

Strategic Planning Committee and Executive Committee Meeting

Midyear Meeting December 10, 2004 Clearwater

Strategic Planning Committee was called to a meeting in the Executive Dining Room at the Morton Plant Hospital Clearwater Florida on Friday December 10, 2004.

Chairperson Karen Roth called the meeting to order at 9:45am.

Members Present:

Karen Roth, Strategic Planning Committee Chair
Rana Dole, President
Sandra Canham, Vice President/Program Chair
Mary Lawrence, Interim Secretary
Jan Booker, SPC Member (2004-2007)
Nita Ferree, CE Coordinator
Claire Keneally, Membership Chair
Doug Waltonbaugh, SPC Member (2003-2006)
Pam Sherwill-Navarro, Past Strategic Planning Chair
John J Orriola, Electronic Discussion Coordinator
Cheryl Dee, SPC member (2002-2005)
Beverly Shattuck, Alert Editor

Members Absent:

Allison Howard, Treasurer
Amy Buhler, Web Master
Pam Neumann, SPC member, (2002-2005)
Pat Clark, SPC member, (2003-2006)
John Jones, SPC member, (2004-2007)

I. COMMITTEE REPORTS

A. TREASURER

Allison Howard could not be present at today's meeting. Her report was read by Karen Roth. As of August 31, 2004 the current balance is \$13,685.08 which is about the same as last year. Dues are "due and payable" by December 31, 2004. As yet, no reminders have been sent out to the membership. There was also a \$20 bounced check charge that will be discussed later as part of a proposed change in the duties of the treasurer.

B. MEMBERSHIP

John Orriola, Shimberg Health Sciences Library, reported that there are one hundred dues paying members, not including honorary members, in 2004. John suggested doing another membership drive similar to last year which was very successful. This was measured by comparing the membership applications of the last several years. John suggested picking a holiday to center the promotion around. He was looking for suggestions for a day that falls in January, February or March, for instance President's Day or Ground Hog Day. He mentioned that the annual meeting this year is earlier than usual and he would like to

coordinate his promotion with the annual meeting. Sandra Canham, University of Florida/Jacksonville suggested to link it to fall back/spring forward. The game that was played last year was very popular so this will probably be done again this year.

II. APPROVAL OF MINUTES

The minutes of the meeting of December 12, 2003 held at the Morton Plant Hospital Clearwater, Florida were reviewed. Karen asked for a motion to approve the minutes of last year's meeting. Pam Sherwill-Navarro, UF/Gainesville made the motion to accept the minutes and Jan Booker, Lakeland Regional Medical Center, seconded the motion.

III. REPORT OF THE PROGRAM COMMITTEE/2005 ANNUAL MEETING

Sandra Canham reported that the 2005 Annual Meeting would be held in Jacksonville, FL at the Adams Mark Hotel April 20-22, 2005. The theme will be "Bridges to Knowledge."

The Strategic Planning Committee Executive meeting will be on April 20 and the CE courses will be held on Thursday, April 21.

The following half-day CE courses will be offered:

- Introduction to Public Health for Librarians – Nancy Schaeffer, UF
- Communicating with Physicians: For Librarians - presented by a physician and librarian team coming from Philadelphia
- Media and Learning: Using Sound, Graphics, Text and Animation to Enhance Learning from Presentations - presented by George Hack the UF Reference & Information Manager
- Super Searcher (hands-on) –Dale Prince, NLM (to be held at Shands Hospital)
- NLM Systems Update (1.5 hours)-Dale Prince, NLM

The registration fee will be \$90.00. This is a \$5.00 increase over previous years. The CE registration fee will be \$60.00 for the half-day classes and \$35.00 for the 1.5-hour class. A continental breakfast is included in the fee.

The hotel room rate is \$99.00 per night + 14% occupancy tax (subject to change). The total for each night's lodging is \$112.86. There will also be a \$5.00 per day parking charge. The \$112 rate is a down from the last four years.

The morning speaker will be Dr. Stephan Oosterman from the University of Florida. His topic will be "Point of Care Sources for EBM (Internet and Handheld)." Jan LaBeause from Mercer Medical Library will be the luncheon speaker. She will present "Your Image Is Showing: Hollywood Looks at Librarians."

Janice Kelly from NN/NLM will be giving an RML update during the day on Friday. She will have a lot to talk about and will also be doing a poster session.

Susan McCullough will be in charge of a poster session during the breakfast portion of the meeting. The vendor display will be at the breakfast.

