

Mid-Atlantic Chapter of the Medical Library Association

Needs Assessment Survey of MAC Members

August 2007

submitted by the
Strategic Planning Committee
October, 2007

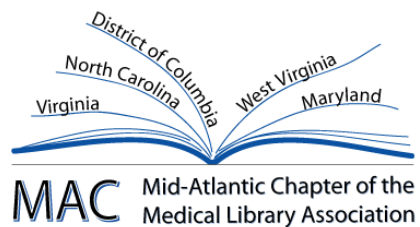


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About You and Your Workplace

1. Where do you work?

	Response Percent	Response Count
District of Columbia	7.5%	9
Maryland	25.8%	31
North Carolina	37.5%	45
Virginia	26.7%	32
West Virginia	2.5%	3
Other	0.0%	0

2. In which type of information setting do you work?

	Response Percent	Response Count
Academic Health Sciences	60.0%	72
AHEC (Area Health Education Center)	6.7%	8
Consumer Health	0.0%	0
Corporate or Association	5.8%	7
Federal/Veterans Administration	4.2%	5
Hospital	20.0%	24
Student	0.8%	1
Retired	0.0%	0
Other	4.2%	5

"Other" responses (5) included:

- Academic Library
- RML
- NN/LM
- AHEC and academic library
- Academic Library

3. How many years have you worked in a library setting?

	Response Percent	Response Count
1-2	5.9%	7
3-5	7.6%	9
6-10	17.8%	21
11-15	11.9%	14
16-20	9.3%	11
21 +	47.5%	56

4. Are you a current MAC Member (dues paid for 2007)?

	Response Percent	Response Count
Yes	92.4%	110
No	4.2%	5
Don't know	3.4%	4

If no, please describe why not?

- will join before meeting
- think special library a better fit

5. If you are currently a member, how often do you pay your MAC membership dues?

	Response Percent	Response Count
Every year	87.8%	101
Only when I attend the annual meeting	6.1%	7
Other	6.1%	7

6. What do you think are the three most important MAC activities? Please rank your top three, with 1 being the most important activity.

	1	2	3	Response Count
Annual Meeting	71	19	15	105
Benchmarking	0	5	5	10
Career Development/Mentoring	5	9	12	26
Continuing Education	19	32	23	74
MAC Conference Scholars Program	0	1	1	2
MAC E-mail Discussion List	4	9	8	21
Networking Opportunities	17	26	23	66
Publications	0	4	3	7
Professional Growth through Committee/Board Service	2	14	22	38
Recruitment Activities	0	0	5	5
Other	1	0	0	1

Most total votes: Annual Meeting (105), Continuing Education (74), Networking Opportunities (66), Professional Growth (38), Career Development (26), MAC E-mail Discussion List (21)


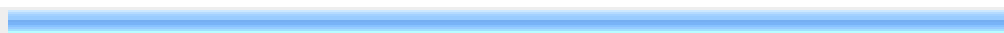
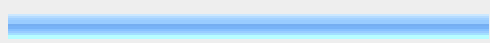
Most #1 rankings: Annual Meeting (71), Continuing Education (19), Networking Opportunities (17)

Comments (2) included:

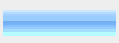
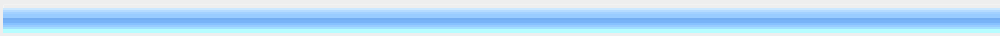
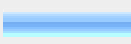
- professional development, mentoring, etc for my staff
- Local informal networking dinners could be arranged once a year

Honors and Awards

7. What method do you prefer when making an Honors and Awards nomination?

	Response Percent	Response Count
Print 	1.7%	2
Online 	68.3%	82
No opinion 	30.0%	36

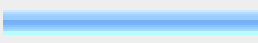

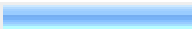
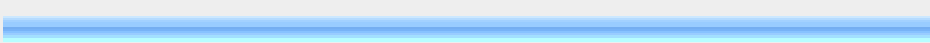
8. The amount of focus MAC spends on honoring its members' achievements is:

	Response Percent	Response Count
Too much 	7.8%	9
The right amount 	83.5%	96
Not enough 	8.7%	10

Comments (6) included:

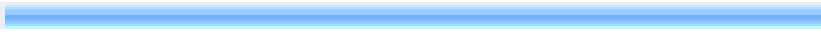
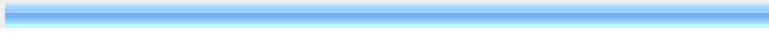
- Not sure
- Certainly helps to look good to admin
- I've not ever been nominated or nominated anyone. What are the benefits other than resume building?
- Maybe at a "Rising Star" award for an outstanding MAC librarian w/ less than 5 years professional experience?
- I think it's pretty silly when so many certificates are given out, especially when some people get multiple ones
- unfamiliar with tis aspect of MAC at this time

9. The online Honors and Awards nomination system implemented this year is easy to use.

	Response Percent	Response Count
Strongly agree 	16.7%	20
Agree 	12.5%	15
Neutral 	12.5%	15
Disagree	0.0%	0
Strongly disagree	0.0%	0
Don't know 	58.3%	70

Professional Development

10. Have you taken a MAC Continuing Education Class in the last 3 years?

	Response Percent	Response Count
Yes 	51.7%	62
No 	48.3%	58

Please describe why or why not.

