

**Philadelphia Regional Chapter  
Medical Library Association  
Minutes, Board of Directors Meeting  
Rowan University School of Osteopathic Medicine  
Stratford, New Jersey  
November 7, 2014**

**Present:**

Gary Childs	Treasurer
Kelsey Duinkerken	Archives Committee Chair
Stephanie Ferretti	Chapter Council Alternate
Gary Kaplan	Chapter Council Representative
Sarah Katz	Membership Committee Chair
Barbara Kuchan	Nominating Committee Chair/Parliamentarian
Robert T. Mackes	AHIP Liaison
Marita Malone	Government Relations Committee Chair
Jenny Pierce	Chair
Alexandra Short	Secretary

**Absent:**

Barbara Cavanaugh	Education & Credentialing Committee Chair
Christine Davidian	Communications Committee Chair
Dan Kipnis	Program Chair/Chair-Elect
Beth Lewis	Development Chair
Julia Lewis	Government Relations Committee Chair
Priscilla Stephenson	By Laws Committee Chair

**I. Call to Order**

The meeting was called to order at 10:10 AM by Chair, Jenny Pierce.

**II. Minutes Review and Approval**

Gary Kaplan made a motion to approve the minutes from the July 1, 2014 board meeting. The motion was seconded by Jenny Pierce; the minutes were unanimously approved.

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

Our accounts have remained stable. Gary has set up a separate account for the joint meeting with HSLANJ as it is “too messy” to have everything together. In order to do this,

he had to put a minimum of \$2,000.00 in the new account to not incur low balance fees. Essentially, this \$2,000.00 is the seed money for the joint meeting. Robb Mackes said that HSLANJ's contribution to the seed money had been sent out. Gary put an idea out to the board about attaching this new joint meeting sub-account at Citizen's Bank to our PayPal account. He thinks this would be more cost effective than establishing a separate Wild Apricot account (\$270.00/yr). Stephanie Ferretti commented that last year, we had a separate Activa account for the annual meeting which was connected to a separate checking account. She suggests that we keep a separate account for the annual meeting.

Jenny Pierce asked whether or not we broke even on our last annual meeting. Gary Childs responded that things are a little sloppy in the treasurer's report, but he thinks we did quite well. . Gary said that he has not performed a recent audit because of an extremely busy work environment in the Fall quarter. Jenny Pierce said that it would be useful to have the exact expense and profit information from our last annual meeting as we discussed at our last meeting that the chapter policies and procedures state that an annual meeting costs \$5,000.00 and we all know it costs more than that. Jenny Pierce suggested that the board needs to consider our past annual meeting expense figures and decide how much it realistically costs to hold an annual meeting. Our expenses for the annual meeting were \$7,197.77, but he does not have exact figures on profit. He did note that MAR contributed \$1,500.00 toward the costs for Susan Fowler. Jenny Pierce reminded us that the venue cost was extremely low. Barb Kuchan asked Gary Childs about the catering cost for our most recent meeting and he responded it was around \$5,000.00. Discussion took place about the realistic cost for an annual meeting. Barbara Kuchan stated that the traditional goal for an annual meeting was to break even. Stephanie Ferretti shared that the average cost of our annual meetings when she was treasurer was \$9,000.00. Gary Kaplan added that awards costs are another annual meeting expense and Gary Child countered that the award costs are really rather minimal.

### **Action Items**

\* Gary Childs will explore the PayPal and Wild Apricot processes for setting up accounts and linking to our bank accounts and will report back to the board. The board will then provide a decision via email.

\* Gary Childs will work on getting the board an exact profit figure from our last annual meeting.

\* Based on the historic costs of our annual meetings, the board will continue discussions about what figure constitutes a realistic cost for an annual meeting so we can budget that amount for our annual meeting. We will then ask Dan Kipnis to stay within that budget.