Bettye Stilley organized an after the meeting cruise. There are twelve people who are confirmed attendees for this event.

Preliminary programs will be mailed Monday, January 17, 2005 and will be posted on the website as well. Early registration is Wednesday, March 8th (six weeks from meeting date).

John wants to be able to tie this into his new members' promotion. When he has settled on what to do there will be more discussion. Sandra suggested maybe there could be a tie in with the "Librarians in Hollywood."

The other members of the committee are Nancy Schaeffer, Pam Sherwill and Rana Dole. Sandra also mentioned that the local Jacksonville librarians will be stuffing programs and generally helping out. The notice of the meeting will appear in Southern Expressions and the Alert. Bettye Stilley also helped with the hotel arrangements.

Cheryl Dee, USF/SLA, raised the issue of the cost of CE. She thinks something should be available free for those hospital librarians who have no travel budgets. She felt that if there is a charge it should be extremely minimal. Sandra responded if we did not charge for the CE that we are getting from NN/NLM we would have to increase the cost of our other CE courses. Also raising the cost of the courses may have an impact on attendance, which needs to be considered. FHSLA always provides at least two scholarships for its meetings. John suggested that we might have a sponsor pick up the cost.

Sandra said we are expecting 60 to 70 to come to the meeting in Jacksonville; typically, half the people who come to the conference take classes. In 2002 attendance was 66 and in 2003 attendance was 56. Pam said it is necessary to charge for the courses to cover our costs. Sandra said that for the last five years the price for a CE was set at \$50 and has just been raised to \$60. Any changes to our pricing structure should be addressed next year so the budget can be planned. This was tabled for discussion next year.

IV. OLD BUSINESS

A. Honorary Memberships

John wanted to know how does one become an honorary member, who determines it, and who keeps track of these members. He wanted to know about the method of selection and whether anyone stops being an honorary member. Karen says this information is in the bylaws.

Karen read the section of the bylaws regarding honorary memberships. John's concern involved how the organization is keeping track of these individuals. There is a gap and the issue needs some definition. Mention of honorary memberships should appear in the Alert, as it is really a "big thing." There should be a standard application and there should be an update every year. Apparently there hasn't been a new honorary member named since 1995. The issue of honorary members hasn't come up since then. John suggested we should be reporting on the status of the honorary members each year and it should be part of someone's duties. Karen suggested this duty should be added to the Honors and Awards Committee's duties.

John suggested a standard application and constructing a database for the information about honorary members. Several suggestions were made 1) a database should be constructed that would include contact information and updated addresses. 2) A reporting mechanism. A motion was made by Nita to give the duty of keeping track of honorary members to the Honors and Awards Committee and they would be given a copy of the Southern Chapter model as a beginning point. Sandra seconded the motion.

B. State Planning Team

Last year Janice Kelly and Toni Yancey of the National Network of Libraries of Medicine (NN/ML) were invited to the Strategic Planning Committee Meeting. They described NN/LM's new focus to decentralize the planning process for outreach to underserved populations.

Currently five states have plans. Janice Kelly strongly suggested that Florida needed to participate in this initiative. In answer to that request Cheryl has written up a proposal to honor Janice. Cheryl feels that as Florida has four medical schools we should be participating in this effort. She described other state plans as grandiose, with incredible needs assessment programs and focus groups, which will eventually results in lots of projects. The idea is to pool all the information available to librarians and consumers. Cheryl feels we could send our information to a common depository, this becomes an entity; it also becomes our needs assessment and our final project. It will need to be updated and we can ask for a little money for two or three years to hire someone within our ranks or someone in the field and pay perhaps \$500 for the software to check the links. Barbara Shearer might be willing to put it on her server or perhaps someone else will do it. Part of the grant for the needs assessment will also go to pay for upkeep. Cheryl suggested that other people may have ideas and she is more than

happy to hear about them. FHSLA needs to decide if it will participate in this effort and what that participation will be.

Cheryl went on to describe "Go Locals." Users access MEDLINE PLUS and then link to the "Go Local." Consequently, they see not only what is available via MEDLINE PLUS but everything that is "local." FHSLA could apply for a \$25,000 grant to create this kind of project. There is already a project underway to address the needs of seniors in this state. It is not a "Go Local" but it could be used as a starting point.