1. Lack of funding; distance to conference; competition with MLA
2. Haven't been able to.
3. convenient to attend, useful topics
4. Time and Topic didn't match my schedule
5. Its a convenient and generally cheaper way to get CE than waiting for the MLA annual meeting
6. Time, cost
7. I'm a new member, plus, I doubt my library would pay for me to attend the annual meeting an extra day (lodging) or the extra costs involved for the class.
8. fiscal cost is always a concern
9. Money and time
10. I just joined MAC in January, so I have not yet had an opportunity to do this.
11. limited time to attend meeting
12. not interested
13. learn more about a new trend/topic
14. This is my first year and have never had the opportunity.
15. Usually very convenient (in my library) and usually free or cheap. Good topics, too, of course.
16. Usually expensive plus I get many chances of continuing education at work
17. I haven't seen a class I really wanted to take.
18. Haven't had the time
19. The classes are relevant, reasonably-priced, and beneficial.
20. Just graduated, waiting for something I know nothing about (and care about) to be offered as CE.
21. Unable to attend annual meetings
22. It is usually convenient to take a CE course when I am attending the Annual Meeting.
23. New member and librarian
24. Convenience; good choices.
25. Convenience and price
26. Enjoy learning and keeping up my skills.
27. Have not attended MAC meetings due to schedule/time constraints. Also, none of the classes appealed to me to make it worth attending the conference.
28. time and expense
29. topics have not been of interest to me
30. MAC/SC joint conference
31. just haven't had topics I'm interested as a middle manager
32. I just joined a few months ago, having just graduated with my MLS in February, so I haven't had the chance.
33. Subject matter was relevant to my job or a "hot topic"
34. There was a really good class on online tutorials offered last year.
35. It's convenient to take classes at the Annual Meeting, and I need the credits for AHIP
36. Have used other venues for CE BUT MLA in particular will now be outside my budget, so I look forward to the CE this year!!
37. My library only pays half - it has to be a really good topic.
38. Available at the MAC meeting and MAC joint meeting
39. I need to have CE credits & the courses were appropriate for me.

40. topic was relevant, price was not too bad
41. I didn't think it was relevant to my job.
42. To learn new skills or update ones I already have.
43. generally inconvenient times
44. I need CE for my annual evaluation, and MAC's classes are usually on good topics and reasonably priced.
45. Lack of funding, lack of interest in topics.
46. Topics have not been relevant
47. Good topics; reasonably priced compared to MLA meeting
48. Nothing of interest was offered
49. Accessible and affordable
50. Choose classes based on topic.
51. Good fit for work needs and affordable
52. wonderful classes
53. Time and topics not related to my interest/level of experience
54. Haven't been able to attend the meetings.
55. Haven't been able to attend MAC in several years.
56. New member as of this year but plan to take a CE at this years Annual MAC Conference
57. Did not find class of interest to tech services
58. Wasn't anything of interest or closed out of class

11. Please list class topics you would like to see offered.

1. More expert searching; conflict resolution; how to initiate and complete a strategic plan
2. Internet resources for Nurses The Invisible Web
3. More CE focusing on new technologies and how they are being or could be implemented. The "Moving at the Speed of Byte" webcast was one of the best online CE opportunities ever. Same topic and as similar as possible to that format. I'd also like something on reaching online students/faculty and technology or methods being employed to do so. An overview of the publishing industry, "Publishing Industry for Dummies" kind of thing would be nice...although I'm not sure who would be unbiased and brave enough to present it.
4. Technology updates, Management and leadership training, strategic issues as they arise
5. Evidence Based Medicine
6. State of the art use of technology Comparison of available medical databases/cost & how good they are
7. I think you do a great job of balancing the offers to address the needs of entry level, mid-career and long term members. The feedback from my staff is that the classes are very good.
8. Consumer Health Online Serials
9. updates on databases/tools - comparing, evaluating, teaching ways libraries are coping with increase in staff retirement
10. How to make online tutorials and things on that line. How to publish
11. Course reserve & copyright; copyright in general; delegating responsibility to staff; what library users want; new technologies; creative library promotions/marketing
12. Not topics as much as a format suggestion: I like a workshop that allows the attendee the opportunity to accomplish or implement something during the class. It is difficult to find that time during the usual work week.
13. I do not take continuing classes through MAC
14. Creating instructional handouts using instructional design principles and good graphics.
15. Evidence Based Practice
16. Changing roles in technical services The library vs Google

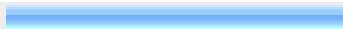
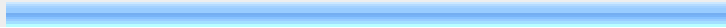


