Archivist Report

1. Used materials to respond to queries from chapter members.
2. Sent a 2010 Annual Meeting program to MLA Archives as required.
3. Received box of materials from Pat Clark.
4. Continue to capture reports as they are sent over the discussion list.

Goals:

Respectfully Submitted,
Archivists
Lisa Ennis
Nicole Mitchell

Bookkeeper Report

SCMLA Fiscal Report (Summary)
October 1, 2010-September 30, 2011

SCMLA Operating Account (Checking Account)
Opening Balance October 1, 2010 (09/30/2010 bank statement): $14,235.18
Closing Balance August 31, 2011 (09/30/2011 bank statement): $12,052.02

Deposits (summary):

Membership 5734.00
2011 donations to SCMLA Scholarship Fund 415.00
SCMLA 2010 seed money return 2000.00
SCMLA 2010 CVENT fee return 2100.00
SCMLA 2010 meeting income 24,400.80

Total Deposits: $34,649.80

Debits (summary):

Awards: $3564.04
Academic Librarian of the Year (ALY); Hospital Librarian
of the Year (HLY); T. Mark Hodges; and Martha Watkins
Scholarship Awards: 1459.94
First Time Attendee Award: 1154.10
Research Awards: 950.00
Bookkeeper’s honorarium 500.00
Hospital Librarians Luncheon expenses 91.08
Insurance; Federal filing fee 560.00
Membership Directory printing 923.65
Membership Directory postage & envelopes 750.62
Membership supplies 89.41
MLA Chapter Sharing Roundtables contribution 100.00
SCMLA Executive Board Meeting expenses at MLA 506.80
SCMLA Website Hosting 360.00
SCMLA 2010 Chair expenses 40.00
SCMLA 2010 Program Chair expenses 182.36
SCMLA 2011 seed money 2000.00
SCMLA 2011 meeting subsidy 5000.00
SCMLA 2011 annual meeting registration maintenance fee (CVENT) 2100.00
2010 Scholarship Fund donations transferred to the
SCMLA Scholarship Fund money market account 765.00
SurveyMonkey Annual Subscription 300.00
Transfer of funds from SCMLA checking account to
Scholarship Fund money market account 15000.00
Transfer of funds from SCMLA checking account to
General Fund money market account 4000.00

Total Debits: $36,832.96

SCMLA Scholarship Fund Business Interest Maximizer Account
Beginning balance October 1, 2010 (as of 9/30/10 statement): $47,480.42
  Deposits: $16,901.00
  Interest: 117.28
Ending balance June 7, 2011: $64,498.70

June 7, 2011: Moved funds ($64,498.70) to 9-month Risk Free CD earning 0.30% APY

Principle balance 09/30/2011: $64,498.70
Mature date: 03/07/2012

SCMLA General Fund Business Interest Maximizer Account
Beginning balance October 1, 2010 (as of 9/30/10 statement): $32,804.97
  Deposits: $4,000.00
  Interest: 78.74
Ending balance June 7, 2011: $36,883.71

June 7, 2011: Moved funds ($36,883.71) to 9-month Risk Free CD earning 0.30% APY
September 13, 2011: Moved funds ($36,913.43) to 18-month Opt-Up CD earning 0.60% APY. Note: After 6 months—option to reset interest rate for the remaining term of the CD.

Principle balance 09/30/2011: $36,913.43
Mature date: 03/13/2013

2010 Calendar Year Interest from Combined Tax Statements: $525.59

Submitted by:
Pam Neumann
SCMLA Bookkeeper
October 3, 2011
**Bylaws Committee Report**
Xiomara Arango, Chair

The Bylaws Committee worked with the SC/MLA Executive Board and the MLA Bylaws Committee to approve proposed amendments to the chapter bylaws. The proposed amendments were presented to the chapter membership at the annual meeting on November 15, 2010 in St. Petersburg, Florida. No further amendments were offered. A ballot containing the proposed amendments was distributed to all chapter voting members via email in December 10. A total of 104 chapter members responded with all votes in the affirmative. This was a 29% return rate which meets bylaw requirements for amending bylaws. The bylaws are officially amended and in effect.

**Chapter Council Report**
Jane Bridges, Chapter Council Representative
Sylvia McAphee, Chapter Council Alternate

Southern Chapter paid for two seats to the MLA Chapter Council Sharing Roundtable event in May of 2011.

