

## **Strategic Planning Committee and Executive Committee Meeting**

### **Midyear Meeting December 12, 2003 Clearwater**

Strategic Planning Committee was called to a meeting in Classroom #2 at the Morton Plant Hospital Clearwater, Florida, on Friday, December 12, 2003.

Chairperson, Pam Sherwill-Navarro called the meeting to order at 9:45am

#### **Members Present:**

Pam Sherwill-Navarro, Strategic Planning Committee Chair  
Karen Roth, President  
Rana Dole, Vice Present/Program Chair  
Sandra Canham, Secretary  
Allison Howard, Treasurer  
Amy Buhler, Webmaster  
Beverly Shattuck, ALERT Editor  
Claire Keneally, FHSLA Membership Chair  
Cheryl Dee, SPC member, 2nd year  
Richard Mercer, SPC member, 3rd year  
Pam Neumann, SPC member, 2nd year  
Hilary O'Sullivan, SPC member, 2nd year (via telephone)  
John Orriola, SPC member, 1st year  
Barbara Shearer, SPC member, 1st year (via telephone)  
Doug Waltonbaugh, 1st year  
Janice Kelly, Invited Speaker  
Beth Layton, Invited Guest  
JoLinda Thompson, Invited Guest  
Toni Yancey, Invited Speaker

#### **Members Absent:**

Pat Clark, SPC member, 1st year  
Danny O'Neal, CE Coordinator  
Rae Jesano, Electronic Discussion List Coordinator

### **I. APPROVAL OF MINUTES**

The minutes of 2003 FHSLA Strategic Planning Committee meeting, June 6, 2003 in St. Petersburg, FL were reviewed by the committee. Allison Howard, Treasurer indicated that the recommendation to have the treasurer send an email to both membership and discussion list coordinator, listed on page 3 of the minutes, is a job responsibility she already practices. Allison proceeded to make a motion to approve the minutes. Richard Mercer, of Orlando Regional Hospital seconded the motion.

### **II. SELECTED REPORTS**

#### **A. TREASURER**

Allison Howard passed out the treasurer's report as of December 5, 2003. She indicated The Association was in good shape with a current balance of \$13,964.74.

## **B. MEMBERSHIP**

John Orriola of Shimberg Health Sciences Library reported 112-113 dues paying members. Allison has 114 members in her Treasurer's information. Allison and John will look into the discrepancy.

John wanted the committee to review the list of Honorary Members and help note the deceased members for record. The list included Jewel Garvin, Carolyn Hall, Patricia S. Jennings, Esther B. Jones, Doris Marose, Ted Srygley, Gwen E. Walters, Flora Wellington, and Mildred Langner. The committee knew Mildred was deceased but several people volunteered to help find out if Jewel, Flora or Doris are still living.

John reported on the 2004 membership dues project. The deadline will be February 14th. John composed a poem to send out to the discussion list to promote renewal. He read the poem with high spirits. Other reminder notices are scheduled to go out on January 7, January 14th, and February 7th. Pam Neumann, from the University of Florida, Borland Library requested follow-up emails only go to those who had not already renewed. John wanted suggestions on how to get members to open his email. The consensus was to begin the subject line with the acronym FHSLA... The prize will be the cost of a FHSLA Continuing Education Course.

## **OLD BUSINESS:**

### III. LIBRARIAN OF THE YEAR-forms and procedures

Karen Roth, of Morton Plant Hospital, reported the progress of the newly formed Honors and Awards Committee. Sally Haff, the chairperson from Memorial Regional Hospital in Hollywood, FL sent a letter for Karen to distribute among today's attendees. She said the committee reviewed Southern Chapters Academic and Hospital Librarian of the Year Award criteria. Nominations would be written in one page or less stating why this person should become the Librarian of the Year. Pam Sherwill-Navarro would like to add to the criteria by indicating that this candidate also has made an important contribution to the profession and/or to The Association. Cheryl Dee, from University of South Florida, made a comment that justifying why you chose someone for this award is very important. If the Honors and Awards Committee doesn't have a lot of criteria it makes the selection very subjective which is good but for a committee members it makes the job "a bummer." Cheryl and Pam Neumann would like to see a ranking form in place for the Honors and Award committee members. This form is comprised of so many points to each listed criteria (30 points for one criteria and 30 for another, for example) that way you have a number to make it concrete. MLA uses a standard ranking form that we should be able to use. Pam Neumann will share her Fellows ranking form from an MLA committee. It has been suggested that more points should be given to candidates who have participated in FHSLA as a criteria listed on the ranking form. Only committee members see this ranking form.

## **A. ELECTRONIC DISCUSSION LIST SERVER**

The Tampa Bay Library Consortium server will be taking over as the Associations' electronic discussion list home. The reason we are moving to a different server is that the University of Florida's server will only allow UF employees to access it. The Tampa Bay Library Consortium server will allow anyone to manage it. The decision to move servers is in response to the current Electronic Discussion List Coordinator, Rae Jesano, wanting to step down as manager. John Orriola is willing to be the interim coordinator when the software is switched in the coming months.