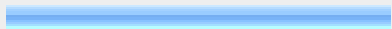
17. use of new technologies by academic health science libraries
18. 1. Collection Development 2. Research Tools & Tips - surveys, qualitative research, statistics 3. Outreach in a non-academic setting
19. Scripting for Librarians (perl, java, etc.)
20. Anything in the systems librarianship area
21. Grant writing; outreach evaluation; social networking; creative management.
22. Searching, MeSH, hands-on creation of tutorial with camtasia, screencasting, web design, leadership/mentoring/mgmt skills
23. More advanced Web 2.0/Library 2.0 workshops.
24. fewer management classes, more technical "how-to" classes
25. evidence based nursing
26. innovative solutions to public service technology solutions for common library issues
27. library 2.0 emerging technologies grant writing the structure and responsibilities of hospital administrators
28. fund raising-grants-
29. Library Instruction Teaching Skills
30. Legal issues CTSA support
31. Archival preservation ideas
32. leadership future direction of health sciences information practical skills courses
33. I would like to see more classes on teaching methods, all aspects of EBM, and on technology.
34. I would like to see more Technical Services classes offered. With the upcoming changes in AACR2 Technical Services Librarians are going to need classes covering the changes as well as any metadata classes available.
35. Special collection development topics, such as weeding, de-duplication, journal cuts, etc.; Assessment of teaching, services, etc.; Statistics and data sources (hope to get to this one this year!!)
36. Conflict resolution (not just patrons, colleagues and supervisors) How to be more fulfilled at work Career management (with no opportunity to supervise people)
37. marketing
38. Evidence based nursing practice Health information literacy new technology: hands on experience trying out what some of us don't have!
39. intro to different medical specialties - cardiology, nephrology etc
40. 1. Web-based Outreach strategies 2. A class describing the different jobs in healthcare and what kind of information resources these different providers usually want
41. More on new technologies
42. I always like the ones which keep e updated on technology, then I like the ones which update on new trends in "libraryland."
43. Creative uses of new educational technologies
44. Content integration in the electronic medical record - i.e. linking library information to the EMR system.
45. web design leadership and management skills marketing
46. anything technology centered, love to learn new stuff
47. Archiving; e-books
48. career development, end of career planning, multigenerational management
49. PubMed updates Collection development
50. Electronic resources for patrons. Our IT department is behind the times and I feel I'm behind the curve with the new, young docs coming in.
51. Future of Libraries New Technologies Explored & Defined
52. Outreach library services Alternative library services--non-traditional
53. successful ways that MLA has lobbied with The Joint Commission to save our roles as necessary medical and healthcare informationists in hospitals

54. Grant writing, program evaluation, project management

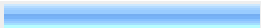

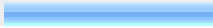


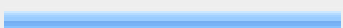
55. New cataloging standards; library web design (in particular) -- not coding pages, but how to present resources best; collection development in the e-environment.

56. a "re-run" of Dale's "Geeks Bearing Gifts" would be great I'd be interested in it!

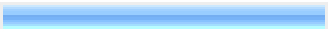
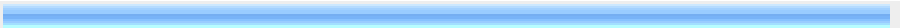
12. How would you rate the overall quality of continuing education classes offered at the annual MAC meetings?

	Response Percent	Response Count
Excellent 	21.2%	25
Good 	45.8%	54
Neutral 	5.9%	7
Fair 	2.5%	3
Poor	0.0%	0
Don't know 	24.6%	29

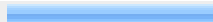
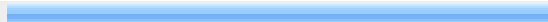
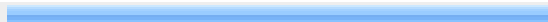


13. How would you rate the overall variety of continuing education classes offered at the annual MAC meetings?

	Response Percent	Response Count
Excellent 	17.0%	20
Good 	42.4%	50
Neutral 	13.6%	16
Fair 	5.1%	6
Poor 	0.9%	1
Don't know 	21.2%	25

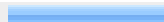




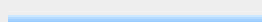

14. The Professional Development Committee maintains a Webpage with continuing education activities at <http://www.cbil.vcu.edu/mac/pd/ce>. Have you ever used this page?

	Response Percent	Response Count
Yes 	20.8%	25
No 	79.2%	95

15. If yes, how useful is this page to you?

	Response Percent	Response Count
Very useful 	14.0%	6
Somewhat useful 	34.9%	15
Neutral 	34.9%	15
Somewhat irrelevant or not of interest 	2.3%	1
Not relevant or of interest to me 	14.0%	6

16. How would you rate the overall usefulness of the AHIP Liaison Program?

	Response Percent	Response Count
Very useful 	10.8%	13
Somewhat useful 	13.3%	16
Neutral 	15.8%	19
Somewhat irrelevant or not of interest 	4.2%	5
Not relevant or of interest to me 	15.8%	19
Not familiar with the program 	16.7%	20
Don't know 	23.3%	28

17. In the next few years, what methods should MAC use to deliver continuing education? Please rank up to three, with 1 being the most important.

	1	2	3	Response Count
In-person at MAC meetings	69	24	17	110
In-person between MAC meetings	6	27	25	58
Live Web-based training	26	38	31	95
Self-paced Web-based tutorials	18	30	35	83
Other	0	0	3	3

Most total votes: In-person at MAC meeting (110); Live Web-based (95); Self-paced Web tutorials (83); In-person between MAC meetings (58)

Most #1 rankings: In-person at MAC meeting (69); Live Web-based (26); Self-paced Web tutorials (18)

Comments (6):

1. Could we get MLA CE credit for reading peer reviewed library journals? JMLA? That would be really neat, and it would promote more of our profession to pay attention to the stuff we work so hard to get published.
2. In lieu of full "courses" use live, 1-2-hour training sessions or discussions, such as chat with an expert about...
3. Webinar
4. It's important to provide a variety of methods of accessing the courses throughout the year to keep them convenient for the students.
5. Is there any way to get college credit for MAC training (even community college credit would be neat.)
6. CE should be based on sliding scale since my employer has not been willing to pay for education or travel for non-nursing employees for five years

Communications


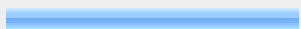
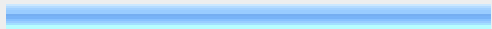

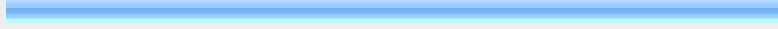
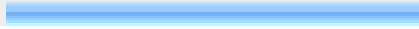


