

# Chapter Highlights 2004/2005 Program Year

Joan Strickler, President

Highlights from the 2004/2005 include:

## President

- Membership is up slightly and Chapter finances are in excellent shape.
- The Grieg Aspnes Scholarship committee did a terrific job establishing a significant scholarship in the name of our Chapters' earliest members. The first scholarship will be awarded for the 2005-2006 school year in September 2005. Thank you to: Chair, Jim Tchobanoff, and Committee members Cindy Acton, Sarah Mulligan, and Karen Stauber.
- Lora Alexander, Karen Stauber and Joan Strickler attended the SLA Leadership Development Institute in Tampa, FL, January 26-29, 2005.

## President-Elect / Programs

- We held 6 programs, 12 SLA Virtual Seminars and one continuing education event.
- SLA Executive Director, Janice Lachance was our guest speaker at our November meeting.

## Strategic Planning

- Our Chapter Strategic Plan was reviewed in March 2005
- Our new Chapter Governing Document was submitted with Board approval to the Association.
- A new Chapter Procedures Manual is in final edits and will be presented to the Board for approval this summer.

## Past President/Director

- Awarded the 2004 Quality In Action Award to Deb Rash and Kristine Spanier of Carmichael Lynch For their MIND (Marketing Intelligence and New Discoveries) initiative.

## Treasurer

- For Details of Treasurer's report, please contact the current Chapter Treasurer.

## Archives

- The Archives have been organized in accordance with the National SLA guidelines and are being transferred to their permanent home at the College of St. Catherine on May 6, 2005.

## Bulletin

- 3 editions of the bulletin published in 2004/2005.

## Business Manager

- We were very successful in obtaining vendor sponsorships, which helped to keep our costs for programming down during the 2004/2005 year.

## Consultation

- One contact was made with an individual who was seeking information about how to write up a proposal for contract work at local Minneapolis company

## Employment

- 88 jobs 6 internships were posted on the discussion list.

### **Government Relations**

- Legislative activity was monitored using a variety of discussion lists, websites and publications.
- Topics on the forefront this year included Copyright compliance and legislation issues internationally and the ERIC web site revamp.

### **International Relations**

- A link was added to the Minnesota Chapter's Web Site to international libraries that accept donated library materials.
- Our twin Muhammad Umar Farooq, Reference Specialist, Information Resource Center (IRC), U.S. Embassy, Islamabad, Pakistan wrote an article on IRC training for our Chapter website.

### **Membership**

- We have 251 members as of December 31, 2004. Forty-one are student members and 1 is a retired members.
- We now contact members who fail to renew.
- We also contact SLA members who are Minnesota residents who did not designate a Chapter when they joined

### **Membership – Hospitality**

- A password-protected pdf copy of the membership directory was placed on our chapter website

### **Membership – Hospitality / Treasurer**

- Over 400 people attended our events in 2004/2005

### **Membership – Networking**

- Currently approximately 325 subscribers to the Chapter's discussion list.

### **Mentoring and Diversity**

- This year we have 4 new pairs of mentees/mentors and have an urgent need for more mentors.

### **Professional Development**

- "[Blogs and RSS: An Introduction for Information Professionals](#)" was offered as our continuing education program on April 14, 2005.
- [Jenny Levine, Internet Development Specialist at the Suburban Library System in Burr Ridge, IL](#) presented an afternoon session for 42 attendees.

### **Public Relations**

- The current stationery was redesigned to incorporate the new SLA logo and an updated look overall.
- Press Releases were submitted for our local events to Star Tribune, Pioneer Press and The Twin Cities Business Journals' calendar of events.

### **Solo Librarians**

- Two meetings were held for solo librarians.

### **Student Chapter**

- Student leaders served as members of the SLA MN Chapter Board.
- Student Chapter held 20 events including a very successful Silent Auction Fundraiser at the Holiday Event and an excellent Resume and Job Search Workshop conducted by Personnel Decisions International, featuring Minnesota Chapter president-elect, Lora Alexander.

### **Webmaster**

- Our website was redesigned based on the plan the committee drew up and the recommended guidelines for SLA hosted web sites.
- Though the total visits are down slightly vs. last year, it does look like the site is getting more repeat traffic than in previous years.

#### **Aspnes Scholarship**

- The Chapter established a \$2,000 scholarship to St. Catherine's in memory of Grieg for a student pursuing or interested in a career in special librarianship.
- The first scholarship will be awarded for the 2005-2006 school year in September 2005.

## **President Elect / Program Planning Annual Report 2004/2005**

**Lora Alexander, President Elect /Karen Stauber, Program Chair**

**Summary:** During the 2004/2005 programming year, we again focused on programs that enhanced some of the goals of the Minnesota Chapter, which included membership relations, education, and networking. Our goal was to provide a variety of interesting, educational speakers and to provide time for members to network.

#### **Programs 2004/2005:**

##### **Juggling Generations**

Carol Larsen, Senior Consultant Services Manager at Personnel Decisions International (PDI) and Bill Baldus, PDI Consultant, presented an overview of inter-generational differences, how to cross invisible barriers between them, and explore the possibility of tapping generational resources for their unique talents and strengths. The meeting was held on the evening of September 21, 2004 at Interlochen Country Club and included networking, hors d'oeuvres and lively discussion from our 49 members that attended.

