

**Philadelphia Regional Chapter  
Medical Library Association  
Minutes, Board of Directors Meeting  
Thomas Jefferson University  
Scott Memorial Library  
June 17, 2015**

**Present:**

Kevin Block	Communications Committee Chair
Barbara Cavanagh	
Gary Childs	Treasurer
Kelsey Duinkerken	Archives Committee Chair
Richard James	Program Chair/Chair-Elect
Ellen Justice	AHIP Liaison
Gary Kaplan	Chapter Council Representative
Sarah Katz	Membership Committee Chair
Dan Kipnis	Chair
Barbara Kuchan	Nominating Committee Chair/Parliamentarian
Beth Lewis	Development Chair
Marita Malone	Government Relations Committee Chair
Jenny Pierce	Past Chair
Maylene Qiu	Education and Credentialing Committee Chair
Alexandra Short	Secretary
Priscilla Stephenson	By Laws Committee Chair

**Absent:**

Stephanie Ferretti	Chapter Council Representative
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**I. Call to Order**

The meeting was called to order at 10:08 AM by Chair, Dan Kipnis.

## **II. Minutes Review and Approval**

Jenny Pierce made a motion to approve the minutes from the February 8, 2015 board meeting. The motion was seconded by Gary Kaplan; the minutes were unanimously approved.

## **III. Treasurer's Report – Gary Childs**

\$13,331.16 checking account

\$5,755.34 invest program

\$6,570.21 subaccount for conjoint annual meeting w/ HSLANJ

\$24,505.15 total balance

\$5,418.65 (seed money and profits) is ready to be distributed. However, we do not yet have the MAR invoice. Once the MAR invoice is received the monies can be dispersed. Discussion took place concerning getting our audit completed so that Gary Childs will no longer have to front expenses on his personal credit card. Gary Kaplan asked if we had a company to do the audit. Gary Childs responded that we do not have an audit company yet, but that he would get quotes and send audit company suggestions to the board. Gary Childs announced that there will be a big bump in the rate structure of Wild Apricot. We can keep our current rate of \$270.00/yr. if we sign up for a two year contract now. Gary recommends that we lock-in with the two-year contract. Sarah Katz added that this pricing offer is extended through August 2015. Gary Kaplan mentioned that MLA is moving away from their current management software to Socius next calendar year. Some discussion took place about exactly when that would be happening. Gary Childs initiated a vote concerning moving forward with a two-year contract with Wild Apricot at a total price of \$540.00. The board vote resulted in a unanimous “yes.”

### **Action Items**

\*Gary Childs will obtain the MAR invoice

\*Gary Childs will begin to look for auditing companies to perform our audit.

\*Gary Childs will pay the 2 year contract with Wild Apricot

## **IV. Committee Reports:**

### **A. AHIP – Ellen Justice**

Nothing to report.

## **B. Archives – Kelsey Duinkerken**

Nothing to report.

## **C. By Laws – Priscilla Stevenson**

Nothing to report.

## **D. Chapter Council Representative – Gary Kaplan & Stephanie Ferretti**

Gary Kaplan and Stephanie Ferretti attended the all-day Chapter Council meeting in Austin. There were 2 parts to the meeting : (1) MLA Leadership Panel = Kevin Baliozian (Executive Director), Linda Walton (outgoing President) and Michelle Kraft (incoming President). (2) Chapter Council Meeting. At the Chapter Council meeting, Gary Kaplan thought that the biggest take-away is that MLA would like chapters to develop one or two meaningful goals and report back for the annual report. The goals should be achievable and there is no deadline yet. At the annual meeting in Austin, four sharing roundtables were cancelled due to low enrollment. The Rising Star project suggests piloting a few expert-led tables around topics where there is common interest.

Most chapters reported reduced membership numbers and not getting award nominations. Some chapters are taking measures to address this. MAC has a new taskforce on diversity and has raffled off free membership for people who nominate others for awards. PNC raffles a gift card for early renewals. Discussion took place around how we might incorporate similar measures to stimulate new memberships and award nominations. Sarah Katz suggested we could raffle off a year of free membership to people who renew early. Gary Kaplan was not sure about all of the details regarding the other chapters' incentives so the board suggested that we get more information about what MAC is doing and how successful this has been for them. Kevin Block shared that sometimes Friends (of the library) groups agree to pay for organizational memberships for library staff. Sarah Katz added that at the University of Delaware friends groups sponsor seats at an annual dinner meeting for the library staff.

### **Action Items**

\*Gary Kaplan will get more information about MAC's membership and award nomination incentives.

### **E. Communications – Kevin Block**

Christine Davidian wrote the committee report. Dan Kipnis shared the highlights of the report with the board.

- Christine Davidian wrote an article about the March 2015 joint meeting with HSLANJ. It will be published in the August 2015 issue of MLA News.