18. I use the MAC Website

	Response Percent	Response Count
Daily	0.8%	1
At least once a week	6.7%	8
At least once a month	40.8%	49
At least once a year	46.7%	56
Never	5.0%	6
I didn't know MAC had a Website	0.0%	0

19. Getting around the MAC Website is

	Response Percent	Response Count
Very easy	20.2%	24
Mostly easy	46.2%	55
Neutral	13.5%	16
Somewhat difficult and confusing	3.4%	4
Mostly difficult and confusing	0.0%	0
Impossible, so I never use it	0.0%	0
Don't use enough to comment	16.8%	20


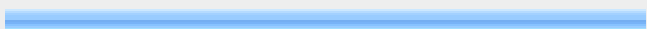

20. I use the MAC Website to find (check all that apply):

	Response Percent	Response Count
AHIP information 	3.4%	4
Continuing Education information 	34.8%	41
Current and previous issues of MAC Messages 	51.7%	61
Information about MAC officers and committees 	38.1%	45
MAC annual meeting information 	82.2%	97
MAC news 	44.1%	52
Nothing; I never use the MAC Website 	5.1%	6
Other 	2.5%	3

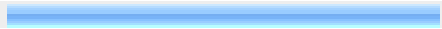





Comments (3):

- membership information (ie, how to join)
- copyright information
- procedures and bylaws

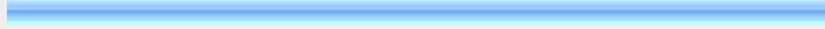
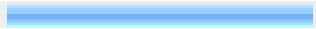
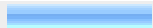

21. Do you read MAC Messages?

	Response Percent	Response Count
I read every article, cover to cover 	19.2%	23
I read some articles that are relevant or of interest to me 	69.2%	83
I don't read MAC Messages 	11.7%	14

22. Please rate the usefulness of MAC Messages.

	Response Percent	Response Count
Very useful 	27.7%	33
Somewhat useful 	51.3%	61
Neutral 	10.1%	12
Somewhat irrelevant or not of use 	0.8%	1
Not relevant or of use to me 	0.8%	1
Don't know 	9.2%	11

23. What is your preferred way to hear about MAC events and news?

	Response Percent	Response Count
MAC E-mail Discussion list 	65.8%	79
MAC Messages 	19.2%	23
MAC Website 	9.2%	11
Other 	5.8%	7

Comments (9):

- RSS Feed
- Just being notified period - I never receive anything from MAC at work or at home
- RSS feed from MAC website
- I like the MAC messages too
- All
- RSS feed
- cement via email with a website link!
- 1 email announcing new events at mac website. Include link to website
- I would have signed up for the email list but I did not know there was one.

24. What is the primary method you currently use to network with MAC colleagues? Please rank up to three, with 1 being the most important.

	1	2	3	Response Count
Annual meetings	49	28	22	99
E-mail	58	38	9	105
In-person	2	17	19	38
Instant messaging	0	1	0	1
MAC E-mail discussion list	8	11	14	33
Teleconferencing	0	1	2	3
Telephone	2	17	39	58
Webcast	0	0	3	3
Other	0	0	2	2

Most total votes: E-mail (105), Annual Meetings (99), Telephone (58), In-person (38), MAC Discussion List (33)

Most #1 rankings: E-mail (58), Annual Meetings (49)

Comments (3):

- facebook
- blogs
- Board meetings

25. In the next few years, what methods might you use to network with MAC colleagues? Please rank up to three, with 1 being the most important.

	1	2	3	Response Count
Annual meetings	47	19	23	89
E-mail	50	30	9	89
In-person	2	18	7	27
Instant messaging	0	4	5	9
MAC E-mail discussion list	9	16	16	41
Social networking Websites (e.g. Facebook)	3	6	11	20
Teleconferencing	0	5	4	9
Telephone	2	10	23	35
Web conferencing tools (e.g. VoIP, Skype)	4	8	13	25
Other	1	0	0	1

Most total votes: E-mail (89), Annual Meetings (89), MAC Discussion List (41), Telephone (35), In-person (27), Web conferencing (25), Social Networking (20)

Most #1 rankings: E-mail (50), Annual Meetings (47)

Comments (2):

- Blog
- wiki
- blogs

26. What methods of member communication would you like to see MAC continue to support/add support (e.g. by hosting, using for committee work, etc.)? Please rank up to three, with 1 being the most important.

	1	2	3	Response Count
Blogs	14	12	26	52
Instant messaging	3	10	1	14
MAC E-mail discussion list	57	15	11	83
Online groups	6	13	9	28
Website	25	41	16	82
Wikis	5	11	12	28
No preference	8	3	4	15
Other	0	0	3	3

Most total votes: MAC Discussion List (83), Website (83), Blogs (52), Online groups (28), Wikis (28)

Most #1 rankings: MAC Discussion List (57), Website (25), Blogs (14)

Comments (4):

- snail mail
- Not familiar enough with the other choices
- online sites such as SharePoint
- Email

27. Are any Web technologies prevented from use in your workplace? Check any that apply:

	Response Percent	Response Count
Access to streaming audio or video, including YouTube	19.6%	20
Access to social networking sites (e.g. FaceBook, MySpace, LinkedIn)	24.5%	25
Creating or hosting blogs	15.7%	16
Creating or hosting Web pages	10.8%	11
Creating or hosting wiki's	15.7%	16
E-mail from certain vendors (e.g. Hotmail)	11.8%	12
Incoming e-mail containing Web links	2.0%	2
Instant messaging/chat (e.g. AIM, Yahoo Instant Messenger)	23.5%	24
Podcasts	6.9%	7
I have no restrictions on technology use in my workplace	60.8%	62