In July 2010, Sylvia McAphee sent a letter of invitation to attend the Southern Chapter’s Annual Meeting to both Carla Funk, Executive Director of MLA, and Jerry Perry, incoming MLA 2011/2012 President. The meeting will be held October 5 – 9, 2011 in Augusta, GA. They both agreed to attend.

Sylvia McAphee, Chapter Council Alternate, attended the MLA meeting in Minneapolis, MN in May, 2011.


Sylvia is the Chapter Council Credentialing Committee Representative 05/2009-05/2012.

Jane is also serving on the Chapter Council web/home page committee for 2010-11.

The following messages were posted on the Chapter Council listserv:
- Reply to list on how Southern Chapter manages candidates for MLA Nominating Committee
- Asked SoChap members to participate in MLA Research Committee survey
- Gathered info for our Communications Committee about other Chapters’ Facebook pages
- Passed along info to SoChap executives about meetings at MLA 2011
- Issued request for facilitators and recorders at MLA 2011 Roundtable event
- Replied to list question about selling ads on Chapter website (We do not sell ads.)
- Encouraged SoChap members to vote in the MLA election
- Send names of our webmasters to MLA for communication purposes
- Referred a question to our organizers about hosting joint meeting s with other organizations
- Submitted Jane Bridges’ name as SoChap’s candidate for MLA Nominating Committee
- Submitted a vote for MLA nominating committee
- Passed along info about MLA’s resume clinic
- Encouraged members to apply for the MLA Rising Stars 2012 program

Respectfully submitted October 3, 2011 by Sylvia McAphee, SC/MLA Chapter Council Alternate, and Jane Bridges, Chapter Council Representative.
Communications Committee Report

2010/2011 Members

<table>
<thead>
<tr>
<th>Name</th>
<th>State</th>
<th>Term Ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael S. Fitts (chair)</td>
<td>AL</td>
<td>2011</td>
</tr>
<tr>
<td>Cynthia Vaughn</td>
<td>TN</td>
<td>2011</td>
</tr>
<tr>
<td>Carolyn Brown</td>
<td>GA</td>
<td>2012</td>
</tr>
<tr>
<td>Melissa Wright</td>
<td>MS</td>
<td>2012</td>
</tr>
<tr>
<td>Mary Kate Haver</td>
<td>FL</td>
<td>2012</td>
</tr>
<tr>
<td>Felicia Yeh</td>
<td>SC</td>
<td>2012</td>
</tr>
<tr>
<td>Rossana Barrios</td>
<td>PR</td>
<td>2012</td>
</tr>
</tbody>
</table>

*Communications Committee Chair and Alabama representative Michael S. Fitts term ends this year along with TN representative Cynthia Vaughn. The new incoming chair will be South Carolina representative Felicia Yeh.

Ex Officio Members

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Co-Editors</td>
<td>Jan Haley &amp; Lin Wu</td>
</tr>
<tr>
<td>Member Committee Chair</td>
<td>Charles W. Segui-Caballero</td>
</tr>
<tr>
<td>Web Site Co-Administrators</td>
<td>Scott Denlinger &amp; Neal Smith</td>
</tr>
<tr>
<td>Membership Database Manager</td>
<td>Sandra Bandy</td>
</tr>
<tr>
<td>Listserv Moderator</td>
<td>Nelle Williams</td>
</tr>
</tbody>
</table>

The membership database manager sent out the annual membership directory for 2009-2010 in early September 2011. Membership renewal notices will be mailed out prior to the end of 2011.

The Electronic Discussion List of the Southern Chapter/ Medical Library Association SOCHAP-L statistics are included in a separate report from Nelle Williams, Listserv Moderator.


Southern Expressions v27 no 4 Fall 2011 was published October 15, 2011 [http://scmla.org/docs/SouthernExpressionsFall2011.pdf](http://scmla.org/docs/SouthernExpressionsFall2011.pdf)

Respectfully submitted,

Michael S. Fitts
SC/MLA Communications Committee, Chair

History of the Southern Chapter Committee Report

Chair: Alisha Miles

1. Oral History Projects:
   a. Two remaining oral histories from last year are being transcribed and will be added to the website.
      a. Faith Meakin and Ken Robicheaux
      b. There are a few more oral histories in the works. Assignments are being given to committee members and interviews are being set-up with the following retired or retiring SCMLA members:
         1. Martha Jane Zachert
2. Pictorial review of annual meetings and executive members:
   a. Photographs from annual meeting were solicited from Southern Chapter members. These photos were placed in the online photo album. There were numerous photos received from attendees in Florida and we hope to collect more in Georgia.
   b. http://picasaweb.google.com/SouthernChapterHistory
   c. The photo page is linked on the SCMLA website under History/SC Historical Docs/Photos from Southern Chapter Annual Meetings and on the History Committee site under the archives.