#### **IV. UPDATE ON JOINT MEETINGS WITH SLA**

Cheryl Dee talked with Doris Jui, President-Elect of the Special Library Association (SLA) Florida & Caribbean Chapter about a joint meeting. This year's meeting topic is corporate intelligence which Cheryl thought isn't really an interest to our Association. Cheryl did indicate that Robyn Tolle the current President is very enthusiastic in a joint meeting so we will need to keep her in mind as a contact person for future possible meetings with SLA Florida & Caribbean Chapter.

Toni Yancey, Outreach Coordinator, from the National Network of Libraries of Medicine (NN/LM) suggested South Atlantic Regional Conference of SLA (SARC) as a possible chapter to check into for a joint meeting. They meet bi-annually.

Karen Roth also indicated that Betsy King said SLA would be having their 2005 mid-winter meeting on January 26-29 in Tampa, FL. Since it is a mid-winter conference it is usually smaller and they do a lot of committee work with some CE courses. Karen would like to see some sort of involvement from the Association during this conference-a booth for example.

#### **A. Tampa Bay Medical Library Network: Continuing Education Course**

Richard Mercer told us about an upcoming CE course sponsored by TABAMLN on February 13, 2004 in Orlando. Chris Olson is putting together a workshop on Product Development, Management and Promotion. This is a six-hour class. All of the official information will be announced on the FHSLA electronic discussion list.

#### **V. REVIEW OF THE MIAMI STRATEGIC PLANNING SESSION**

Karen Roth went over the topics covered from the FHSLA informal strategic planning session in Miami during the Southern Chapter/MLA Annual Meeting. Attendance was rather low but some interesting ideas came out of it and ideas from members who normally aren't involved in strategic planning. The first agenda item was the video teleconference. There will be sites in Jacksonville, Tampa, Gainesville, and Miami. Other topics discussed were a joint meeting with SLA; FHSLA as a buying consortium; and our Bylaws saying that we have to have an annual meeting in the spring. Allison Howard verified that there was no legal ramification if we didn't have a physical meeting. She read from 2003 Florida Statutes Title XXXVI: Business Organizations Chapter 617: Corporations Not For Profit 617.0701 Section (2) stating, "Failure to hold an annual meeting does not cause a forfeiture or give cause for dissolution of the corporation, nor does such failure affect otherwise valid corporate acts, except as provided in s. 617.1430 in the case of a deadlock among the directors or the members." Pam Neumann emphasized that our only ties to a spring meeting is that it is in our By-laws. If changes are made to our Bylaws we have to file the changes with the state.

Another agenda topic was how do we add names to our Honorary and Retirees list as well as, delete names. We also talked about a survey to ask reasons why members weren't attending the annual meeting.

Pam Sherwill-Navarro asked the strategic planning committee if there was anybody that would like to work on a short questionnaire to send out to the FHSLA electronic discussion list about attending annual meetings? The survey website can be set up for results to be returned to Karen anonymously. Cheryl Dee volunteered to work with Toni Yancey who has a survey software program.

#### **VI. NOMINATIONS COMMITTEE**

Three officer positions (vice-president/program chair, secretary, and treasurer) require a

nomination from the Association. Allison Howard is completing her term this year and has agreed to stay on for another term. Sandra Canham is in her first year of a two-year term in Secretary. The nomination committee of Pam Neumann, Cheryl Dee, Rana Dole (chair) and Pat Clark will be looking at candidates this year for 2004-2005 vice-president/program chair.

## **VII. BYLAWS REVISION**

Two different copies of the Constitution and Bylaws were passed out to the committee. A typed out copy and a web version exists. Pam Neumann and Richard Mercer will be meeting on Monday, December 15th at the Borland Library to go over each document. They will be looking at inconsistencies, things the Association is actively involved in and not involved in and will make any recommendations, if necessary, for Bylaw changes at the next scheduled meeting.

## **VIII. VIRTUAL MEETING 2004 UPDATE**

Karen announced the speaker John Morreall of the College of William & Mary for the Wednesday, April 28, 2004 teleconference meeting. It will be in the afternoon. No time has been set as of yet. He will be broadcasted from William & Mary. His topic is Humor and Healthcare. The medical school libraries in Tampa, Miami, and Gainesville will be the host sites with Danny, Rana, and Pam Sherwill-Navarro site coordinators, respectively. Karen hadn't had a chance to ask if Jacksonville wanted to be a site, but Pam Neumann is interested in having a site. She will have to find out if the equipment talks to each other. The speaker plus the teleconference connection will cost approximately \$2,000. The Business meeting will occur first, followed by the four hour MLA credited speaker. We will be inviting TABAMLN and SLA to join our CE course. The cost would be \$25 to \$30 per person for FHSLA and \$50 for non-members. Pam Neumann suggested not charging for FHSLA members this first time we do a teleconference to encourage attendance. Lunch will be an extra expense at the sites discretion. After discussions about not charging FHSLA members for our first teleconference, the membership renewal prize was changed to a \$50.00 Barnes and Noble gift certificate.