Comments (10):

- I'm not aware of any, except that some messages may be designated as spam
- I'm not sure about some or the technologies here, I know "restrictive" comes to mind, overall.
- Not sure -- I haven't tried most of these. Bandwidth is an issue, and the network is often slow.
- I don't know whether my institution would support some of these technologies.....since I haven't checked it out
- email attachments from AOL, Yahoo, and Hotmail usually don't come through our firewall
- I have only checked the ones I know are blocked
- I don't know of any restrictions
- Hospital personnel policies prohibit some of these activities.
- As long as I get permission from IT.
- none that I know of

Annual Meeting

28. How often do you attend the MAC annual meeting?

	Response Percent	Response Count
Every year	54.6%	65
About every other year	28.6%	34
Less than once every 3 years	10.1%	12
I don't attend the MAC annual meeting	6.7%	8

29. What annual meeting programming/activities do you find most valuable? Please rank up to three, with 1 being the most important.

	1	2	3	Response Count
Continuing education	36	10	12	58
Contributed papers	18	28	18	64
Dine arounds	0	2	1	3
Exhibits	2	10	9	21
Informal activities (e.g. networking)	21	16	11	48
Invited speakers	28	15	15	58
Posters	3	18	22	43
Program Events with meals (e.g. Roundtables, Honors & Awards)	5	12	8	25
State meetings	0	0	5	5
Unscheduled time	1	2	7	10
Other	0	0	1	1

Most total votes: Contributed papers (64), Continuing education (58), Invited speakers (58), Informal activities (48), Posters (43)

Most #1 rankings: Continuing education (36), Invited speakers (28), Informal activities (21), Contributed papers (18)

Comments (5) included:

- drinking
- I haven't been to one yet
- I find all of the above valuable
- Roundtables (program event with meal)
- I really liked the joint meeting last year. The diversity of people and ideas made the meeting more rewarding

30. When deciding to attend an annual meeting, what are the three most important deciding points? Please rank up to three, with 1 being the most important.

	1	2	3	Response Count
Continuing Education	18	11	18	47
Cost	26	19	20	65
Dates	24	19	16	59
Location	28	34	12	74
Paper/Poster Topics	6	10	18	34
Speakers	6	15	19	40
Other	6	0	1	7

Most total votes: Location (74), Cost (65), Dates (59), Continuing Education (47), Speakers (40), Paper/Poster topics (34)

Most #1 rankings: Location (28), Cost (24), Dates (24), Continuing Education (18)

Comments (9):

- if colleagues I know are going
- usually attend regardless
- I just always attend, regardless of cost, dates, location, speakers, CE, etc.
- Other conflicting events in my organization
- I come regardless
- Availability
- NETWORKING
- We rotate who gets to go
- financial support from current position

31. If you are unable to attend the annual meeting, which activity would be the most important to offer as a simultaneous Webcast? Please check one.

	Response Percent	Response Count
Contributed papers	17.4%	20
Keynote speaker	27.0%	31
Technology programming	13.0%	15
All activities	25.2%	29
Not interested in Webcasts	15.7%	18
Other	1.7%	2

Comments (3)

- The MAC business meeting
- posters and papers
- Continuing Education Webcasts

32. If you are unable to attend the annual meeting, which activity would be the most important to archive and offer via the MAC Website? Please check one.

	Response Percent	Response Count
Contributed papers	28.2%	33
Keynote speaker	9.4%	11
Posters	8.6%	10
Roundtable discussions	5.1%	6
Technology programming	6.8%	8
All activities	35.9%	42
Not interested in archiving meeting activities	4.3%	5
Other	1.7%	2

Comments (4):

- Posters
- Ability to download papers or see a video of a special program would also be appreciated
- Posters would be cool to archive too
- Continuing Education Webcasts

Research Efforts

33. Do you think MAC should have a research committee to support MAC members' research activities?

	Response Percent	Response Count
Yes	56.3%	67
No	9.2%	11
No opinion	34.5%	41

34. If Yes, what activities should the committee provide? Please rank your top three, with 1 being the most important activity.

	1	2	3	Response Count
Access to MAC librarian research experts willing to give research advice and guidance	30	6	9	45
Awards for good presentations and posters	6	6	6	18
Connecting members with similar interests to help them get a group research project started	13	33	8	54
Informing MAC members through MAC newsletters of trends in research and interesting recent research articles	8	14	13	35
Publicizing research by MAC members through MAC newsletters and Website	5	6	15	26
Workshops on research methods and evaluation	13	10	22	45
Other	0	0	2	2

Most total votes: Connecting members (54), Access to experts (45), Workshops (45), Information on trends (35), Publicizing research efforts (26), Awards (18)

Most #1 rankings: Access to experts (30), Connecting members (13), Workshops (13)

Comments (3):

- like all of these suggestions
- Mentor relationship on how to publish and publishing together
- Support publishing in journals and presenting at conferences that are not library/librarian conferences or journals

Membership

35. How can MAC better meet the needs of:

a. existing MAC members?