The Committee is also discussing the storage issue with the Picasa account. The account is currently at 45.23% of available storage. Google has continued to add storage space; therefore, this may not be an issue but the committee is evaluating other options.

3. History-related sections of the Chapter Web page. A project has been proposed to redesign the History Committee web pages. This will help to make it easier to find content, update the web design and showcase the oral history pages. The Committee is currently reviewing the web pages and developing a plan for updating the pages.

Committee Members and Terms:

<table>
<thead>
<tr>
<th>Name</th>
<th>State</th>
<th>Term Ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alisha Miles [chair]</td>
<td>GA</td>
<td>2012</td>
</tr>
<tr>
<td>Kay Hogan-Smith</td>
<td>AL</td>
<td>2011</td>
</tr>
<tr>
<td>Xinyu &quot;Cindy&quot; Yu</td>
<td>MS</td>
<td>2012</td>
</tr>
<tr>
<td>Toni Yancy</td>
<td>MD</td>
<td>2011</td>
</tr>
<tr>
<td>David Petersen</td>
<td>FL</td>
<td>2012</td>
</tr>
<tr>
<td>Karen McMullen</td>
<td>SC</td>
<td>2012</td>
</tr>
<tr>
<td>Mary Virginia Taylor</td>
<td>TN</td>
<td>2011</td>
</tr>
<tr>
<td>Claudia Conklin</td>
<td>MS</td>
<td>2012</td>
</tr>
<tr>
<td>Zaida Garcia-Soto</td>
<td>PR</td>
<td>2012</td>
</tr>
</tbody>
</table>

Ex-Officio Members

| Lisa Ennis [AL] - Archivist |

Respectfully submitted,
Alisha Miles, 09/28/2011
Honors & Awards Committee Report

Members
The following SC/MLA members served as their state’s representatives on the Honors & Awards Committee this year.

Jan Haley/Chair, Tennessee
Judy Burnham, Alabama
David J. Saldana, PR
Julie K. Gaines, Georgia
Maria Melssen, Florida
Adelia Grabowsky, Mississippi
Karen Mullen, South Carolina

Honors & Awards
There was one nominee for the T. Mark Hodges Outstanding Service Award. Jan H. LaBeause, Mercer University School of Medicine, was this year’s awardee

The following members were awarded Honorary Membership either by virtue of acknowledgement of significant contributions to Southern Chapter MLA upon their retirement or by virtue of their being both Southern Chapter MLA members and MLA Fellows or both.

♦ Suzetta Burrows
♦ Lynn M. Fortney

There were four contenders for the 2011 First Time Attendee Scholarship. After careful consideration the committee named co-winners for this year. Susan DeBruin, University of Alabama Health Sciences Library in Tuscaloosa, and Erin Thrift, Baptist Health System Library in Birmingham, Alabama each received a $500 award.

There were no nominations for The Academic Librarian of the Year Award.

The committee received one applicant for the Martha Watkins Scholarship. The award was granted to Nedra Cook, Medical/Nursing Library, Ft. Sanders Regional Medical Center in Knoxville.

Retirees
The following should be acknowledged as having retired in the past year:

♦ Beverly Rossini, University of South Alabama, Mobile, AL
♦ Diane Rourke, Baptist Health South Florida, Miami, FL
♦ Linda Farmer, Jackson-Madison County General Hospital, Jackson, TN

Deceased Members
Jocelyn Rankin died on September 19, 2010. At the time of her death, Jocelyn was chief of the Information Center at the Centers for Disease Control and Prevention (CDC). MLA’s Southern Chapter was her professional home. She served as chair of the chapter and as chair of a number of its committees, including the Southern Chapter’s Research Committee, which she founded.

Committee Work
The Committee is working to establish guidelines for two new awards. Committee chair Jan Haley is currently working on updating the committee manual and will have it ready for the next committee chair by the end of the year.

