

Florida Health Sciences Library Association
Strategic Planning Committee Meeting
November 12, 2010
Renaissance Vinoy Hotel, St. Petersburg, FL

Present: Nancy Schaefer (Chair), Tanya Feddern-Bekcan, Ellie Bushhousen, Allison Howard, Sylvia Kyle
Mary Kate Haver, Courtney Mlinar, Rebecca Harrington, Martin Wood.
Guest for first half-hour: FHSLA Treasurer Denise Shereff

After introductions, changes to the agenda were invited.

1. Treasurer's Report

Denise Shereff led the committee through 2010 Treasurer's Report. Nancy Schaefer noted estimated costs that would be incurred by the organization for this SPC meeting and the general Business Meeting on Sunday 11/15 for a clearer idea of the organization's real budget after the SC/MLA meeting.

2. Approval of minutes

Minutes of the 3/26/10 meeting were read. Allison Howard noted two corrections (a missing last name and an incorrect date) and moved to approve with those corrections. Ellie Bushhousen seconded the motion.

The agenda was changed to accommodate a later arrival by Program Committee Co-Chair/Local Arrangements & CE Committee Chair Representative Tanya Feddern-Bekcan.

3. Possible changes to format of next annual meeting and 2011 CEs

Annual meeting:

The traditional structure and timing of events for the last several annual meetings was laid out, after which the group brainstormed possible new events, alterations to traditional events in light of budgetary constraints in the state, the desire and need for members to share solutions and research with one another, a concern about the budget for the next face-to-face meeting in light of its potentially higher-rent proposed venue (Miami), and expenses incurred and efforts expended on sponsoring the Southern Chapter/Medical Library Association meeting.

New activities considered:

- Lightning-rounds, in which interested members would briefly share their research/practical problem-solutions in limited time slots and/or limited numbers of slides (7-slide solution)
- Panel discussions (possible topics mentioned: governmental impacts on libraries in the state or new developments/uses of information technology)
- Dine-arounds with vendors in restaurants with private areas (issue for hospital librarians whose meal wouldn't be covered as they have been for traditional organizational banquets)
- Having the business meeting as a breakfast meeting (Friday)
- Using the lunch hour (Friday) for lightning rounds, networking or round tables on specific topics
- Panel discussion such as
 - Shift change: when medical students become doctors: moving from the academic library to hospital library
 - State issues such dengue fever outbreak in Florida (if there is interest in setting up a committee to monitor these events)

- Poster Infomercials

Other options mentioned:

- CEs only on Thursday afternoon (also discussed having the CE committee complete most of the AHIP paperwork for non-MLA classes)
- Only hands-on CEs—no lecture type-- with minivans to computer labs or in wi-fi conference venues, “requiring” participants to bring laptops
- No speaker
- Only 1 speaker
- Continue to invite speakers for RML Update
- No vendors
- Lunch Thursday with vendors
- Continue Wine & Cheese with Vendors of last 2 face-to-face meetings between Thursday afternoon CEs and the Banquet Thursday evening
- Some sort of (separate) mentoring activity
- Brunch

The hospital librarians on the committee identified the following meeting expenses as being not generally reimbursed by their employers:

- Registration
- Travel
- Room
- Dine-arounds

The consensus was that FHSLA should not alter its meeting in ways that would increase the number of non-reimbursed expenses.

4. Clarification of Strategic Planning vs. Executive Committee responsibilities

Allison Howard explained that Strategic Planning Committee was responsible for planning where the organization was going to go, its future directions. Executive Committee is more the governing body, approving recommended plans, motions to change the by-laws, policy/procedure changes, nominations, etc. before they are put before the membership for a vote.

5. FHSLA 2011 Annual Meeting

Local Arrangements Committee

Tanya Feddern-Bekcan reviewed the comparison chart she had made from Local Arrangements Chair Erica Powell’s top 3 hotels: Miami Beach Resort & Spa, Deauville Beach Resort and Newport Beachside Hotel & Resort. Tanya reported that Miami Beach Resort hadn’t been responsive to multiple messages and Deauville seemed in need of renovation, whereas Newport Beachside Hotel had renovated rooms, responsive staff and reasonably priced, tasty food. Discussion focused on charges for meeting spaces and whether or not our traditional much less the possibly revised format of the meeting would meet the minimum dollar amount needed to get complementary meeting spaces and what the costs might be if that food & beverage minimum wasn’t met, what else might count toward the minimum amount (\$4-5,000 range.)

Possible Dates

3 dates had been selected as possibilities: April 13-15, April 6-8 and April 20-22. The last was the most problematic due to Easter and Passover holidays (earlier dates were considered to allow too little prep time and later ran into the run-up to MLA.) The Newport Beach Resort is booked on April 13-15, 2011.

The committee agreed to canvass members attending the Business Meeting on Sunday 11/15 to gauge how many would be interested and have sufficient funding to attend a meeting in Miami in April and use that response to help determine whether or not to proceed with planning a meeting in just 5 months on a budget weakened by the SPC meeting.

6. CE

The Committee discussed the purpose and motivation for CEs in today's environment of free online desktop webinars. Hospital and academic librarians expressed doubt that garnering CE points for AHIP certification continued to be a major motivation for FHSLA members to attend the face-to-face annual meeting. Interest was expressed in fostering librarians who had not provided CE instruction before to have a first experience in the forgiving state environment, in finding ways for FHSLA to subsidize CEs for members and make online courses available throughout the year.

The Committee discussed the possibility of generating more discussion and learning through the FHSLA distribution list. One suggestion was to borrowing a technique used by a mentoring program whereby a stimulating question was posed once a month for mentor and mentee to discuss, but adapting it to general discussion by interested FHSLA members. It was thought that SPC members could each be responsible for one of the questions, which would cover about 8 months of the year. No action was taken at the meeting, but it was suggested that Membership Chair Maria Melssen be informed of this discussion and asked if SPC's doing this would interfere with any of her plans for the mentoring program. If not, a list could be sent via email next month so that each SPC member could sign up for the most personally-convenient month.

An interest survey will be prepared and sent out via email, with solicitation of members who might be interested in sharing their knowledge in 2-, 4-, 6- or 8-hr courses via the *FHSLAlert* (organization's newsletter), Winter 2011 edition and a solicitation of topics for classes that members might be interested in attending.

7. Review of Strategic Plan

The 2008 Strategic Plan was reviewed, since the lack of a business meeting in 2010 meant that 2009 revisions were not approved. (See attached suggested 2010 Revisions)

8. With just 5 minutes remaining before the Early Bird Reception and the end of our reserved time in the meeting space, the committee agreed to table the remaining agenda item: discussion of the "Weird Years" document (more formally the "Guidelines for Years in Which FHSLA's Annual Face-to-Face Meeting is Altered due to an Instate SC/MLA or MLA Meeting"). The committee felt that discussion of revisions to the document and most appropriate placement on the organization's website/in its archives could be conducted via email in the next few months

Respectfully submitted,
Nancy Schaefer, Chair
April 27, 2011