Cheryl continued that at the Tallahassee meeting we could convene a group and if the plan is rejected, we tried. There is a very specific group of people outlined for the needs assessment that is done with the \$6000 state-planning grant. Originally, in discussions with Beverly, Cheryl thought we would have different focus groups. However, the requirement is to do a needs assessment but we would not need to produce a product. Cheryl thinks that 10 or 15 people would be sufficient. The Jacksonville meeting is too soon, the meeting in Tallahassee in 2006 would be the most reasonable time for the group to meet. Karen said that no one seems to be overly interested in the "product." We do not know who is using the product that has already been produced in other states and the plans are very elaborate and the projects are huge. John suggested that there is no "pay back" for us. It is not free and it is not going to bring us any benefit in our day to day work." Pam said there is no pay back but the group will get paid to meet. "No benefits, less resources etc, just work."

Sandra said Janice Kelly wants people from all areas of the health professions. We would need to draw in AHEC members who are not librarians. Sandra thought we could promote these people to join FHSLA. Cheryl suggested that Sandra write this idea down for her.

Rana said that public librarians joined in Tennessee as associate members. Pam said she thinks the focus should be on health providers, health associations, and physicians not only on librarians. Sandra suggested that perhaps we should consider having a special meeting to address this issue. John wanted to know where is this supposed to go and what is it that we will have in four years? Is it a list of websites or list for people who haven't seen MEDLINE PLUS? Cheryl said it is a preliminary information gathering to see where the "people are." The final product could be any number of things.

Cheryl said the meeting would be about "the needs of the people of Florida." Sandra felt that the initial goal was to reach out to people in little towns. There was some discussion about hiring library school students to do the work, or, someone who is able to keep it going for a few years. Claire Keneally, Shriners Hospital for Children, questioned if there was really a need to do this project and Pam said it was open ended.

Beverly Shattuck arrived so we resumed discussion of the State Planning issue. Karen gave a short history of today's discussion. The main question is where are we going with this idea and will there be a meeting? If there is a meeting it will have to include AHEC and the State Library and other entities.

Cheryl says she has discussed the issue with Barbara Shearer several times and she is onboard with the concept. Cheryl also spoke previously with Bev and they decided that maybe this would be a one shot deal that would include doing an electronically tabulated survey. A survey would attempt to find out what others would like to see happen with this project, as well as, what the people surveyed want to contribute to this effort. There needs significant commitment from the University Libraries. We need to put together some type of committee to take this a step beyond today's meeting. Barbara Shearer said she might be interested in

working with someone who is hired to create the database. Representation from AHEC, the State Library and other major areas should be included

Bev feels that the project is very vague at this time and we need to know what we committing to. She is on board with the concept and the goal but it needs to be a little more concrete. Cheryl thinks Jacksonville would be the final place we would meet for the needs assessment that would be turned into the final product. This would identify the resources that are available and that would be turned into a database. The timetable probably would be just to have the meeting and work on the feasibility of someone putting the database together. The planning has to be a part of the establishment of what is feasible and what is not.

Karen wanted to know the project as described above could be accomplished with the \$6000? Cheryl said that the \$6000 has to cover cost of the planning meeting, putting together the links and the person to do the work. Karen suggested that maybe we shouldn't write to the original planning grant but perhaps we should go after an NLM \$25,000 Access Grant (IADL). Cheryl says there are lots of requirements involved with NIH grants but there is no follow up for the \$6000. Cheryl would like the four library directors to decide if they want to go ahead with this project. She wants to take guidance from today and do a partial rewrite and create a letter to the Directors asking them whether they want to go ahead or not.

Karen questioned what the FHSLA role would be besides being a convening group. Bev thought that FHSLA might not go beyond that Pam suggested that the discussion would continue on email amongst the directors.

Doug Waltonbaugh wanted to know if a great model now exists to base this project on. John raised a question regarding how involved AHECs were in other states? Pam responded that AHEC is different in every state. In North Carolina AHEC is "huge." This means that outreach may be already covered in that state and perhaps they are simply building on that in their current plans. John mentioned it might be a good time to talk to John Jones may have some experience with this. This might be more of a "regionalized project." There are three AHEC affiliated schools: Tampa, Jacksonville and Nova Southeastern.

Karen wants to know if we have we made a decision to be the principal investigator? Cheryl says she needs to know if we are "onboard" because before she and Bev do any more with this. Karen says that will have a conference call with the other members of the Executive Committee. This will wait until Cheryl has had a chance to work on her document with Pam and then resubmit it. The matter has been tabled until after a meeting of the Executive Committee.