Respectfully submitted by:
Jan Haley, Chair, Honors & Awards Committee, 2010-2011
**Hospital Libraries Committee Report**

The chair attended the November 2010 program committee meeting in St. Petersburg, FL during the annual meeting. She recruited members from SC, PR, GA and AL to fill vacant committee positions.

Nominations for the 2011 Hospital Librarian of the Year Award were solicited on the listserv and in *Southern Expressions*. The committee reviewed the applications, and Ms. Fay J. Towell, Director of Libraries/Archivist, Greenville Hospital System; Greenville, SC is this year’s award recipient. Ms. Towell will be presented with a plaque and a $250.00 check at the business meeting in Augusta, GA.

Programming for the Hospital Librarians’ Symposium on October 7, 2011 has been arranged. The invited speaker is Sandra Martin, EdD, Assistant Director at the Eskind Biomedical Library, Vanderbilt University Medical Center. Her topic is *The Role of Hospital Libraries in Health Literacy*.

Ms. Martin is the library’s primary liaison to Children’s Hospital at Vanderbilt, where she provides a wide range of high-level information services and leads research training for clinicians. For the past 15 years, Ms. Martin has been an integral member of the *Clinical Informatics Consult Service*, which brings information specialists directly into critical care settings.

Tickets for the event are $22.00 including lunch. Save your place by signing up during registration.

The Committee will be seeking new members to replace individuals whose terms will be expiring after the annual meeting. Representative from the states of GA, FL, and MS are needed. Marilyn Teolis will continue as the representative from TN, but the position for the Hospital Libraries Committee Chair is vacant.

Marilyn Teolis
Susan McCullough
Elsa M Lopez
Janet Bishoff
Tracy Powell
Skye Bickett
Tonia O Harris

Submitted by Marilyn Teolis, 8/31/11

**Membership Committee Report**

**Statistics**

Final membership for 2010 was 357 Members.

As of September 23rd, the current 2011 membership stands at 331.
256 renewing members
24 new/returning members
19 student members
32 honorary members

Please see the end of the section for the full state by state breakdown.
Activities

In November, 2010, Database Coordinator Sandra Bandy mailed the annual membership renewal forms. Throughout the year, all new and student members were contacted by both the Membership Chair and the State representatives to welcome them to the Chapter.

In early March, the Database Coordinator provided a spreadsheet to the Committee Chair of members who had not yet renewed for 2011. In an effort to standardize the renewal notice, the Committee Chair contacted those on the list to remind them of the April 30th deadline. After April 30th, the list of non-renewing members was divided by state and sent to the respective state committee representatives to encourage renewal or inquire as to the reasons for not renewing. This is a slight deviation from years past where the state representatives sent both the initial reminder as well as the later reminder.

The membership committee worked with the SC/MLA Public Relations Committee to update the old SC/MLA brochure, the project is now complete. The current information and fresh look will help with membership recruitment and retention.

Two new policies were developed throughout the year regarding student members. 1.) The 2011-2012 free student membership application asks for the student’s school email address.
2.) Due to the peripatetic nature of student members and the fact they are not communicated with to renew during their free two year except at the end, keeping correct contact information can be a struggle. State representatives will contact student members each year, in October-November. For the first year members it will serve as a “check-in” to ensure their email addresses work; for second year members it will alert them to the upcoming end of their free membership term and ask if they are considering full membership. This strategy will start later this year. The change of strategy will be reflected in the Membership Committee Procedures Manual.

The Membership Chair resumed hosting duties of the Student & New Member Reception, formerly known as the MLA President’s Reception, during the annual meeting. It is set to take place on Friday, October 7th from 4:00-5:30 pm in the Terrace Room. The Membership Chair will receive $200 toward refreshment costs from MLA. MLA president Jerry Perry will speak to reception attendees.

The two-year free student membership program from ALA Accredited Library Schools continues to be advertised; the chapter added 16 students in 2010.

