

MLA Planning Grid 2013

MLA Chapter Council

Goal 1: Recruitment, Membership and Leadership in the Profession

Objective: Work with the Academy of Health Information Professionals to demonstrate members' expertise in knowledge management and discovery. Promote the Academy and encourage participation of a broad spectrum of individuals working in health information fields.

Who, Expertise Needed: Chapter Council Liaison to the Credentialing Committee, Chapter Council Chair, representatives and alternates.

Time Needed: Ongoing

Resources Required: Web resources, brochures and advertisements created promoting AHIP.

Outcome: Greater visibility and diversity for AHIP.

Evaluation: Increase in AHIP membership and member renewal. Employer recognition of the value of hiring credentialed librarians as evidenced by job ads.

Objective: Chapter Council will determine web formats that will allow web pages to be updated more quickly and easily by CC members so that visitors can obtain information on the Chapters and CC activities, and members can communicate among themselves.

Who, Expertise Needed: CC Web Master, Rising Star, CC Chair, and CC Chair-Elect.

Time Needed: One year to establish formats and begin implementation.

Resources Required: Knowledge of social media and web design and support with some HTML skills.

Outcome: Increased usage of Chapter Council pages on MLANET.

Evaluation: user comments from librarians, members of MLA and Chapter Council.

Objective: Conducting Chapter Council elections for candidates to the MLA Nominating Committee.

Who, Expertise Needed: Elections Committee; a candidate from each of the MLA chapters for the Nominating Committee position.

Time Needed: Chapter Council Representatives must submit name and biographical information of their Chapter's candidate by early March 2013. Elections will occur via a web survey tool to be constructed by early-April, 2013. Ties or other variations will be handled with a run-off election or, if the run-off also results in a tie and time for additional run-offs is not possible, will be decided upon at the Annual Chapter Council meeting.

Resources Required: Access to email. Internet and a web survey tool such as Survey Monkey.

Budget Amount for Needed Resources: Current chair uses an institutional account.

Outcome: Six candidates will be selected to join 12 other candidates for 2013 general MLA all election for the 2014 Nominating Committee.

Evaluation: Review of process and successful election of six candidates as Chapter Council nominees to the MLA Nominating Committee.

Objective: Recognize new members as valued information professionals by encouraging participation in the *CC Presents Chapter Sharing Roundtables*. Encourage all chapters to

sponsor participation by one or more new MLA members in the Roundtables by providing funds to cover the cost of the participant's lunch.

Who, Expertise Needed: CC chair, representatives and alternates.

Time Needed: Fall 2012 until annual meeting.

Resources Required: E-mail solicitation of chapters' support.

Outcome: Sponsorship of one free seating at each topic table.

Evaluation: Higher level of participation by new members in this event.

Objective: Actively promote chapter membership and accomplishments through the provision of information about chapters at the 2013 MLA Annual Meeting.

Who, Expertise Needed: Annual Meeting Table Coordinator; CC members; CC Liaison to MLA Membership Committee.

Time Needed: Six weeks prior to and through the annual meeting.

Resources Required: Chapter brochures provided by chapter membership committees, CC representatives, or alternates; CC brochure to be distributed at CC booth and new member breakfast; distribution of new chapter council stickers at CC booth; standardized wall pockets for chapter brochures and signage for CC booth.

Outcome: CC Liaison to MLA Membership Committee will inform new members about chapter participation; CC booth will provide information to the general membership to heighten awareness of chapters; CC booth layout standardized similar to adjacent Section Council booth to facilitate display of chapter materials and booth setup by MLA staff.

Evaluation: Traffic at booth; number of questions answered; increase in chapter membership.

Objective: Join with Section Council to evaluate the success of past Section Shuffles and plan an event or marketing strategy for both Sections and Chapters to recruit new members at the annual MLA conference.

Who, Expertise Needed: Membership Shuffle Committee chaired by the Chapter and Section Council Liaisons to the MLA Membership Committee and two other members from each council.

Time Needed: One year of initial investigation and planning to be reported to CC and the Board at MLA 2013.

