

Philadelphia Regional Chapter - 2010/11 MIDYEAR REPORT

Submitted September 29, 2010

The Board of the Philadelphia Chapter of the Medical Library Association met once since April's annual meeting. The Board's transition meeting was held on August 19, 2010, and was attended by outgoing and incoming board members.

As of August 19, 2010, the Chapter had total assets in the amount of \$23,903.04.

The following represents the activities of the Chapter for the period of April through September 2010, related to MLA strategic plans and goals of MLA, as well as the MLA President's priorities:

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

New Committee Chairs were welcomed at the August 2010 Transition Meeting: Andrea Kenyon, Chair, Cynthia McClellan, Parliamentarian/Nominating Committee Chair; Gary Kaplan, Chair Elect/Program Chair; Priscilla Stephenson, Secretary; Mitzi Killeen, Treasurer; Linda Katz, AHIP Liaison; Annie Brogan, Archives Chair; Crystal Knapp, Webmaster.

Membership recruitment and retention continues to be a high priority for the Chapter's Board. The Membership Chair hosted a table at Drexel's "Rush@Hagerty" professional association event on April 13th, 2010, providing students with information about medical, consumer, & health sciences librarianship, MLA and the Philadelphia chapter. Plans are underway to reach out to area library students by working with local schools of information science.

The Board is also reviewing the Chapter's lapsed member list and reaching out to these people to encourage them to renew their membership.

The Membership Chair is exploring alternative membership management options, including a new software system called Wild Apricot to create a more integrated, web-based chapter management system. Aside from the integration, it allows members to self-edit their personal profiles.

Forty Chapter members are members of the Academy of Health Information Professionals.

MLA Goal 2: Life Long Learning

The Chapter is working with 4 other MLA Chapters to develop a medical library conference to be held in Baltimore, MD, in October 2012. In addition to the Philadelphia Regional Chapter, participating Chapters are: Southern Chapter, Mid-Atlantic Chapter, and the New York-New Jersey Chapter.

The Chapter sponsored a four-credit continuing education class entitled Geeks Bearing Gifts presented by Technology Coordinator Gregg Headrick, from the National Network of Libraries of Medicine Middle Atlantic Region (NN/LM MAR). This course was offered on August 12, 2010 at the Simmy and Harry Ginsburg Health Sciences Library at Temple University's health sciences campus on North Broad Street in Philadelphia. The class was followed by a reception and tour of Temple's new medical library facility.

On November 10th the Chapter will host MLA's educational webcast, "ABCs of E-books: Strategies for the Medical Library" at Jefferson University.

MLA Goal 3: Advocacy

The Chapter is promoting and soliciting participants for the upcoming Value of Hospital Libraries Study of the Middle Atlantic Region of the National Library of Medicine through its website and newsletter, *The Chronicle*. We are delighted to support this valuable initiative, as collection and dissemination of the resulting data will be extremely valuable to the profession.

MLA Goal 4: Creating and Communicating our Knowledge

The Chapter uses a number of electronic mediums to engage, advocate, educate and inform. The Chapter's newsletter, *The Chronicle*, continues to be very popular with our members. Editor Rachel Resnick and her staff published volume 28, no. 2, Summer 2010 containing 28 pages of full of articles about the Chapter's Annual Meeting and MLA2010.

Crystal Knapp took over administration of the MLA-Phil website from Gary Kaplan in May and is getting up to speed with the management of the site. She has updated the Board and Awards pages and posted the summer issue of the Chronicle. She will be investigating adding functionality for job postings. There were a total of 81,498 hits from April 2010 through August 2010.

MLA-PHIL LinkedIn Group has 84 members. Besides the metropolitan Philadelphia area, group members come from Washington, DC; Baltimore, MD; Denver, CO; eastern Idaho; the Greater New York City area; San Francisco Bay area; Montana, Greater Chicago area, Cleveland/Akron Ohio area; Greater Pittsburgh area, and Topeka, KS area. International members come from Turkey and Mexico.

Twitter account has five followers: from the Bronx, NY; Dallas, TX; southeastern PA; and two unknown locations.

The Chapter's Facebook page has fifteen fans. The page has averaged about ten active users since it was set up in late May. There are about a dozen visits to the page each week. Posts have included job postings, links to useful sites, program announcements, and Chronicle writer requests. The goal is to increase awareness and participation in the coming months.

Rachel Resnick, our Communications Chair, continues to administer the Chapter and Board discussion boards.

The Board will continue to promote and monitor the effectiveness of the Chapter's utilization of online tools and Web 2.0 technology to determine its efficacy.

MLA Goal 5: Building a Network of Partners

The Philadelphia Regional Chapter will be collaborating with the New York-New Jersey, Mid-Atlantic, and Southern Chapters to present a medical library conference scheduled for fall 2012. This collaboration was encouraged by the success of last year's "3 by the Sea" Tri Chapter conference. As a small chapter, it is critical that we provide our members with opportunities to communicate across geographical and chapter lines in order to facilitate high-quality educational and networking experiences.

Christine Daly, Development Chair, continues to build and nurture relationships with our corporate sponsors.

Respectfully submitted,
Andrea Kenyon, Chair

Board Members
Andrea Kenyon, Chair
Gary Kaplan, Chair Elect/Program Committee Chair
Cynthia McClellan, Nominating Committee Chair/Parliamentarian
Priscilla Stephenson, Secretary
Mitzi Killeen, Treasurer
Linda Katz, AHIP Liaison
Annie Brogan, Archives Committee Chair
Lenore Hardy, By-Laws Committee Chair
Anne K. Seymour, Chapter Council Representative
Nancy Calabretta, Chapter Council Alternate
Rachel R. Resnick, Communications Committee Chair

Christina Daly, Development Committee Chair
Jeanette de Richemond, Education & Credentialing Committee Chair
Stephanie Ferretti, Government Relations Committee Chair
Lydia Witman, Membership Committee Chair
Crystal Knapp, Webmaster