Membership Database Coordinator: Sandra Bandy

Final Membership number for January 1, 2010- December 31, 2010 was 357 Members
Current Membership: January 1, 2011– September 21, 2011
256 Paid Membership Renewals
24 Paid New/Returning Members
32 Honorary Members
19 Student Members
331 Total Members
**Status of State Membership**

Non-Renewed—active librarians that haven’t renewed for 2011
Non-Accountable—active librarians that didn’t renew in 2008 or 2009
Accountable—moved out of the region; career change; retired; deceased; no longer at current position and no forwarded information available

**Alabama 2011 (42)**
- 35 Renewals
- 3 New Member
- 3 Student Members
- 1 Honorary Member
- 3 Non-Renewed
- 2 Non-Accountable
- 0 Accountable

**Tennessee 2011 (56)**
- 45 Renewals
- 6 New Members
- 5 Honorary Members
- 8 Non-Renewed
- 15 Non-Accountable
- 1 Accountable

**Florida 2011 (82)**
- 65 Renewals
- New Members
- 8 Student Members
- 6 Honorary Members
- 26 Non-Renewed
- 5 Non-Accountable
- 1 Accountable

**Puerto Rico 2011 (12)**
- 9 Renewals
- 0 New Members
- 0 Student Members
- 3 Non-Renewed
- 0 Non-Accountable
- 0 Accountable

**Georgia 2011 (57)**
- 49 Renewals
- 7 New Members
- 6 Student Members
- 2 Honorary Members
- 5 Non-Renewed
- 6 Non-Accountable
- 1 Accountable

**Other 2011 (29)**
- 17 Renewals
- 1 New Members
- 1 Student Members
- 10 Honorary Members
- 7 Non-Renewed
- 4 Non-Accountable
- 0 Accountable

**Mississippi 2011 (21)**
- 17 Renewals
- 1 New Members
- 1 Student Members
- 2 Honorary Members
- 2 Non-Renewed
- 0 Non-Accountable
- 0 Accountable

**South Carolina 2011 (30)**
- 19 Renewals
- 2 New Member
- 1 Student Members
- 6 Honorary Members
- 5 Non-Renewed
- 3 Non-Accountable

Accountable

Submitted by Anna Krampl, Chair
**MLA Credentialing Liaison Report**

The MLA Credentialing Liaison answered questions from chapter members during the year about MLA’s AHIP program. She will have a table at the 2011 chapter annual meeting Linking Learning Lunching event to gather information from members about needs/questions.

Respectfully submitted,
Barbara Shearer, MLA Credentialing Liaison

**Nominating Committee Report**

The Nominating Committee presented the following slate of officers to the Executive Committee. Elections are underway to be completed before the annual meeting. This is an excellent slate of candidates. Here are our nominees:

- Program Chair-elect – Sandra Bandy
- Secretary/Treasurer – Rick Wallace
- Nominee to the MLA Nominating Committee – Jane Bridges
- Chapter Council Alternate – Lisa Ennis

Note: Jane Bridges recused herself from voting for the Nominating Committee candidates.

Ballots will be sent to the Southern Chapter membership no later than 9 weeks prior to the chapter’s annual meeting, using an online ballot format. Paper ballots will be sent at that time to those without electronic access.

Much thanks to the committee for their insight, participation, and service to the chapter.

The 2010-2011 Nominating Committee:

- Danny O’Neal (Chair)
- Candace Vance, Jane Bridges, Susan Smith, Suresh Ponnappa
- Laura Kane (ex-officio)

Report submitted by:
Danny O’Neal
2010-2011, Chair Nominating Committee

**Parliamentarian Report**

Nothing to report.

Richard Nollan
Professional Development Committee Report
The continuing education workshops for the 2011 Annual Conference in Augusta, Georgia were coordinated by Professional Development Co-Chairs, Roland Welmaker and Sylvia McAphee. Four continuing education courses are being offered. As of this report, 46 participants are expected. However, even after adjustments, it does not appear we will break even financially.

<table>
<thead>
<tr>
<th>Course</th>
<th>Instructor</th>
<th>Hours</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Beauty of Some Rights Reserved: An Introduction to Copyright,</td>
<td>Molly Kleinman</td>
<td>4 hrs</td>
<td>13</td>
</tr>
<tr>
<td>Publishing, and Creative Commons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Anywhere: Mobile Technology, Libraries and Health</td>
<td>Max Anderson</td>
<td>4 hrs</td>
<td>8</td>
</tr>
<tr>
<td>Electronic Collection Development For Health And Medicine E-Libraries</td>
<td>Diane K. Kovacs</td>
<td>6 hrs</td>
<td>7</td>
</tr>
<tr>
<td>Statistical Literacy for Medical Librarians: Swimming in a Whirlpool</td>
<td>Steve Simon</td>
<td>8 hrs</td>
<td>9</td>
</tr>
<tr>
<td>of Conflicting Medical Claims</td>
<td></td>
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</tr>
</tbody>
</table>

Recommendations to next year’s committee are:

1. That in the absence of courses that can be delivered by SC/MLA members or less costly instructors from other regions, that the desired topic not even be offered. This is especially true if the venue does not appear to draw a large attendance to the conference.