### **IV. Committee Reports:**

### **A. AHIP – Robb Mackes**

The MLA Credentialing Committee had their quarterly conference on November 6<sup>th</sup>. During this meeting there was much discussion about the AHIP point system in regards to level of authorship, participation in internal and external IRBs and ex-officio committee members. There was also discussion of allowing those without an MLS, but with information technology related Master's degrees, to apply for AHIP credentialing. Gary Childs shared that his Dean will not allow him to put his credentials on his business card or email signature and that this defeats the purpose of him pursuing AHIP membership. The committee wants to survey non-renewing members to find out why they let their credential drop so they can potentially entice people to try it again. The credentialing committee is developing an AHIP elevator speech that they hope to have ready for MLA 15 in Austin. At MLA 15 the committee will have an AHIP booth in the exhibit hall instead of just a random table somewhere. As they did last year, the committee will be doing one-one portfolio review sessions for people.

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

After determining the extent of our digital archives, Kelsey recommends that we move to cloud storage due to storage safety. She has specifically looked into Amazon's S3 service. The costs for storage and access are truly minimal for the few digital records we have. According to Kelsey, we have too much paper archival material to digitize ourselves and she has not yet investigated scanning services. Currently, our paper archival material is stored at the College of Physicians of Philadelphia. There were some CD's but Kelsey has transferred that information to her own computer and to the MLA-Phil jump drive. Discussion took place as to whether or not cloud storage would be appropriate for our archives. Jenny Pierce made a motion to authorize Kelsey Duinkerken to set up an Amazon S3 account for the purpose of cloud storage for MLA-Phil digital archives. Alex Short seconded the motion. There were no objections and the motion carried.

### **Action items**

\* Kelsey will set up an Amazon S3 account for MLA-Phil archives cloud storage after working with Gary Childs to secure the funding.

### **C. By Laws – Priscilla Stevenson (not present)**

According to Jenny Pierce, Priscilla communicated to Jenny that nothing has changed with the By-Laws.

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

Gary Kaplan used the mailing list to encourage members to volunteer for MLA national committees. The deadline was 10/31/14. There is available meeting space in Austin during MLA 15. There is an application to complete if interested.

#### **E. Communications – Christine Davidian (not present)**

Christine has updated information to reflect the make-up of the board. She has added events and has removed some outdated content. Mark has upgraded us to the latest version of Word Press and Mitzi Kileen has been posting job vacancies on the Word Press site and the mailing list. Christine wants to explore moving the entire web site over to Wild Apricot. It is not something we can discuss now since she is not present. Both Kelsey and Marita shared that it is confusing having two web sites and that it would be convenient and easier to have everything in one place.

#### **Action items**

\* Jenny Pierce will inform Christine Davidian that the board would like to move forward with consolidating the two web sites.

#### **F. Development – Beth Lewis (not present)**

No report

#### **Action items**

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#### **G. Education – Barbara Cavanaugh (not present)**

We are doing the on-demand webinars and they have been successful. For the Beyond the Search webinar 10 people have signed up for in-person format and 4 people have signed up for the online version. For the Beyond Citation Count 12 people have signed up for the in-person format and 6 for the online version. For the Data Management/Systematic Reviews, 4 people have signed up for the in-person format. All but one person are MLA-Phil Chapter members. The cost to us for these webinars is \$597.00.

#### **Action items**

\* Jenny Pierce will contact Barbara Cavanaugh to find out if there is anything else on the education front for us.

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

Marita has had a lot of issues getting access to the site, so thank you to everyone who has helped her. She has been looking to see what other chapters post concerning governmental relations and Marita is not really clear about exactly what kind of content she is supposed to be posting. She is feeling her way around with what is important and what is not. According to Jenny Pierce, we really do not have any guidelines for this. Stephanie Ferretti shared that when she was Government Relations Chair, she concentrated on non-political advocacy items.

### **Action items**

\* Stephanie Ferretti will share some of her content sources with Marita.

