

**MID-ATLANTIC CHAPTER
MLA Mid-Year Report 2006/2007**

Submitted by Melanie J. Norton, Chapter Chair

Reclaiming Our Foundations and Forging new Frontiers

MLA Goal 1. Advocating our value and professional contributions

MAC Objective: ***Promote and publicize the value of health information professionals***

- The Honors and Awards Committee presented awards recognizing the outstanding contributions of three MAC members at the annual meeting.
- A list of MAC members who are AHIP members or MLA CE instructors was distributed at the annual meeting. Outgoing officers and committee members received certificates of service. MAC members who have retired were also recognized.
- State Reporters contributed news about the accomplishments of MAC members to *MAC Messages*.
- Information about MAC events was regularly published in the newsletter, *MAC Messages*, and on the MAC web site.
- Many MAC members promote the value of health information professionals by teaching graduate medical education courses, supporting organizational committee work at their parent organization and contributing to professional publications.

MLA Goal 2. Creating, managing and promoting our professional knowledge

MAC Objective: ***Contribute to the individual and professional knowledge base of health information services***

- This year MAC held a joint meeting with Southern Chapter in Atlanta, Georgia. Thus sharing of ideas and events unique to each Chapter and creating and promoting continued professional knowledge.
- 9 Continuing Education courses were offered at the SC/MAC meeting contributing to individuals' knowledge base.
- The AHIP Representatives to MLA held information sessions for MAC and Southern Chapter members at the annual meeting.
- The Professional Development Committee of MAC now offers assistance to members in developing a poster and/or presentation for a professional conference.
- The MAC Chapter Council Representatives continue to encourage MAC members to participate in MLA CE opportunities, MLA Chapter Sharing Roundtables and MLA web casts.
- A MLA Symposium, entitled "Serving Diverse Users: Cultural Competencies for Health Sciences Librarians", was offered at MLA '06 and planned and co-sponsored by MAC.
- MAC Professional Development Committee now lists regional professional development opportunities on the chapter website.
- MAC sponsored two new members to attend the chapter sharing roundtable luncheon at the 2006 MLA annual meeting.

MLA Goal 3. Conducting vital research

MAC Objective: ***Explore member interest in establishing a MAC Research Committee***

- MAC is working on establishing a Research Committee. A Chair for this special committee has been selected and members are being sought.
- MAC Board approved the purchase for Survey Monkey for use by the Executive Board members. While being purchased for on-line elections of officers, it does have the capability to conduct surveys to support research.
- MAC's Benchmarking Educator has created a Blog for members to share developments and ideas.
- Several MAC members participated in the Southern Chapter Research Committee's judging of papers and posters at the joint SC/MAC annual meeting.

MLA Goal 4. Continuing our recruitment and retention efforts

MAC Objective: ***Address the need for recruitment and retention of a knowledgeable and diverse work force***

- With the passage of bylaw revisions in September 2005, the Membership Committee is now the Membership and Recruitment Committee and continues to emphasize its promotion of health sciences librarianship as a career choice.
- The Membership and Recruitment Committee continues to target library school students and other professionals interested in a career in health sciences librarianship by inviting participation in MAC events. Promotional materials were sent to high schools and college career centers. MAC members who work on campuses with library schools have

met with students to discuss career opportunities. Committee members worked in concert with the goals of the MLA Ad Hoc Recruitment and Retention Committee to serve the current, potential and future needs of MAC membership.

- For the third year, the MAC Conference Scholars program was offered to a new librarian, library school student or paraprofessional with an expressed interest in a career in health science librarianship. The 2006 Conference Scholar received free meeting registration and a stipend to attend the annual meeting with Southern Chapter in October 2006.
- The Association of North Carolina Health and Sciences Libraries (a state organization within MAC) sponsored two people to attend the Southern Chapter/MAC annual conference.
- MAC members attended events promoting health sciences librarianship to the North Carolina Student Chapter of the Special Libraries Association.
- The annual MAC meeting featured a new members' reception.
- A "Tip Sheet for MAC Officers and Committee Chairs" was added to the MAC web site to support the growth of new MAC leaders.

MLA Goal 5. Encourage, fund and promote models that explore and create new roles

MAC Objective: ***Monitor and respond to changes in the health information profession and health care environment***

- The Strategic Planning Committee was formalized. This Committee will investigate the changing environment and needs of health information professionals.
- The Communications Committee (formerly Publications) created a new web site and along with the Membership and Recruitment Committee developed a new MAC brochure.
- One of the new and vital roles for libraries is the need to get on board with the new technologies available. MAC is monitoring and responding to these demands. The 2007 Annual Meeting Committee is planning to incorporate a technology fair into the program.
- The Membership and Recruitment Committee, recognizing the need for new communications methods, established a Yahoo communication group to better communicate with committee members.
- The newly established Strategic Planning Committee also recognizes the need to promote new technological models of communication. This committee is looking into teleconferencing for MAC Board Meetings, establishing Blogs and Wikis.
- Chapter Council Alternate Representative represents Chapter Council as co-chair of the **Health Information Literacy: Revolution in Roles** session to be held at MLA 2007 in Philadelphia

MLA Goal 6. Enrich and expand partnerships

MAC Objective: ***Enhance our ongoing relationship with the Medical Library Association and explore new partnerships***

- The Chapter Council Representatives represented the concerns of MAC members on the MLA Chapter Council. They serve as a communication conduit between MLA and MAC passing along news and regularly soliciting the feedback of MAC members. They encouraged MAC member participation in MLA Chapter Sharing roundtable discussions, MLA award nominations/scholarships/grant and MLA CE activities.
- The MAC Chair and Chair-Elect attended the MLA New Leaders' Tea at the 2006 MLA annual meeting. All reports and requested information were submitted to MLA Headquarters in a timely manner.
- MAC contributed \$1,000 to support the Hurricane Katrina recovery efforts at the Gunter Library of the Gulf Shores Research Laboratory in Ocean Springs, MS.
- Paula Raimondo, past MAC Chapter Council Representative, serves as Chair-Elect to MLA Chapter Council.
- MAC members continue to make significant contributions to MLA as officers, board members and committee members.

MLA Goal 7. Develop MLA's Global presence

MAC Objective: ***Promote and publicize the value of health information professionals***

- Many MAC libraries support MLA's Global Initiative by providing free document delivery services to the Medical Library of Latvia and to Scientific Medical Library of Moldova.
- At least one member in MAC (Jill Mayer) attended the IFLA meeting in Seoul, South Korea this year.
- In addition to the free delivery of articles, many MAC libraries offer Interlibrary Loan to foreign researchers either for a small fee or using IFLA vouchers.
- MAC members employed by the Health Sciences Library at the University of North Carolina at Chapel Hill helped to establish a medical library in Malawi and support it with electronic resources.