2. The Executive Committee should determine the maximum amount honorarium that can be paid.

3. Although costs this year are about the same as last year’s, CE costs should still be lowered to attract even more participants. Travel budget restraints are still an issue for many members.

The members of the SC/MLA Professional Development Committee include:

<table>
<thead>
<tr>
<th>Name</th>
<th>State</th>
<th>Term</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Roland Welmaker, Sr., -Co-Chair</td>
<td>GA</td>
<td>2011</td>
<td>r <a href="mailto:welmaker@msm.edu">welmaker@msm.edu</a></td>
</tr>
<tr>
<td>*Sylvia McAphee -Co-Chair</td>
<td>AL</td>
<td>2012</td>
<td><a href="mailto:smcaphee@uab.edu">smcaphee@uab.edu</a></td>
</tr>
<tr>
<td>Melissa Wright</td>
<td>MS</td>
<td>2013</td>
<td><a href="mailto:mwright2@umc.edu">mwright2@umc.edu</a></td>
</tr>
<tr>
<td>Daniel Wright</td>
<td>FL</td>
<td>2011</td>
<td><a href="mailto:Daniel.Wright@palmer.edu">Daniel.Wright@palmer.edu</a></td>
</tr>
<tr>
<td>Margarita Gonzalez Perez</td>
<td>PR</td>
<td>2011</td>
<td><a href="mailto:mmgonzalez@rcm.upr.edu">mmgonzalez@rcm.upr.edu</a></td>
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<tr>
<td>Feili Tu</td>
<td>SC</td>
<td>2012</td>
<td><a href="mailto:feilitu@sc.edu">feilitu@sc.edu</a></td>
</tr>
<tr>
<td>Lin Wu</td>
<td>TN</td>
<td>2013</td>
<td><a href="mailto:lwu5@uthsc.edu">lwu5@uthsc.edu</a></td>
</tr>
<tr>
<td>Barabra Shearer -Cred’ling Liaison</td>
<td>FL</td>
<td></td>
<td><a href="mailto:barbara.shearer@med.fsu.edu">barbara.shearer@med.fsu.edu</a></td>
</tr>
<tr>
<td>Janice Kelly -RML Representative</td>
<td>MD</td>
<td></td>
<td><a href="mailto:ssnowcro@hshl.umaryland.edu">ssnowcro@hshl.umaryland.edu</a></td>
</tr>
</tbody>
</table>

Program Committee Report
The Program Committee was appointed in October 2010 and an email discussion list was established. In collaboration with the 2011 Local Arrangements Committee, the committee accomplished a number of tasks before the annual meeting in November:

- The dates of the 2011 meeting were set (October 5-9, 2011 – Augusta, GA)
- A theme was finalized (“The Links”) and an image was created.
- “Save the Date” postcards were printed for distribution at the annual meeting.
- A Keynote Speaker was recruited (see more under “Speakers” below)
The committee met on November 14, 2010 in St. Petersburg, FL at the annual meeting. The committee charge was reviewed along with the planning timeline. The group brainstormed ideas for programming, and reviewed the 2009 meeting evaluations as well as program content from previous meetings.

The remainder of the year was spent finalizing programming for the annual meeting in Augusta, GA.

Meeting Theme:

SPEAKERS:
- **General Session I:** “The Hyperlinked Library”
  Michael Stephens, PhD, Assistant Professor, School of Library and Information Science, San Jose State University, San Jose, California
- **General Session II:** “The Future of Digital Content: Four Scenarios for Renewing Libraries”
  Michael Porter, President, Library Renewal, Seattle, WA
  Eli Neiburger, Board Member, Library Renewal, Ann Arbor, MI
- **General Session III:** “SHHH. Your Image is Showing: Hollywood Looks at Librarians.”
  Jan LaBeause, Director, Medical Library, Mercer University School of Medicine, Macon, GA
- **Other Speakers:** Letters of invitation were sent to MLA representatives and to the representatives of the NN/LM SEA Region

ROUND TABLES: “Linking, Learning, Luncheing”
The Roundtables session is expanding this year to be included in the full conference registration. This event includes a buffet salad luncheon. Attendees must register for the event during meeting registration and must request a free ticket to the luncheon.