1. offer web-based opportunities for learning & networking; vary the annual meeting dates more
2. more activities
3. Keep meetings and communications timely
4. Between annual meeting CE via Web or Central locations
5. Form a better communication system among current members
6. keep website up to date
7. Don't forget them in the rush to welcome new members
8. More fun networking opportunities
9. Better access to MAC information. Newsletters sent to individuals via email or mail. Notices about renewal of membership. Access to the discussion list
10. More CE during the year.
11. Continue to provide quality continuing education and professional growth opportunities
12. Offer scholarships
13. more web based activities which can be done at current worksite at own pace
14. Continue doing what you're doing
15. Offer more advanced CE courses and seminars
16. make sure you send them renewal notices
17. lighten up the meetings; place more emphasis on networking
18. continuing education
19. Have a library buddy - a special friend to call on for any kind of problem.
20. Continue to offer the annual meeting and lists
21. I would like to see more online networking tools.
22. More CE, Grants for research papers
23. via these surveys
24. need more time to think about this
25. others than I have better ideas
26. Evaluate and implement suggestions from this survey.
27. ?
28. love communication with others
29. Keep costs as low as possible
30. Less bureaucratic; spend all those savings on member benefits
31. Showcasing excellent projects done by librarians, tips and shortcuts to help other librarians in different settings
32. Blog
33. Provide career counseling; resume writing workshops
34. When people renew memberships, remind or inform them of the different communication effort available via MAC.

b. new MAC members?

1. Encouragement
2. Online tutorial for using the MAC website? Welcome packet? More photos on the website--Board, Committee chairs, etc.
3. Promote networking through interest groups
4. This is done quite well.
5. assign existing member to "attend" to a new member at meetings or via correspondence
6. Buddy system?
7. Offer a mentoring program - not just during the annual meeting but someone who can help/offer advice until the new member feels comfortable
8. Have a new members meeting at MAC Chapter meeting
9. Encourage new members to join projects or committees -- to learn and participate
10. Offer mentorship
11. Orientation to the various committees and activities
12. encouragement to attend annual meetings/CE classes
13. lighten up the meetings; place more emphasis on networking
14. orientations - new members breakfast
15. More local activities (socials not associated w/annual conference but in the area)
16. Assign them a library buddy.
17. help catch attention of the newbies
18. I would like to see more outreach. I think more online networking tools would be nice. Can we make a MAC version of Myspace or Facebook? MLA is thinking of doing that.
19. Free registration to one of the CE programs at Annual meeting
20. upon joining, send letter of welcome with overview of futrue activities.
21. Not just a reception but a MAC 101 session - maybe the two could be combined. Make sure there is a new member on every committee.
22. ditto
23. MAC does a lot to support new members.
24. get them involved early on
25. mentors
26. Keep costs as low as possible
27. Buddy program is good
28. blog
29. Get them involved in committees quickly; keep MAC Scholar Program
30. Promote the website & how to interact with other MAC members.
31. mentoring, encourage participation in committees
32. mentoring

c. student members?

1. encouragement and networking
2. Promote mentoring and internships
3. Help students be aware of opportunities to them among the MAC member libraries.
4. Advertise with library schools
5. Same as new members
6. Facilitate connections for students who would like to intern at a medical/health sciences library
7. Offer talks in library schools to encourage them to join and also offer scholarships
8. Send lib schools membership info when they ask for it!!!
9. lighten up the meetings; place more emphasis on networking
10. job line
11. Give them good discounts on lodging/food, etc.
12. continue to make it cheap and make sure they feel welcome to participate
13. Do we have a student list-serv? I'm not sure. But I really enjoyed MLA's student list-serv when I was in school.
14. Assign interested students to be ex officio members of committees.
15. Ditto
16. ?
17. active roles in planning etc
18. Keep costs as low as possible
19. Blog
20. Keep MAC Scholar Program; Keep MAC Buddy program; get them involved in the organization
21. Promote the website & how to interact with other MAC members.
22. mentoring, encourage participation in committee
23. Mentoring

d. new librarians?

1. encouragement and networking
2. Mentoring connections and MAC contact person(s)
3. Provide opportunities to get to know other new librarians within the field.
4. have a networking committee to keep on top of new people
5. More fun networking opportunities to get them involved and interested
6. Same as new members
7. Facilitate networking with experienced librarian(s)
8. Offer mentorship
9. provide list of "experts" to call upon
10. lighten up the meetings; place more emphasis on networking
11. how-to workshops
12. Assign them a librarian mentor.
13. provide scholarships and opportunities to become involved
14. Same as a and b.
15. Intentional mentoring, not just through AHIP
16. similar to answer b

17. ditto
18. See Honors & Awards section for "Rising Star" award idea.
19. get them involved early on
20. mentors too
21. Keep costs as low as possible
22. blog
23. More marketing so new librarians know MAC exists
24. Same as the above
25. Promote the website & how to interact with other MAC members.
26. mentoring

MAC's Future

36. What services should MAC offer to aid members with career development? Please rank your top three, with 1 being the most important activity.

	1	2	3	Response Count
Annual meeting topic	20	15	25	60
MAC Messages/articles	15	14	16	45
Career coach/mentor	30	13	22	65
CE classes about resume writing, job interviews, strategies for marketing yourself	14	34	12	60
CE classes about leadership or administrative skills	33	32	18	83
Other	2	0	2	4

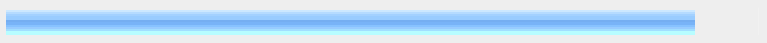
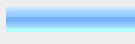
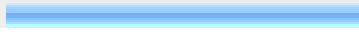
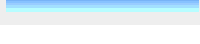

Most total votes: CE classes on leadership/admin skills (83), Career coach (65), Annual meeting (60), CE classes on resume writing, etc (60), MAC Messages (45)

Most #1 rankings: CE classes on leadership/admin skills (33), Career coach (30), Annual Meeting (20), MAC Messages (15), CE Classes on resume writing (14)

Comments (4):

- CE classes about work related skills & new technologies
- Please see answers in #11
- Jobs board / Web page on MAC Web site
- future of medical librarianship; how hospitals without libraries are meeting medical info/research needs

37. MAC faces rising operating and programmatic costs and decreasing dues income. What is the primary strategy you would recommend for MAC to maintain its financial health? Please check one.