Resources Required: Creative individuals willing to think about ways to change the shuffle and attract members to both councils working by email and other electronic methods and conference calls.

Outcome: Increased cooperation between councils to promote and increase membership in chapters and sections.

Evaluation: Feedback from Councils and Board on proposed plan.

Objective: Participate in the MLA "Rising Star" initiative by mentoring a "Rising Star."

Who, Expertise Needed: CC web manager, CC Chair, CC Chair-Elect, and CC members

Time Needed: MLA 2012 to MLA 2013.

Resources Required: E-mail and other online and phone communication tools.

Outcome: Experience with project management, a better understanding of leadership roles in MLA and volunteer organizations.

Evaluation: Feedback from the "Rising Star" and her presentation at MLA 2013.

Goal 2: Life Long Learning

Objective: Work with the MLA Continuing Education (CE) Committee, Chapter Council CE Committee, and Chapter CE Chairs to provide a variety of courses for librarians at various levels of their career. Continue to leverage members needs and interest in MLA and Chapter sponsored CE activities and assist in providing courses that help new members develop basic

skills, offer leadership and advanced skills classes for mid-level librarians, and skills that smooth transitions for end of career librarians.

Who, Expertise Needed: CC CE Committee Liaison, CE wiki Coordinator, Chapter CE Chairs, and MLA CE staff

Time Needed: Ongoing

Resources Required: Information from chapters regarding course offerings, including instructors and evaluate input. Information from chapter members concerning the type of courses and training they need. Information collected in a wiki.

Outcome: A roster of quality CE courses that meet or exceed members expectations.

Evaluation: Member and student participation in continuing education activities, number of new course offerings.

Objective: Assist the Technology Advisory Committee (TAC) in promoting, educating, and utilizing tools and services for MLA members and the organization.

Who, Expertise Needed: CC TAC Liaison.

Time Needed: Ongoing.

Resources Required: Information from Chapters and the organization on needs and tools that could be used to fulfill those needs.

Outcome: Increased awareness and use of existing tools to support education, communication, and organization tools, and identification of unmet needs and providing recommendations to meet these needs.

Evaluation: Member and leadership use technology and tools effectively in MLA related activities.

Objective: Work with Section Council to develop a joint program for the Annual MLA Meeting in 2013 by planning and organization of the session.

Who, Expertise Needed: CC Chair, Section Council Chair, CC Task Force Chair, Section Council Task Force Chair, 2013 NPC.

Time Needed: One year to fully develop program for MLA 2013.

Resources Required: Information on speaker acceptance and continued 2013 meeting logistics.

Budget Amount for Needed Resources: Speaker fees and travel costs.

Outcome: Session topic, timeline and task force direction.

Evaluation: Session attendees' feedback from the plenary session.

Goal 3: Advocacy

Objective: Recognize chapters that represent the excellent contributions of MLA members to the health information profession by soliciting the submission of projects to compete for the MLA/Majors Chapter Project of the Year Award. Through an objective jury process, select the best project to receive the award. Appropriately publicize the winning project.

Who, Expertise Needed: MLA/Majors Chapter Project of the Year Award Jury.

Time Needed: Fall 2012.

Resources Required: Chapter discussion lists and newsletters to solicit submissions by chapters; article in chapter column of *MLA News* describing winning project; prize money from the project fund.

Budget Amount for Needed Resources: \$1,000.00 prize amount. [Note a proposal is being crafted to ask the Board to increase the award amount to \$1,000.00 and should be presented at the Fall 2012 Board Meeting.]

Outcome: Selection of the project that meets the criteria and is rated highest by the Jury. The winning chapter will be recognized at the MLA Awards Luncheon at annual meeting. Runners-up will be recognized by written notification and certificate.

Evaluation: Level of participation and quality of the selected project.

Goal 4: Creating and Communicating our Knowledge

Objective: Communicate Chapter news through a regular column in *MLA News*.