## **NEW BUSINESS:**

### **IX. STATE PLANNING TEAM**

Pam Sherwill-Navarro invited Janice Kelly and Toni Yancey from the National Network of Libraries of Medicine (NN/LM) to speak to us about the State Planning Teams. Janice began by stating there are requests for quotation, for outreach, state planning teams and evaluation teams. The idea is NN/LM needs some way to find out if the outreach they are doing is the right outreach and it has been reaching the right population and what needs people have that they aren't meeting. It is an evaluation of what has occurred to date and what needs to happen. They also want the teams to be multidisciplinary. They should represent the library profession, which includes the public libraries, our regular network libraries, and other state libraries. We also need to consider in these multidisciplinary team health professionals who work with underserved health professionals. These would include those working with minority populations, health professionals not affiliated with institutions that may work in community health centers, or public health departments. In essence, it is those that don't necessarily have library services.

What NN/LM has decided to do is decentralize the planning process for outreach and take it to the local state people. The original proposal, which states a set of objectives for the meeting comes from whoever puts the group together. The money given by NN/LM will be to bring the group together to start the planning and evaluation process. There is up to \$6,000 to bring people to that meeting.

Janice shared with us how others got started. One group came up with their objectives in the form of a survey. A second group approached it in a "state of the union outreach request" by asking questions to professionals to find out what's going on and not going on in areas of the state. She passed out a sample of packet/notebook of what Virginia gave out to their group members.

Janice would like the Association to take the lead in the project. Cheryl Dee proposed that FHSLA strategic planning committee be involved and Pam Neumann seconded the motion. Beth Layton, of the University of Florida, said she would write a letter to the Association indicating the University of Florida will be a supporter of the proposal. Barbara Shearer from Florida State University indicated she too would write a letter.

(After the meeting, in an e-mail discussion with Pamela Sherwill-Navarro (around 2/17/04), Cheryl Dee stated that it is not necessary for Beth (at UF) or Barbara (at FSU) to prepare a letter of support for the State Planning Team at this time.)

Toni Yancey announced consumer health workshops for public librarians. She passed out a flier listing the classes. A second flier announced the Orlando Regional Healthcare consumer health workshops for public librarians in January 13-14, 2004.

#### **X. FHSLA HONORARY MEMBERS**

The Honors and Awards committee will be looking into adding new honorary members at their next meeting. The last honorary membership was given in 1996 to Gwen Walters. Pam Sherwill-Navarro was unable to locate any guidelines about this award.

#### **XI. BUYING CONSORTIA**

Karen told the group that ten to fifteen people were interested in a buying consortia. Kathy Jenson from Ovid is working on a deal to present. We will try to receive several proposals from different vendors. In the deal, you will still pay your own bill.

#### **XII. ANNUAL MEETING ROTATION SCHEDULE**

Currently, we have three rotating academic library sites, Tampa Bay, Miami, and Gainesville. Florida State University will be joining the rotation. There is not an order of rotation for meetings stated in the Bylaws so we may want to think about adding teleconference years and figure out how we can be fair when a meeting year and teleconference year doesn't fall on the same site during the rotations. There was a suggestion for Nova/Southeastern and Miami to alternate when it's their time to host the meeting similar to Gainesville/Jacksonville rotation. Pam Neumann made the suggestion of Gainesville/Jacksonville 2005, Tallahassee 2006, Nova/Southeastern 2007, then hit Tampa Bay. We should put down years for the people who are hosting the meeting. No final decisions were made.

#### **XIII. POLICY & PROCEDURE UPDATES**

Pam Sherwill-Navarro asked each officer and committee chairpersons to review their section and email her with possible changes.

#### **XIV. REVIEW OF PREVIOUS STRATEGIC PLAN/5 YEAR PLAN**

The most current Strategic Planning Mission Statement is on the web site but it hasn't been updated since 1999-2000. Pam Sherwill-Navarro asked if this mission statement on the web site could be located in the section on Strategic Planning or place a link from its current location. Pam thought it was time to review and update if needed. Several inconsistencies have been found between goals and objectives. The Strategic Planning Mission Statement should be a

reflection of our Bylaws. The committee composed a new mission statement to state, "The mission of the Florida Health Sciences Library Association (hereafter, the Association) is to promote and strengthen its members through professional development, advocacy and networking." The goals are general enough to let them stand. The committee did agree to take out the first goal.

The committee broke up into three groups (professional development, advocacy, and networking) and each group was charged with coming up with the goals of those areas by reviewing and revising the appropriate sections of the Strategic Planning Mission Statement. Proposed changes are to be sent to Pam Sherwill-Navarro the Strategic Planning chairperson.

Revisions to the Association Bylaws and Strategic Planning Mission Statement needs to be given to the Executive committee by January so they can get it out to the members for voting April 28th. Bylaws can be amended at any annual business meeting by one-half vote of members present voting or, they may be amended by mail ballot with approval of one-half vote of the members. We will need to have something out six weeks before the April 28th meeting (week of March 15, 2004).

There being no further business, the meeting was adjourned at 3:45 PM.