	Response Percent	Response Count
Conduct Board meetings virtually 	47.4%	55
Eliminate or reduce monetary honors and awards 	8.6%	10
Increase dues 	25.0%	29
Reduce annual meeting expenses 	12.1%	14
Other 	6.9%	8

Comments (10):

- gamble MAC money in Las Vegas
- I'm not sure any one of these would do it, may be a combination of reducing meeting costs (any way we could foster our own MAC members to begin creating the CE's we need for the annual meetings - that might reduce costs), and also increasing dues
- I would recommend a combination rather than an either or. Increase dues a modest amount, conduct as much business virtually as possible and continually look to keep expenses to a minimum
- The dues are already really cheap
- A combination of conducting board meetings virtually, eliminating or reducing monetary honors and awards, reducing annual meeting expenses (possibly eliminating those cities that are hugely expensive) and if you have to increase the dues (I don't think MAC has increased it dues in 10 years if not more)
- incremental increases
- There is no reason why we technically-savvy librarians should not be able to set up video/audio conference calls
- Eliminate or reduce monetary honors or awards would work / Increase Institutional dues/ Can we donate and get a tax credit/ Create a committee to look at how to cut costs/ MAC and SLA join / Look at duplication of effort within MAC / Get all the chapters together - via e-mail/ wiki - whatever works and have everyone share money saving ideas
- Analyse income/expense trends and align budget with strategic planning process. The budget should reflect strategic planning priorities
- cut back on printed mailings

38. The 2008 Program Committee would like to know: what is the greatest challenge your library faces for the year 2007-2008? Please describe:

1. multi-generational staff with different expectations and viewpoints
2. space.
3. Rising cost of resources and restrictions on access. Business models like UpToDate
4. Supporting a new Dentistry School, budget is always a potential challenge,
5. Maintaining visibility to our users.
6. Transitioning to increased electronic access to journals and research databases and implementing related publicity and user training efforts (to be done as a solo librarian)
7. Not sure, but would guess that funding is a biggie.
8. Flat budgets
9. Survival! The mental health system in Virginia is threatened, fiscally.
10. Keeping current with technology trends/developments
11. We are trying to accommodate our virtual patrons and we have an ever increasing inter library loan budget. We need to find a way to continue providing good services but in a more economically feasible fashion.
12. Keeping up with technology Managing the budget for information resources
13. Explaining that everything is not on Google and demonstrating the valued added services we provide our users
14. Staying on top of the technology (social networking, etc) and selling/marketing value-added services aka "why Google is not the end all be all"
15. Change
16. Budget restrictions and staff vacancies
17. Marketing ourselves to our users. We have our 'regulars' but we are always looking for new users but don't know how to let people know they can use us.
18. finding budget/staff to respond to increasing number of opportunities for outreach to clients in their environments - on campus, in clinical settings and abroad
19. Relevance
20. Working with others to outreach to such a big region.

21. Perhaps not the "greatest challenge" but a challenge: Clarifying how to use our e-resources and who gets to have access to them.
22. State funding
23. Understaffing -- and how to provide excellent services with fewer resources. Are there strategies, practical tips, etc. that could help. Advocacy is very important, but sometimes it fails. Even a great reputation as a department isn't enough to prevent staff and/or budget cuts.
24. Finance to be able to hire more librarians so we can fully support our users
25. Making the services we provide relevant and keeping up with the technology that helps make our services useful.
26. Trying to increase users in using library services beyond electronic journals
27. Staff shortage.
28. Shrinking library budgets
29. opening of a second hospital (one that will not have a library) and the technology issues associated with providing services to a remote location
30. budget
31. Getting employees to embrace change and try new things.
32. Budget
33. In general, service and support from our hospital's IT department- it is terrible! It was contracted out a couple years ago (we are part of a national system)and it has not met expectations. Also, putting library links, library webpage, etc. on our hospital's website. Our intranet is still underdevelopment and our website is still rather restricted.
34. Maintaining a Flat Budget with rising costs
35. Creative use of space.
36. 1. Budget constraints 2. Difficulty recruiting experienced staff
37. Getting on the social networking bandwagon in an organized, rational way.
38. Budget reduction again!
39. Increase demand for services - static budget.
40. time management
41. budget cuts
42. funding
43. evolution of public services, including online access to resources.
44. effective strategic planning
45. Budget decrease (no travel allowance)
46. Understanding technologies for communications; technologies for delivering information (what should we be creating; I don't think it's enough to accept what the vendors give us)
47. enough staff for the amount of work
48. Getting more funding to meet expanding service requests.
49. Increased pressure on our budget due to rising costs of personnel, equipment, supplies, collections and services
50. I have an employee with very negative behavior, and it's threatening mine and everyone else's productivity. I need the best strategy to address this challenge. I guess you could say she's a "bad apple".
51. communicating/demonstrating our value to the institution
52. At this point, I would say finding qualified applicants for liaison positions.
53. Staying in existence.
54. Shrinking budget, growing programs (new PhD programs to support)
55. Re-structuring
56. Continuing to justify its own existence to an administration (not library folks) who would like to use the \$ for other things. Those same folks also like to micromanage.