### **F. Development – Beth Lewis**

Nothing to report.

### **G. Education – Barbara Cavanaugh**

Discussion took place around our possible continued involvement with and our publicizing of upcoming MLA webinars. Should involvement/offerings be based on topics? Jenny Pierce shared statistics regarding registration for previous webinar offerings. Dan Kipnis shared that there is an upcoming webinar titled Library Statistics and Data Analysis for Librarians. Jenny Pierce clarified that this is a course that is being offered on July 14<sup>th</sup> and July 21<sup>st</sup> 2015. Gary Kaplan offered that maybe we could promote our professional development award for those who may not be able to afford MLA online courses such as this. Jenny Pierce brought up the possibility of hosting speakers, as we have not done that in a couple of years and we have a great location to do that sort of thing. She also added that MAR will do free training for us, so it may not be difficult to bring someone in and hold a low-cost event. Dan Kipnis informed new board members about our annual member survey, which we usually send out toward the end of summer. Dan will share the survey with Richard James so he can get a survey out to members. Jenny Pierce wanted to know who would be responsible for promoting the July Librarians and Statistics course. It was decided that Jenny Pierce would write something up and share it with Barbara Kuchan and Kevin Block.

### **Action items**

\*Barbara Cavanaugh will follow up with Kathleen Combs (MLA) about upcoming MLA webinars.

\*Jenny Pierce will write up a promotion piece for the upcoming July class and share with Barbara Kuchan and Kevin Block.

## **H. Government Relations – Marita Malone**

Marita Malone is recommending that we change how we do things related to government relations. She is proposing that the focus be more on how to contact people, agencies and organizations as opposed to posting articles. She has been looking at other library groups around the country and this seems to be the approach others are taking with government relations. Marita did not want to go ahead and make these changes without talking with the rest of the board first. Gary Kaplan said that he thought this is a great idea and that we could share with the membership about Michelle Kraft being in Washington D.C. talking to congressional staffers about the importance of the National Institutes of Health. Jenny Pierce asked if this would be a static web page with no updates. Marita responded that we could still have government relations related updates.

Richard James asked about our potential use of social media, such as Twitter, for governmental relations news/updates. This led to a discussion about how we communicate with members and non-members. Our primary methods of communication are email and the mailing list. Our mailing list is maxed-out in terms of administrative space/capabilities. According to Jenny Pierce people can still join the mailing list, but we can do anything on the administrative side. Kevin Block shared an example of another group who took all non-members off their mailing list. Sarah Katz shared a similar example and stated that she's not sure if that's the direction we want to go in or not. There are positive and negative aspects to limiting mailing lists to members only. Discussion took place around the mailing functionality of Wild Apricot. Barbara Kuchan brought up the possibility of looking into a new mailing list. Discussion moved to using social media as a chapter. We have a chapter Twitter account and according to Jenny Pierce we have 29 followers. Richard James said that using social media requires original content on a regular basis – people do not want duplication. Dan Kipnis asked if there was a compelling reason to use social media or are we doing it just for the sake of it? Ellen Justice added that maybe the chapters can tap into the new communications platform that MLA is moving to. Gary Kaplan reiterated that MLA is will not be involving the chapters in Socius for another year.

### **Action items**

\*Kevin Block will look into the mailing list issue and potential options for us.

## **I. Membership – Sarah Katz**

As of June 16, 2015 we have 81 total members. There are 32 lapsed members in Wild Apricot. All lapsed members were sent a final renewal reminder on June 16, 2015. Lapsed members should not be able to register for events. Those lapsed members with a renewal date of 2014 were archived in the system. Once a person with an archived status logs back into the system, they are un-archived. Archived status is preferable to suspended status

since suspended status means that a person cannot renew without contacting us. Sarah stated that we have been hovering at about 80ish paying members for the last couple of years. Sarah mentioned that she does not think that low membership is a unique problem to us. Lots of organizations are struggling with membership. Some institutions are choosing not to pay for individuals' organizational memberships. People are also being more selective about the organizations they join, because that cannot join all of them. Sarah also added that the more we offer our members, the greater membership we will have and the better tools we will have to recruit people.

Sarah Katz moved the discussion to the topic of Wild Apricot and administrators. Before, we had the capability of having an unlimited number of administrators in WA. Now, we have a limit of 5 administrators. At this point, we can keep our current number of administrators, but we will no longer be able to add anyone else as an administrator. Sarah added that there can be a general log-in for administrators if we need more than 5 admins. Right now, everyone on the board is an administrator. Jenny Pierce stated that the treasurer, membership chair and education chair need to have administrative access to WA. If we have 5 administrators, we can have 3 individual admin accounts and 2 general admin accounts.

Gary Childs inquired about who should be the alternate person for the treasurer's account usernames and passwords. It was suggested that the Chair would be the alternate person provided with this information.