C. Review of Changes to Treasurer's Duties

There was a question about what procedure we should follow regarding bounced checks. If it was a personal check, the consensus was that the individual must pay the fees incurred. A money order should be requested to pay the fees. There is considerable expense to using credit cards so this is not an option. It was decided that the new language should be related to membership dues. Section 11 indicates that the treasurer collects dues but does not indicate that she/he receives checks. The following will be added under duties Number 11:

1. Collection of dues and annual meeting registration fees.
 2. If any checks are bounced, charges for returned checks are the responsibility of the member.
- It was also mentioned that this is Allison's last year as Treasurer.

A motion was made by Rana to amend the by-laws and seconded by Jan to accept the revisions to the Treasurer's duties and changes in the wording in sections 6 and 7 under duties.

D. Review of Strategic Plan/Mission Statement

At the last meeting the Committee composed a new Strategic Plan Mission Statement: "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." At that time the Committee broke into three groups to review the three areas covered by the Strategic Planning Mission Statement and make changes, if necessary, in the bylaws. Karen passed out the suggested revisions, including the original wording of the document.

One of the major modifications was to change "objectives" to "activities". Programming was changed to "Professional Development." At today's meeting it was decided to replace Ad Hoc Committees with a statement giving the Strategic Planning Committee the right to establish committees as necessary including ad hoc committees.

"Implementation" was crossed out in all sections. Now the responsible parties will be indicated in the other sections. This would make everything in the document consistent.

Sandra suggested that the document could now be cleaned up making the mission statement consistent with the objectives and activities and the changes may be sent out for approval or other changes.

V. NEW BUSINESS

A. New Members and Retiring Members

Karen announced that Hilary O'Sullivan is no longer a member and has been replaced by John Jones who is now at University of Miami. He is originally from Virginia and is familiar with AHEC. He will be attending the meeting at Jacksonville.

Sandra says Pam Newman (2nd year) and Cheryl (2nd year) will be off the Strategic Planning Committee at next annual meeting along with Richard Mercer. Sandra has problems with the dates and who is due to be off. The problem was the result of an additional meeting being held in a previous year. This made it difficult to see who is slated to come off the committee. We need to update who is on the Committee and who is off and begin to attach dates to the information that we have regarding committee representation. There was discussion of the by-laws and how it has been written to keep members to help retain a memory of previous years. The Committee is composed of three academic, three hospitals and one at large member. Membership of the library schools is very important and perhaps they may just need to be reappointed. Perhaps coding needs to be added to the list of members as well as the start and end date to make it easier to understand.

B. Bylaws Revision

Karen passed out a "double" revision this document. Neither Pam Neumann nor Richard Mercer is in attendance today, they were the people who worked on this document. Karen tabled this matter until everyone has had a chance to read it and then she can call for a vote on it before the meeting in April. This document needs to come before the full membership. Most of the changes are grammatical and some things had become out of date. Karen will put it all together then we can vote via email. She will date the revisions, as it is not clear.

C. Continuing Education Committee

Karen says Sandra brought to her attention that there is a Continuing Education Committee but there is no record that it was created. Also, we started Honors and Awards Committee as an ad hoc committee last year and we do not have chairs for either committee. The Executive Committee will have to vote to make both committees permanent. In order to add both

committees they will be added to the revised bylaws and thus we can vote on everything at one time.

D. Other New Business

The Nominating Committee will be nominating a secretary and Vice President/Program Chair this year.

Sandra spoke with Barbara who is willing to be the local program chair for the 2006 annual meeting in Tallahassee. Typically, the Program Chair is in the city where the annual meeting takes place but this year we will need to find someone outside the region. Sandra says to email her if we know anyone who is interested in any of the positions that will be open.

Sandra says that when 2004 officers were renewed there was an option to check a box if you were interested in serving on committees. We should contact those people who indicated they were willing to serve.

We need to make sure the all the Committees are represented on our application forms and let Amy know about putting the information on the website. "Volunteer" should be removed from the application.

Sandra spoke with Nita about helping to write the procedures section for the CE Committee as she was the chair this past year. She can consult with Pat Clark or Susan McCullough about how to write the procedures. The procedures can be voted on by the executive committee and do not have to be brought to the full membership.

Karen asked for announcements or new business

Cheryl said we need more scholarships for students because we need fresh blood. Cheryl feels she needs to bribe students to attend our meetings. They have to pay to go to the meeting and they can't afford it. We need to spend some of the treasury money to make this happen. Cheryl says if the information is sent out to her via email she will pass it along to her students. We had enough money in the past to do one or two paid registrations for students and 2 librarians. This information is on the website.

The meeting was adjourned at 1:00 pm.

Minutes Approved -- Friday, December 2, 2005.