsletter Editor: Kathy Murray
Web Editor: Leilani St. Anna

Committee Chairs 2005

Annual Meeting: Robin Braun
Technology: Susan Barnes
Bylaws: Jan Schueller
Governmental Relations: Bob Richart
Group Purchasing: Pamela Murray, Cheryl Goodwin
Mentoring & Recruitment: Dolores Judkins
MLA/Credentialing Liaison: Terry Jankowski
Nominating/Elections: Peggy Baldwin
Professional Development: Maryanne Blake