The session will feature three areas from which to choose:

1. **Table Topics:** Attendees may take their pick of tables discussing such topics as Evidence-Based Nursing, Instructional Design for Teaching, Liaison Activity, Emerging Roles for Medical Librarians, etc.
2. **Committee Meetings:** Several committee meetings will be convening at this time.
3. **Open-Ended Table Topics**: Attendees may gather with colleagues to share and learn something new.

**PAPERS AND POSTERS:**
The committee submitted the call for papers and posters in February 2011 via the SCMLA listserv and the *Southern Expressions* newsletter. Sandy Oelschlegel coordinated the review of 28 submitted papers (there were 6 peer reviewers). 24 were accepted. Linda Butson coordinated the review of posters. 30 were accepted, 7 of which are research posters.

**PROGRAM COMMITTEE MEMBERS:**
Laura Kane, Chair (SC)
David King, 2011 Conference Chair (GA)
Sandra Bandy, Local Arrangements (GA)
Brenda Faye Green, 2012 Program Chair (TN)
Marilyn Teolis, Hospital Library Committee Chair (TN)
Roland Welmaker, Professional Development Committee Chair (GA)
Sandy Oelschlegel, Papers Coordinator (TN)
Linda Butson, Posters Coordinator (FL)
Jane Bridges, Roundtables Coordinator (GA)
Mia White, Backup Posters Coordinator (GA)

*Submitted by Laura Kane, 8/29/11*

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**Public Relations Committee Report**

This year, the Public Relations (PR) Committee has worked on:

- **3rd Annual Students/New Members Meet & Greet at SC/MLA annual meeting** [MLA Goal #1]

The PR Committee helped plan the New Student/New Member Reception at the 2010 SC/MLA annual meeting. PR Committee members discussed how to make this event more informal and fun for new members/students. Our suggestions of having cocktail-level tables that would promote more intermingling of attendees and having several SC/MLA Executive Board members speak at the event were both implemented. We also assisted with this event by inviting Ruth Holst, MLA President, to speak at the reception and requested a $200 contribution from MLA to help fund this event (which was granted). We created the PDF invitation and coordinated its distribution to registered reception attendees, SC/MLA Board members, and reception speakers.

- **Updated Public Relations Committee manual**

The former PR Committee manual was an excellent start but still lacked several key details. We added a timeline to the manual; we formalized the chair and member terms and qualifications; and we added a list of chair and member responsibilities.

- **Explored possibility of starting SC/MLA Facebook page or YouTube channel** [MLA Goal #1]

After asking how and if other Chapters are using Facebook and/or YouTube, we decided that this communication channel is more appropriate for internal Chapter communication and thus probably falls more within the purview of the Communication Committee. Also, it sounds like Facebook pages have been only moderately popular among those Chapters that have them. Chapters do not seem to be using
YouTube. At least one Chapter said they have a Twitter account, but it only has eight followers and is not updated very often. Therefore, at this time we are not convinced it would be worth the PR Committee’s time and effort to maintain such a site. We did pass along the information we had gathered from other Chapters to the SC/MLA Communications Committee Chair (Michael Fitts) for consideration and offered to help provide content for Facebook posts if they decided to pursue a Facebook account.

- **Submitted article to Southern Expressions** [MLA Goal #1]

The PR Committee submitted a piece for the April 15 issue of the *Southern Expressions* newsletter entitled, “Showcase Our Profession! A Note from the Public Relations Committee.” In the blurb, we reminded SC/MLA members of how the PR Committee can help them publicize their professional accomplishments. The piece also encouraged SC/MLA members to volunteer at career fairs to help promote our profession. We provided a link to the career fair resources available on the MLA website, a link to the SC/MLA brochure, and details on how members can reserve the MLA tabletop display for career fair exhibits.