## **I. Membership – Sarah Katz**

We are still at 92 total members (74 regular, 6 students, 5 retired, 7 lifetime). Right now the priority is getting ready for this year's membership renewals. Sarah has made the dues increase from \$25.00 to \$35.00 effective in Wild Apricot for 2015 membership. Renewals will be available in Wild Apricot by 12/1/14. Renewal notices will be automatically sent out on December 1<sup>st</sup>, with reminder emails going out on December 15<sup>th</sup> and January 5<sup>th</sup>. Gary Childs says that some renewals have already come in and there were a few that came in at \$25.00 before the change was made. New members will get an automatic welcome email which she is currently working on. Discussion took place about "lapsed" members and "renewal overdue" members – what is the difference in Wild Apricot? Barbara Kuchan supposes that it maybe has to do with the time period of non-payment. According to Sarah, we set our own criteria for "lapsed" status. There was no consensus as to how these two statuses differ. We also have a problem with some people having multiple accounts. Sarah recommends that after a certain amount of time, we should just move everyone who has not renewed over to lapsed status. How long do we want them to go before they become "lapsed" members? Gary Kaplan shared that there is a date that specifies this in the by-laws. It is February 15<sup>th</sup>. "Renewal overdue" members will have until February 15<sup>th</sup> to pay their dues before they are moved over to "lapsed" status. After one year of being in "lapsed" status, they will be switched to "archived" member status. Marita Malone asked if there is a cut-off date as to what year your payment gets applied. Sarah replied that she is not sure. Barbara Kuchan stated that December is the cut-off date. When Barbara worked with Lydia on membership, they applied payments after July 1<sup>st</sup> to the next year's membership, so they were getting a year and a half of membership. Sara Katz stated that she thinks a cut-off date of July is too generous and that November would be much more reasonable. After discussion, the board decided that October 1<sup>st</sup> will be the cut-off date for membership dues

to be applied to the next year's membership. Gary Kaplan suggested that there are probably active chapter members who are not part of our mailing list. Sarah said she could put that information in the automatic emails. Robb Mackes shared that all members of HSLANJ are automatically added to the HSLANJ mailing list. This could be an option for us. Gary Childs suggested that maybe we should consider changing our passwords since they have not been changed in a while on the Word Press site. Barbara Kuchan suggested that maybe we have Christine remove the membership from the Word Press site since we have an updated list on Wild Apricot. Gary Childs and Jenny Pierce agreed. Jenny Pierce announced that if anyone has any suggestions for modifications to Sarah's renewal letter, you can share with Sarah. Gary Kaplan suggested a personalized signature on the letters from Sarah and Jenny.

### **Action items**

- \* Sarah Katz will modify the content of the automatic welcome and renewal emails according to the suggestions given at the board meeting and will share the text of the emails with the board for review.
- \* Sarah will move "renewal overdue" members to "lapsed" status as of the date stated in the by-laws.
- \* Jenny Pierce will ask Christine Davidian to remove the membership listing from our Word Press site.

### **J. Program Chair Report – Dan Kipnis**

The memorandum of understanding has been signed and the date for the joint meeting will be Thursday March 19<sup>th</sup> at the New Jersey Hospital Association headquarters in Princeton Junction, NJ. Right now, the plan is for everyone to come together for a plenary speaker, then break up for two business meetings, come back together for lunch and then possibly having two CE tracks. Dan's preliminary ideas are to invite Dr. Barron Lerner as the keynote speaker. Although he is not present, Dan has some action items for the board to discuss. – How much do we want to pay for a keynote speaker? Jenny Pierce posed \$2,500.00 to the board for discussion. Stephanie Ferretti thinks that the Quad meeting in Baltimore averaged \$2,500 - \$3,000 for keynotes. Traditionally, at MLA-Phil, we have obtained speakers who are local and did not charge speaking fees. Barbara Kuchan asked if we could get an RML grant to cover the cost of the keynote. Jenny Pierce replied that we could certainly try to get \$3,000.00 through a grant. Gary Childs stated that our bank account is strong enough to take a loss if we had to. Robb Mackes said that HSLANJ could do the same, if necessary. Last year's HSLANJ annual meeting attendance was 33 people. They are looking to build upon that through this upcoming joint meeting. Discussion took place concerning a \$2,500.00 keynote speaker payment. It was estimated that there may be a \$10,000.00 - \$12,000.00 total cost for the meeting. Jenny Pierce made a motion to propose

a \$2,500.00 keynote speaker fee for the joint meeting. Robb Mackes seconded the motion. There were no objections and the motion carried.