57. Decreased funding
58. Security issues, having access blocked to sites that we need to access.
59. staying alive and intact
60. Predicting the next new big trend for academic librarianship
61. Budget cuts
62. Rising use and demand for e-journals in spite of a stagnant budget
63. Building partnerships within our campus community and in the greater community.
64. decreasing funds for all library functions from added personnell to travel to books and journals
65. Too much to do, too little time and money
66. As a non-revenue generating hospital department, competing with patient care departments for resources and financial support.
67. Maintaining relevance in a self-serve digital world.
68. downsizing, librarians loosing jobs and libraries
69. Budgeting. The reimbursements (Medicare, medicaid, & insurance) are not going to be anywhere near what they use to be for hospitals. Being so, the budgets are being cut across the specturm of all hospital services in most hospitals across the USA. In FY 2007-2008, there are not going to be any "winners" in the area of reimbursement. There will be losers and it will be based on "big losers", which will be the loss of large amounts of reimbursement dollars seen in the past and "small losers", those hospitals that will still feel the loss revenue of reimbursement but will still not lose as much as some other hospitals will in this time. Unlike Academic settings the hospital library will be effected by the reimbursement/costs/revenues and that all boils down to the "bottom line" theory that many people hear of in the business world.
70. In a tight budget year with changes in Medicare reimbursement to rural hospitals, maintaining a reasonable budget - even to the point of staying open - is a major concern.
71. Personnel changes
72. Keeping up with the new technology; understanding the needs of new generation; and reaching the tech savvy generation.
73. New service roles to diverse populations
74. Budget and staffing constraints
75. Coordinating efforts with other hospital departments.
76. Lack of travel funding.
77. How to keep a physical staff and collection with only having virtual access from its patrons.
78. Getting usage statistics up -- checkout is down, ILL is down, foot traffic is down. In a way, we are making ourselves obsolete by teaching so many folks to use online databases and resources to do their own searching. Electronic full-text journals are lowering ILLs and book checkout.
79. My services being eliminated due to a "change in The Joint Commission's stance on the necessity of having a medical librarian on-campus".
80. budget cuts and the negative impact on collection and staffing
81. Money for programming and Outreach
82. Bringing users to online resources: authentication, user education, budgeting for licenses and equipment.
83. Budget cuts
84. Budget for Online resources

39. Please describe any other suggestions you have for MAC.

1. It's difficult to have programming of interest to those heavily involved in MLA and those who don't get to attend MLA regularly. But, I think you would have more attendees if you began your sessions on Thursday, Friday, plus weekend.... or the opposite. Record the annual meeting to increase revenue - there are many of us who can't attend the meeting but would like to know what took place.
2. Overall participation, level of quality, and overall value of the programming & CE at MAC seems to be lower than in Southern or MidCont. I'm not sure if this is true, but I keep hearing it from colleagues. Unfortunately, I don't really know where to start with making changes that would improve on that. I do think a lot of the energy and quality come from the top down.
3. Have shorter surveys? Keep in touch!
4. Am, just very grateful for all you do. It's given me much needed support over the years.
5. Doubling up with neighboring chapters for annual meetings has been successful and should be continued. Piggyback onto MLA when MLA meets in one of MAC's states. Move the annual meeting to February.
6. I would like to suggest that MAC combine the annual meeting held in Washington DC with either the Maryland meeting or the Virginia meeting. Holding a meeting in Washington is very expensive and can break the budget. Having a manual that is passed to each LAC chair would also be a good tool.
7. What incentives can we offer retirees to stay involved in MAC so we don't lose their expertise and experience? It will become increasingly important to document more detailed policies and procedures at the committee level to offset the loss of their collective wisdom!
8. (1) MAC is a successful REGIONAL organization. (2)MAC has provided programs and continuing education for reasonable costs. (3) There is a lot of expertise in the region, including librarians adept at new technologies. New or re-tooled activities have the potential to build on these strengths.
9. I have seen more deserving people not get awards and have seen people who are not as deserving get awards. What gives? Maybe we need a better way of selecting who gets the awards or just get rid of the awards entirely. Just because somebody is loud does not necessarily mean they did a lot!
10. Offer more MAC articles and annual meeting programming on increasing technology skills and marketing Library services better.
11. Provide programs beyond annual meeting for members who can't afford to attend annual meetings. Investigate providing annual meeting virtually for members
12. Eliminate the DC meeting year and combine them with either VA or MD.
13. I think MAC is a great organization -- I've enjoyed, without fail, every MAC meeting I've attended -- mostly due to the good folks who belong.
14. I was a little dissappointed that you weren't offering more CE opportunities. Also, it seems like the online registration page should have been live already. It's just barely over 2 months before the conference.
15. The joint meeting last year was great!
16. I really miss having the printed version of MAC messages. I always read it cover to cover. I was so busy when it switched over that I never got in the habit of checking online. I will have to put it on my calendar or something so I remember to check. But it's not something I have time for at work so paper was easier
17. Please, please, please produce a MAC Membership Directory.
18. Take some risks - spend down that huge \$40K savings with member services - such as reducing cost of annual meeting;
19. Again, when people renew memberships or join as new members, send an email to them explaining the different communication methods MAC has with its members. I had no clue there was a listserv or I would have joined 2 years ago.