- **Updated the SC/MLA brochure** [MLA Goal #1]

In close collaboration with the Membership Committee, and with special help from Nicole Mitchell, Lisa Ennis, and Sherman Sherman Paggi, Web Developer at Medical University of South Carolina, the PR Committee helped update the SC/MLA brochure (last updated in 2006). To help us determine what content we wanted to include, we reviewed brochures from several other MLA Chapters. We updated the goals to match the goals in the current SC/MLA strategic plan. This project took much more time than expected due to technical complications and revisions, but the end result has gotten much positive response from SC/MLA members. The new brochure can be viewed, downloaded, and/or printed on the SC/MLA website here: [http://www.scmla.org/docs/SCMLA-Brochure-2011.pdf](http://www.scmla.org/docs/SCMLA-Brochure-2011.pdf) The new brochure was announced on the SC/MLA member listserv and on the website news feed. An announcement will also be included in the next issue of *Southern Expressions*.

*Submitted by: Susan C. Smith, Chair, Public Relations Committee*

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**Research Committee Report**

Goal 1. Investigate and support chapter-wide research projects

Action: the Chair recommends that a new chapter award be funded of $2000 /year. The Research committee would construct a list of relevant research topics. Applicants would chose a topic from the list and must collaborate with at least one other SC/MLA member institution.

Action: the Research Committee is working with the Honors & Awards Committee on a scholarship for a Southern Chapter member to take a research-related CE course at either the chapter annual meeting or at the MLA annual meeting.

Goal 2. Seek applicants for a chapter Research Project Grant

Action: an outstanding project and research team has been selected

Goal 3. Identify and award the best research papers and poster presentations at the SC/MLA annual meeting

Action: preparations for this activity are being made
Goal 4. Encourage individual researchers by spotlighting research projects of Southern Chapter members in the "Research Spotlight" column in Southern Expressions

Action: two columns have appeared thus far in Southern Expressions

Goal 5. Maintain a list of chapter members’ research interests and those willing to serve as research mentors

Action: a posting was put on the chapter listserv to discover this information using Survey Monkey.

Goal 6. Support SC/MLA strategic plan activities

Action: the chair has participated in SC/MLA planning activities via email and attendance at mid-year meeting in Minneapolis.

Respectfully submitted,
Rick Wallace

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Secretary/Treasurer Report

Minutes have been filed.

Rick Wallace

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SOCHAP-L Moderator Report

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Number of Subscribers - 319
Added Since October 2010 – 44
Updated Since October 2010 – 30
Removed Since October 2010 - 54
Respectfully submitted by:
Nelle Williams
SOCHAP-L Listserv Moderator

Strategic Planning Committee Report

The SC/MLA Strategic Planning Committee is chaired by the Immediate Past Chair and consists of the Chapter Chair, Chair-Elect, and Past Past Chair. The 2010-2011 committee is chaired by Danny O’Neal.

Starting with the Annual Committee Reports filed for the 2010 meeting in St. Petersburg and using last year’s report, the Strategic Planning Committee communicated their ideas and suggestions via email and developed this year’s, 2011, Strategic Plan.

An update was made for Goal 2, Objective 2.A, to indicate that the Benchmarking Committee is currently inactive. Goal 3, Objective 3.B, was also updated to reflect the chapter’s dedication to facilitating ‘the dissemination of information on library innovations and trends’ in our funding of member Round Tables seats at MLA. This was added to that objective.

In the ongoing effort to involve our membership in the organization our membership registration form presents a list of chapter committees and asks that new/renewing members indicate those committees for which they would like to volunteer. This is a new Objective, 5.F, added to Goal 5, “…communication of ideas and promotion of the organization and its programs.”

The committee recommends that the following additional goals, not currently included in the Strategic Plan, be noted for future consideration.

1) Creation of a Southern Chapter, Face Book page.
2) Continue the ongoing Public Relations Committee’s program of promoting SCMLA and/or health sciences librarianship through the library schools of our members’ states. This would appear under Goal 6.A: "... increase the visibility of health sciences librarians and to encourage health sciences librarianship as a career."

The Strategic Plan serves as a guide for the Chapter, highlighting special initiatives and issues being addressed during the year.

Work was completed Spring, 2011. There is nothing to add to the mid-year report submitted at the chapter business meeting held in Minneapolis, May, 2011. The Strategic Plan stands as submitted in May, 2011.

Committee Members:
Danny O’Neal, Chair
Patricia C Higginbottom, Ruth Riley, Laura Kane, Brenda Faye Green
Sandra Bandy (ex-officio)

Respectfully submitted,
Danny O’Neal, Chair
2010-2011 Strategic Planning Committee