

FHSLA Strategic Planning Committee Meeting Minutes

March 26, 2010

Attendance:

Rebecca Harrington
Sylvia Kyle
Allison Howard
Mary Kate Haver

Barbara Wood
Roumiana Katzarkov
Nancy Schaefer
Tanya Feddern-Bekcan

I. Approval of Minutes:

Minutes of Strategic Planning Committee Meeting, December 18, 2009 approved.

II. Joint Meeting Findings:

Nancy Schaefer updated the bibliography and literature search on Joint Meetings. Findings reveal things to consider when holding Joint Meetings:

- Roles, seed money, responsibilities, budgeting, costs and revenues shared should be clearly enumerated and arranged prior to agreeing to a joint meeting
- Allot sufficient time for planning.
- Advantages of joint meeting better venue for same price. Exhibitors happy as they only attend one show. May draw greater numbers. May be able to afford a more luxurious venue. Cross pollination of ideas.
- Joint conference name should have a theme that represents content of meeting.
- Co- located, conjoined meetings share CE's speakers, and shared room blocks for sleeping rooms.
- Jane Eisinger article, "Come Together," is the most pertinent in the bibliography.
- Signed Memorandum of Understanding absolutely necessary before embarking on joint venture.

Allison Howard reviewed files of Honorary Member, Pat Cole, and contacted FHSLA Archivist.

- 5 joint meetings have been held since FHSLA was founded. No planning notes exist in the archives. Allison has programs from these meetings from Pat Cole's files.
 - 1998: with Georgia Health Sciences Library Association (3rd)—Jacksonville, FL
 - 1992: with Southeastern Conference of Hospital Librarians—Orlando, FL (no longer in existence)
 - 1988: with Georgia Health Sciences Library Association (2nd)—Jacksonville, FL
 - 1985: with the Georgia Health Sciences Library Association (1st) —Jekyll Island, GA
 - 1982: with the Special Libraries Association—Kissimmee, FL

Allison spoke to Dale Prince & Steven Douglas about the Philly, NY/NJ, MAC chapter joint meeting (2009).

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- Don't have preconceived ideas, be flexible, and don't try to replicate your own meeting.
- Advantages of joint meetings are a mingling of groups, cross-pollination and stimulation of ideas, and more vendors.
- Begin planning about 2 years ahead of time.
- Book hotel 18 months in advance.
- Designate one person in each group as the final decision maker.
- A signed Memorandum of Understanding, that spells out seed money from each group, how proceeds will be divided, including CE revenues, and organizational representation, is mandatory before planning begins.
- Hurdles include communication issues (having co chairs tends to bog things down), and personality differences.
- Have clear guidelines and chain of command.

Sylvia Kyle contacted Pam Newman to inquire about outcome of joint 1998 meeting between FHSLA and Georgia HSLA, and 2006 SC/MLA and MAC Joint Meeting

- Meeting structures were very different. Proved tricky.
- There were more people to help with meeting logistics. More work in that you had to coordinate and share decision making. More time consuming.
- Each organization contributed same amount in beginning, and divided proceeds.

Rebecca Harrington contacted MLGSCA (212 members) and MCMLG (234 members) regarding their experiences with joint meetings. Her findings:

- An excellent opportunity to network, gain knowledge, and support each other, especially during trying economic times.
- Be sure that members desire a face-to-face conference. Fewer members are attending these meetings due to budget issues.
- Booked hotel in November 2008 for January 2010 meeting; initial planning meeting held in February, 2009.
- Always hold joint meeting with each group planning and paying for meeting in alternative years.
- Meetings at different time of the year.
- Difficulties making room block.
- Can also hold a shorter meeting (ours runs 4 days with the CE classes). There may be other ways for groups to collaborate aside from having joint meetings.
- We are currently looking into ways to come together using other forms of media such as MLA's Mega Meetings (??).

Tanya Feddern-Bekcan contacted Occupational Therapy organizations for feedback regarding joint meeting experiences.

- Florida Occupational Therapy Association (FOTA) is having a joint meeting with the American Occupational Therapy Association (AOTA) in April 2010.
- Meeting will be mostly CE content.
- Tanya will have more information after the meeting takes place.

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Barbara Wood reviewed new trends in meeting industry

- Side meetings, or related industry meetings.
- State or national organization will offer side meeting space at the conference/convention venue to smaller organizations.
- Side meetings encourage collaboration, networking and face to face meetings. Usually the main organization will have a contact person who will coordinate the side meetings which will be approved on a first come, first served basis as meeting space allows.
- Benefits of a side meeting include allowing us to reap the economic and professional benefits of a joint meeting without incurring the organizational, planning, or financial commitments that I do not think FHSLA would be able to sustain should we partner with a group such as the Florida Library Association.
- We would also be fulfilling our membership's desire for joint meeting opportunities, without sacrificing our scarce financial and human resources.
- Barbara recommended that the Strategic Planning Committee consider a "side meeting" "related industry" model in lieu of establishing criteria for holding joint meetings.

III. Discussion

The SPC will

- Create a formal document consolidating our findings. Allison Howard will coordinate and edit this document. Contributions from Nancy Schaefer and Tanya Feddern-Bekcan will help.
- The white paper will consolidate our findings, illustrate the various models, and present a check-list of sorts of things that should be in place, if and when we decide to engage in a joint venture.
- When revisions are complete, the white paper will be submitted to the Executive Committee with the recommendation it will go the Membership for comments and feedback.
- Rough draft of whitepaper will be submitted to the SPC by April 16th.

IV. New Business

Allison Howard suggested the SPC

- Discuss simplifying our annual meeting, but increase the frequency of our meetings, to make FHSLA more viable.
- CE meeting/social meeting perhaps being separate.
- The SPC will continue this discussion online

V. Meeting adjourned at 4:55 p.m.

Minutes approved with corrections 11/12/2010