

## PNC/MLA Professional Development Committee 2010 Annual Report

Chris Shaffer (chair), Nikki Dettmar, Patricia Devine, Michelle Goodwin, Hope Lemman, Janet Tapper, Joan Wilson, Laura Zeigen

1. Conducted the 2010 PNC/MLA and NN/LM PNR Professional Development Survey and disseminated results.
2. Reported to Board about possible distance learning programs. Began planning to present a proposal to the Board in November for discussion at the December meeting.
3. At the request of the Board, the Chair polled attendees at the 2010 business meeting regarding their reasons for taking or not taking CE during the meeting. Additional questions regarding distance learning were asked. Results are biased due to sample selection. The information gathered might be used to inform the 2011 annual survey.
4. Hosted 4 classes with 52 students at the 2010 annual meeting:
  - a. Creating Effective Presentations, Anna Johnson (Mt. Hood Community College), 14 students, Saturday, October 9, 2010, 12:30-4:30 (4 MLA CEU)
  - b. Managing Information Overload, William Jones (University of Washington), 6 students, Saturday, October 9, 2010, 1:00-5:00 (4 MLA CEU)
  - c. Third-Party PubMed Tools, Allison Aldrich (NN/LM PNR), 15 students, Sunday, October 10, 2010, 8:00-11:00 (3 MLA CEU)
  - d. Services for Mobile Users, Kim Griggs, Laurie Bridges and Hannah Rempel (Oregon State University), 14 students, Sunday, October 10, 2010, 12:30-3:30 (3 CEU)
5. Cancelled two classes due to low enrollment
  - a. Online Consumer Health and Consumer-Driven Healthcare, Lisa Gualtieri (Tufts School of Medicine) – only 8 people registered for this 8-hour class with a marquee instructor. Needed 15 for acceptable losses, 20 to break even.
  - b. Services for Mobile Users – Coding, , Kim Griggs, Laurie Bridges and Hannah Rempel (Oregon State University) – originally the Services for Mobile Users class was divided into Introduction (2 hours) and Coding (2 hours). Only 3 people registered for the Coding class, so it was cancelled and the Introduction class was expanded to 3 hours.
6. Reported to the Board about a trend in PNC and nationwide toward lower enrollment in CE classes. The marquee classes were cancelled in 2009 and 2010.
7. Began discussions with Idaho 2011 meeting planners.