

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 2010 through September 2010.

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

- Current membership (as of September 30, 2010) stands at 163, up from 154 on October 13, 2009. Membership categories include: Individual, Institutional, Student, Lifetime, and Emeritus/Non-working.
- RegOnline was used this year for the first time for membership registration/renewal. Now that a full membership cycle has been completed, the Executive Board will evaluate RegOnline's membership system.
- 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 will host four CE courses in conjunction with the annual conference in Portland. Courses will be offered Oct. 9-10, 2010:
 - Creating Effective Presentations – Anna Johnson, instructor
 - Managing Information Overload – William Jones, instructor
 - Third-Party PubMed Tools – Alison Aldrich, instructor
 - Services for Mobile Users: Introduction -- Kim Griggs, Laurie Bridges and Hannah Rempel, instructors

We continue to use RegOnline to allow members to use credit cards when registering for the classes.

- 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 toward developing an advocacy section for our Chapter's website, although funding for this project has been temporarily delayed. 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..

Goal 4: Knowledge Creation and Communication

- 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. A Blog Coordinator solicits posts and approves comments. Contributions to the blog have increased as a result of these efforts, although it remains unclear if there is an active following.
- After less-than-successful trials of DimDim Pro, the Executive Board and some Chapter committees are now successfully using Cisco's WebEx for online meetings. The Board held meetings via WebEx in June and August (regular in-person meetings will continue as usual).
- A presentation and roundtable discussion session focusing on research will be held at the Chapter's 2010 annual meeting in Portland. The goal of the session is to gauge research activity within the Chapter and assess what is needed to promote new research efforts.
- The Mentoring and Recruitment Committee has developed materials for a Mentoring website; these will be sent to the Publications Editor for addition to the PNC/MLA website.

Goal 5: Partnerships

- 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 Group Purchasing Committee surveyed the membership in August-September 2010 to explore interest in and possible group purchasing opportunities for electronic resources including e-books and point of care resources. The Executive Board and the Group Purchasing Committee will

evaluate the results and determine future directions for the group purchasing effort.

- We partnered with Group to Go to help locate and finalize the hotel for our 2010 meeting which will be held in Portland. The Group to Go representative is also working with the Co-Chairs 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 Stello, PNC/MLA Chair 2010

PNC/MLA Elected Officers 2011

Laurel Egan, Chair
Noelle Stello (née Harling), Past Chair
Valerie Lawrence, Chair-Elect
Sally Bremner, Membership Secretary
Beth Hill, Recording Secretary
Judith Hayes, Treasurer
Rose Relevo (née Campbell), Chapter Council Rep.
Todd Hannon, Chapter Council Alt.
Leilani St. Anna, Chair, Publications Committee (Ex Officio)

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