Sarah Katz talked about the poster at MLA15. The poster turned out to be very nice, but the location of the poster at MLA15 was terrible. There was almost no traffic and feedback was given to MLA about this.

### **Action items**

\*Sarah Katz will change our Wild Apricot settings to reflect 3 individual administrator accounts for the treasurer, membership chair and education chair and 2 general administrative accounts that can be shared by the rest of the board members.

\*Dan Kipnis and Gary Childs will discuss information regarding the treasurer's account usernames and passwords.

### **K. Nominating – Barbara Kuchan**

The 2015 election was held for one board position – Program Chair/Chair-Elect. Chapter members received Survey Monkey ballots on March 2, 2015. With 42 votes, Richard James of PCOM was elected to a three-year term of Program Chair, Chair and Past Chair.

Of 6 award nominations solicited for this year, we had 3 awardees; Jaqueline Presley received the Bea Davis Education Award, Nancy Calabretta received the Honorary Life Membership award and Ellen Justice received the Randy Brenner Memorial Consumer Health Award. Three awards received no nominations.

Gary Kaplan and Stephanie Ferretti received professional development grants to cover the cost of registration for the Chapter Sharing Roundtables at MLA15.

Jenny Pierce added that we have three new board members in non-elected positions; Kevin Block – Communications Chair, Ellen Justice – AHIP Liaison and Maylene Qiu – Education & Credentialing Chair.

Jenny mentioned that we do have an issue related to chapter operations. Mark Puterbaugh has resigned as our web master on July 1, 2015. Kevin Block is not interested in taking this duty on. He shared that he has not really worked with Word Press and does not have the time to take this job on. Laurie at Temple University may be interested in doing web site content management, but she is not interested in handling the technical aspects of the position. Jenny needs help in finding someone to take on this position because she claims that she is not knowledgeable enough about the skill set needed for this position.

Discussion took place around what Mark did as web master and the board concurred that he had been responsible for the Word Press, Blue Host and the mailing list. Jenny read an email from Mark about his job responsibilities. Elected board vacancies for next year are treasurer and secretary.

### **Action items**

\*Jenny Pierce will send Mark Puterbaugh's self-reported job responsibilities to the board for feedback. She will also contact Christine Davidian and ask her what she asked Mark to do as web master. Jenny will then send the job description with solicitation to the membership.

### **J. Program Chair Report – Richard James**

We are in the process of planning for the 2016 joint meeting with the Mid-Atlantic and New York/New Jersey chapters. Steering Committee members are Alex Gomes (MAC), Joey Nicholson (NY/NJ) and Priscilla Stephenson (Phil). Micki McIntyre and PJ Grier are the local planning co-chairs.

Micki McIntyre sent out a report yesterday on the 2016 joint chapter meeting plans. Right now, the Double Tree and the Sonesta are contenders for the hosting site. MAC is working with a meeting planning organization to help with the planning logistics of the joint

meeting. Dan Kipnis passed out the Memorandum of Understanding (MOA) for the 2016 joint meeting for review by the board. Dan Kipnis asked for any comments about the MOA. Gary Childs brought up a question about the fundraising relationship with vendors under MOA item #6. Specifically, he wanted to know if there is a separate fundraising relationship with vendors for this event. Discussion took place around how this has been handled in past events. Barbara Kuchan stated that it would make much more sense to coordinate/pool vendor fundraising efforts and it is currently not clear how vendor donations will be handled for the 2016 joint chapter meeting. Board members were interpreting MOA #6 differently. Dan Kipnis suggested that we table approval of the MOA until we get an answer about the handling of vendor contributions. MOA approval may have to take place via email. Dan Kipnis highlighted that our seed money contribution for this 2016 joint meeting event is \$2,000.

Dan Kipnis mentioned the idea of not planning our annual dinner meeting since we are having the joint meeting in 2016. Jenny Pierce wanted to revisit that idea. She mentioned the survey results after the joint meeting with HSLANJ that suggest that people enjoy having the annual dinner as there is no social programming for just MLA-Phil members. She argued that we will not have a networking event for our members until the joint meeting in October 2016. Dan Kipnis argued that we can have a social/networking event before the joint meeting. Sarah Katz asserted that our membership will take a big hit if we do not have other types of programming that lead up to the joint meeting. She said that people wait for events to pay their dues. Barbara Kuchan agreed that we should have other types of programming leading up to the big joint meeting that do not incur high venue costs. Jenny Pierce reiterated that she thinks we should have some type of social event for our members because they really liked the annual dinner.

### **Action Items**

\*Richard James will find out how contributions from vendors will be managed.

### **V. Old Business -**

#### **Action Items**

### **VI. New Business –**

#### **Action Items**

### **VII. Adjournment**

The secretary had to leave the transitional board meeting at 12:00pm so the minutes are incomplete.

Respectfully Submitted,

Alexandra Short, Secretary