Who, Expertise Needed: *MLA News* Chapter Column Editor; CC Chair and CC members

Time Needed: Column preparation according to submission deadlines; ongoing.

Resources Required: Items and information submitted by Chapter Council members.

Product Outcome: A forum for topics of interest to chapters; greater knowledge among the general membership of Chapter activities.

Evaluation: Timely submission of columns; feedback about content.

Objective: Chapter Council will sponsor and organize the annual CC Presents Sharing Roundtables luncheon event at MLA 2013 in Boston, MA.

Who, Expertise Needed: The Roundtables Committee will coordinate and promote the event with the help of other CC members, the Chapter Editor of *MLA News*, Tina Vickery (Conference Manager), and Ray Naegele and Susan Chesniak of MLA Headquarters.

Time Needed: Planning has begun and will continue through compilation of the post-event report in July/August 2013. Cost of the lunches will be determined in September 2012.

Resources Required: Funding for 25 "free" lunches to be distributed to new MLA members on a first come, first served basis to those who register online. We will again ask for sponsorship of the "free" lunches from the individual chapters, and investigate vendor donors to help defray costs.

Product Outcome: The luncheon will be attended by MLA meeting attendees. Each table will have no more than 10 attendees including 1 facilitator and 1 recorder. Subsequently, reports of the discussions at each table will be submitted by the recorders and posted on CC's Website. One AHIP points will be awarded to each facilitator and recorder for completing their responsibilities. CC Representatives and Alternates will not receive AHIP points for participating since that is part of their responsibilities as CC members.

Evaluation: An online evaluation survey link (utilizing Survey Monkey) will be sent to each Roundtable attendee via email at the conclusion of the luncheon. The link will also be available on the CC website and on the MLA blog. The attendees will have 2 weeks to complete the survey. The results will be tabulated and shared with the 2014 committee.

Objective: Host the notes from the CC Presents Sharing Roundtables discussions on the CC web portal.

Who, Expertise Needed: Web Manager.

Time Needed: Fall 2013.

Resources Required: Written reports from recorders.

Outcome: All created reports posted on the web portal in a single location, enabling MLA Members and others interested in health sciences librarianship to learn about the various topics and suggested resources.

Evaluation: Analysis of web statistics to see how often reports are viewed and direct feedback.

Objective: Maintain and use a wiki to provide a centralized place for reporting Chapter CE activities including pending and completed CE offerings, comments, and other activities.

Who, Expertise Needed: CC Liaison to the MLA CE Committee, CC wiki coordinator, Chapter CE Chairs, and MLA CE staff.

Time Needed: Ongoing

Resources Required: Wiki, Internet connectivity, promotion of wiki to Chapters.

Outcome: Easier reporting of Chapter CE activities and communication between stakeholders.

Evaluation: By the end of the year, up-to-date list of Chapter CE courses and contacts for CE will be available on the wiki.

Objective: Create a new web portal to respond to the findings of the 2011 Communication Plan developed by the first "Rising Star."

Who, Expertise Needed: Current "Rising Star," CC Chair, CC Web Master, CC Communications Committee.

Time Needed: One year to assess website needs, select appropriate platforms, create and test the new portal for presentation at CC's MLA 2013 meeting.

Resources Required: Internet access, other web based communication and social media tools.

Outcome: A new web portal that incorporates identified needs.

Evaluation: CC member feedback at the 2013 MLA meeting.

Objective: Plan and organize a day-long meeting of Chapter Council to permit Council members to interact with association leadership, exchange information and ideas, establish committees, hold elections if needed, welcome new members and recognize members leaving CC, and planning for 2013.

Who, Expertise Needed: CC Chair, CC representatives and alternates.

Time Needed: September 2012 through the annual meeting in May 2013.

Resources Required: Participation by MLA leaders; meeting space; tables; chairs; recording capability; and internet access in the meeting room.

Outcome: Daylong exchange of information and ideas that can be relayed to chapters by representatives and alternates.

Evaluation: Representatives and alternates will be well informed about association activities and accomplishments and their role in conveying information to the chapters.