

Strategic Planning Committee Meeting

Midyear Meeting - November 7, 2007

Orlando Regional Healthcare

10 am – 3 pm

Members Present:

Allison Howard, Chair

Pat Clark

Richard Mercer

John Orriola

Kaye Robertson

Michael Scott

Barbara Shearer

Nadine Dexter, Ex Officio

Barbara Wood, Ex Officio

I. Membership Committee Activities

- Brochure: Nadine passed around a mark-up of a brochure they are creating about FHSLA. Dottie, Mary, and Nancy will try to have brochure done by December. Brochure should be reviewed by the Executive Committee and the Strategic Planning Committee for approval.
- Florida Library Association:
 - Table at Florida Library Association meeting. There was discussion about whether we want to set up a table at the Florida Library Association (FLA) Meeting. We decided it was not worth the cost (about \$600.00), but it might be useful to have a liaison from FHSLA at the meeting to attend the Special Libraries section and have brochures to hand out to those interested.
 - FLA Advertisement: The membership committee is also working on an advertisement to place in the FLA newsletter in January. Cost for a ½ page ad is about \$475.00. Needs to be designed and approved very soon.
 - The request to send something to the FLA online list about FHSLA was turned down
- Membership Drive:
 - Letters of Invitation: Nadine read a letter the Membership Committee wrote to send to potential new members. Letter was approved. This will be mailed to community college librarians involved in health information; the librarians who took the PubMed class Shimberg sponsored at TBLC, those involved in the Miami Health Sciences Library Consortium and TaBaMLN (many are already members), etc. The Membership Committee should also look into what it would cost to obtain the MLA and MLA/SC membership lists for Florida.
 - Free membership: Discussion was had whether we should offer new members free membership for the first year as part of the membership drive. Decision was made not to do so at this time.

- Nita Ferree, Membership Chair, indicated membership reminders to current members ideally should be sent out at Halloween, Thanksgiving, and late December via the online list.
- Action Items:
 - Allison and Barbara will send Nadine the contact info for those who took the PubMed class to be forwarded to the Membership Chair
 - Allison will send Nadine the list of contacts from the FLA Special Libraries Section
 - Pat or Michael (?) will send contact info for the FLA Hospital List
 - Pat will send Nadine the contact info she receives about members of the Miami Health Sciences Library Consortium
 - Barbara (?) will give Nadine the Directory of the State Library list
 - Richard (?) will compile names for Nadine of those members of TaBaMLN that are not also members of FHSLA

II. SPC Phone Survey of Members

- Highlights
 - Networking
 - CEs – practical – weekend CE classes?
 - Technology updates, communication, license negotiation, tech services, Web 2.0, marketing, webpage development, creating tutorials
 - Enjoy the intimate nature of FHSLA Annual Meetings
 - Want a yearly meeting
 - New member welcome/orientation
 - Hospital librarian advocacy – firewalls, issues with technology they can't use; importance of having a full-time librarian in the hospital
 - More online list discussions
 - Joint meetings OK – suggested partnerships include: Southern Chapter, SLA-Florida Chapter, FLA, Public Librarian Association, NIH, Florida Association of Communications and Technology, State ACRL, Georgia Health Sciences Library Association
- Action Items
 - New member welcome – packet? Brochure? – Membership Committee?
 - Structured mentor program – AHIP designation – need to discuss more
 - Paid webmaster? New site? Fhsla.org domain name? Allison will explore
 - Moderated listserv?
 - Partner with consortia to offer CEs through the year

III. Annual Meeting

- Themes
 - Mind, Body, Soul
 - State of the State – Florida oriented
 - Licensing

- Electronic Medical Records
- New marketing models of publishers (Elsevier)
- Disaster Planning – NNLM Task Force
 - Florida Medical Association
 - Curriculum
 - Contingency Plans
- Marketing
 - “Save the Date” cards
 - Emphasis registration dates & events before and after
 - Taste of Pinellas
 - Area attractions
 - Concentrate on increasing attendance
 - This is the time to stay in Florida (tight budgets)
 - Raffle – 5 FHSLA memberships
 - Consider having T-shirts made – sell at meeting
- SC/MLA in Florida in 2010
 - FHSLA to help sponsor? FHSLA would hold a Business Meeting at SC/MLA but not have an additional meeting in the Spring
 - Meeting place has not yet been established
- Action Items:
 - Barbara and Nadine to take SPC suggestions back to Program Committee
 - Program Committee to work on finding speaker(s) for “State of the State” theme and work on logo
 - Allison to send CE committee class suggestions from survey along with theme
 - Meeting packets should go in the mail in February given the earlier hotel guaranteed rate cut-off date

IV. Strategic Planning Committee

- Is there still a place in FHSLA for SPC or should its responsibilities be part of the Executive Committee?
 - SPC is needed to plan where we want to go and how to get there. Does not need to meet with Executive Committee for reports. Reports are needed only as they apply to the future growth and development of the organization.
 - Policy and Procedures require a midyear SPC meeting. Given that SPC has not had a strategic planning meeting for several years, we may want to think about having another meeting. We’ll consider meeting again in person if email and conference calls are not enough to accomplish our tasks.
 - Reviewed Policy and Procedures guidelines. Allison to send out the proposed revised version for review. Comments due by December 17th.
 - Reviewed mission and goals of SPC – 2004 revisions have not been added to website. All agreed they need to be updated. Three goals were decided

on and various people will work on the goals and objectives. Deadline is also December 17th. They are as follows:

1. Provide support for changing roles, continuing education, networking, and other needs and concerns of its members – Nadine Dexter, Allison Howard, Barbara Shearer
 2. Promote membership in the Association – John Orriola, Kaye Robertson, Barbara Wood
 3. Improve cooperative relationships with other information and healthcare organizations – Pat Clark, Richard Mercer, Michael Scott
- Michael Scott announced he will be moving to Minnesota in December.

- **Action Items:**

- Complete draft Policy and Procedures update by Dec. 17
- Complete draft of SPC goals and objectives
- Additional meetings as necessary

V. Consumer Health Portal Report – Barbara Shearer

- 1st meeting was in July; 2nd meeting in October, next meeting scheduled for December 10
- Steering committee has about 25 members
- Florida Electronic Library involved
- Authentication system
- Hired Facilitator
- Floridahealthfinder.gov – new site goes live on November 8th
- Consumer Health Portal group would like to dovetail with the efforts of the state
- ADAM – NLM resource – find symptoms and treatment paths – info to present to FL citizens
- Libraries part of the promotion
- Don't want to compete with what is already going on in the state

Submitted by Allison Howard

Approved with corrections: 11/14/08