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

There are various awards and funding opportunities available to members. They are listed and described on our web site. We already have a nomination for the Bea Davis Education Award – someone at the Pennsylvania Hospital that Lydia Whitman worked with. The Grant Program for Professional Development was last offered at the Quad Meeting in Baltimore. The grants range from \$65.00 - \$500.00. The Linda Katz AHIP First-time Applicant Award is new for us. This funds the full amount for an MLA member application fee. Gary Kaplan asked how many Linda Katz awards we plan to offer. Barbara assumed it is one award per year. Gary Childs shared that the seed money we received for that award was small. This award needs to be added to the web site. Barbara will need to move the award application deadlines up to February since the joint meeting is in March. Discussion took place around the Professional Development Grant wording and whether or not the wording should be made more generic. According to Gary Kaplan, the description of this award was written specifically for the Baltimore Quad Meeting, since we received special funding for it that year. Now we may want to make the wording more generic to fit the spirit of the award. The Professional Development grants had been on a rolling basis so you could apply anytime during the year. Gary Kaplan asked about board position that will be coming due next year. Jenny responded that Chair-Elect will be due next year.

### **Action items**

\*Barbara Kuchan will work with Christine to update the awards information and deadlines on the web site.

### **VI. New Business – Jenny Pierce**

MAC Meeting – Ryan Harris, Incoming Chair of MAC wants to discuss having a joint meeting with us and NY/NJ in Philadelphia in the Fall of 2016. Ryan wants to know if NY/NJ does not want to do a joint meeting, do we still want a joint meeting with just MAC? Barbara Kuchan says “yes” – this would be a huge benefit for us if we can work with them. Gary Childs shared that Fall is an awful time of the year for him. Stephanie Ferretti, as SLA President-Elect would be interested in having SLA involved as well Sarah Katz said that Fall is not the easiest time of the year for her. Group discussion took place surrounding the timing of the proposed joint meeting. Most board members are ok with a Fall meeting. . Jenny Pierce brought up the fact that when we have done joint meetings in the past, we have also continued to have our own annual meeting/dinner in the Spring. Robb makes

stated that our By-Laws probably dictate whether or not we have an annual chapter business meeting. Jenny thought that we might have to do the business meeting at the October meeting, otherwise we run the risk of not having a business meeting in a year and a half. Gary Kaplan shared that we may have to change our by-laws because article 5 section 1 says “at least one meeting of the chapter shall be held each year at which the business of the chapter shall be conducted. This shall be called the Annual Dinner.” It does not state when the meeting is to be held. If we do the joint meeting with MAC, we will have to figure this out at some point.

Jenny Pierce wants to discuss whether or not we are interested in creating an award for the tickets to the MLA 15 Roundtable Luncheon. We are being asked this year whether or not we want to create an award that is specific for the ticket to this event. Jenny suggested that maybe we can make this ticket our Professional Development Award? Gary Kaplan thinks this is a good idea. People could apply for a professional development grant award for tickets to the roundtable luncheon. Gary Kaplan proposed that we market the Professional Development Award as simply the tickets to the luncheon. That would be the full scope of the award for this year. Jenny Pierce thinks that we should keep the Professional Development award as it is. Three options were thrown into the discussion. The pros and cons of each were discussed. Gary Kaplan shared that he does not want to add any complexity to this because from his experience as Nominating Committee Chair, it is difficult to get people to apply for the awards in the first place. Barbara thinks that for this year only it would be ok to offer 2 tickets for the roundtable luncheon as our Professional Development Award. Discussion then moved to how many tickets we could offer. The majority of board members felt that 5 would be a reasonable number of tickets to offer as it is difficult to get people to apply. Marita suggested that to ensure people use the ticket, you require them to write a short summary of their experience for our web site. It was agreed that this year’s Professional Development Award will be the offering of up to 5 tickets to the roundtable luncheons and that the award recipients will be required to write a brief article for our web site.

Chapter meeting space at MLA 15? We are such a small chapter and even though the meeting space is free, the food/drink will cost \$\$\$. The board says “no” to meeting space at MLA 15.

Maybe we can get together for a social event?

### **Action Items**

\*Jenny Pierce will renew discussions with Ryan Harris about a joint MAC/MLA-Phil meeting in Fall 2016.

\*Jenny Pierce will talk with Dan about maybe doing a social get together, i.e. dinner at a Chinese Restaurant?

## **VII. Adjournment**

Jenny Pierce made a motion to conclude this meeting at 12:23pm. Marita Malone seconded the motion. The motion carried and the meeting adjourned at 12:23pm.

Respectfully Submitted,

Alexandra Short, Secretary