##### **SLA Executive Director and the Quality in Action Award winners**

On November 4, 2004 SLA Executive Director, Janice Lachance was our guest speaker. We also presented the Minnesota chapter's Quality in Action award to Kristine Spanier and Deb Rash from Carmichael Lynch for work on the MIND (Marketing Intelligence and New Discoveries) initiative. The dinner meeting was held at the Holiday Inn Select and 40 people attended.

##### **Annual Holiday Gathering**

This year we focused on the student group fundraiser, a silent auction. Once again the party was a casual gathering of 64 colleagues from local MN associations such as Special Libraries Association, American Society of Information Science and Technology (ASIST), Minnesota Association of Law Libraries (MALL) and Health Science Libraries of Minnesota (HSLM). We also concentrated our fundraising efforts on this event. We had a number of vendors who displayed their products and services. Our sponsors were the College of St. Catherine Department of Information Services (MLIS, CSC, IM), Cargill Inc. Information Center, Ebsco, Factiva, Inform, James J. Hill Reference Library, LexisNexis, Marriott Information Services, authorized InMagic reseller, SerialHive, Swets Information Services, and

Teltech. They contributed \$3,395. The party was held on December 1<sup>st</sup> 2004 at the College of St. Catherine's Ballroom and 62 people attended, including many students and first time attendees. The students raised over \$800.00 for their annual scholarship to send a student to the SLA Conference in Toronto.

### **Helping Them Help Themselves or Developing Guidelines for a Usable Intranet**

On January 11, 2005 ASIST put together a dinner meeting at Ristoante Luci. The guest speaker was DeeDee DeMuling, a local usability expert. DeeDee has her own company (Prodex Consulting) and consults with national companies about usability of Intranets, software, web sites and more. SLA Members, ASIST members, and guests, 53 people, attended this meeting.

### **Perception is Reality: Creating Your Elevator Talk and Nine Other Practical Marketing Ideas to Promote your Information Function**

Our annual lunch meeting was held on Monday, February 7, 2005 at the Metropolitan and 66 people attended this lunch program. The guest speaker was Factiva's Anne Caputo, Director of InfoPro & Academic Programs. She spoke on "Perception is Reality: Creating Your Elevator Talk and Nine other Practical Marketing Ideas to Promote your Information Function". Factiva also sponsored this meeting.

### **Blogs and RSS: An Introduction for Information Professionals**

CE Co-Chairs Deb Rash and Renee Weddle planned an excellent and informative Continuing Education event. A half-day professional workshop conducted by Jenny Levine, Internet Development Specialist at the Suburban Library System in Burr Ridge, IL, a leader in the field in bringing technology into libraries. Jenny provided an overview of Blog and RSS technology and how to use both to the advantage of your library. Sponsored by Thomson West. This event was held on April 14, 2005 and 42 people attended.

### **Annual Business Meeting**

The annual business meeting will be a breakfast meeting held at the on May 3, 2005 at Courtyard by Marriott. Annual reports of the chapter will be given and candidates for next year's offices will be voted on.

In addition to planning programs, Lora, Joan, and Karen attended the SLA Leadership Summit, "Leading to Succeed: Developing Skills for Your Future", in Tampa, FL, January 26-29, 2005.

During our meetings we learned more about the associations tack force on professional value. Professional value is defined as "value you provide to others". The association is focusing on helping support us individually in our professional development. They are doing this by providing an online university, which they will roll out at the annual conference in June.

We also came away with some great ideas from other chapters and will be working on implementing one next year - electronic registration and payment.

## Virtual Seminars Annual Report: 2004-2005

Jim Tchobanoff, Deb Rash, Renee Weddle  
Virtual Seminar Co-Conveners

During the year, the Chapter hosted 12 seminars with three more scheduled for April and May. Total attendance was 155 with an average of 13 and a range of 5 to 38. Financially, it was a break-even for the Chapter.

Beginning in January 2005, the Association dropped the price for the seminars from \$199 to \$99 for the "Virtual Learning" series and \$79 for the "Career Development" series. This allowed us to just schedule each seminar rather than soliciting interest and then scheduling a seminar if there was sufficient interest.

### The Minnesota Chapter hosted the following SLA Virtual Seminars:

Topic	Date	Location	Number of attendees
Exploring Alternative Careers	7/14/2004	Northwest Area Foundation	21
Becoming a Great Web Searcher	9/14/2004	Thomson	38
Initiatives for Change: Digital Access, Sharing & Intellectual Property	10/20/2004	Northwest Area Foundation	11
Impacting Information Flows in Your Organization	11/10/2004	Northwest Area Foundation	9
Content Management, part 1: Defining content management and exploring change management	1/11/2005	Northwest Area Foundation	11
Content Management, part 2: Planning & Implementing Content Management	1/25/2005	Lindquist & Vennum	5
Competitive Intelligence, part 1 -- Building Blocks: Research	2/10/2005	Northwest Area Foundation	14
Competitive Intelligence, part 2 -- Building Blocks: Analysis		Northwest Area Foundation	13
Identifying Client Needs, part 1 – The Process	3/9/2005	Teltech	8
Identifying Client Needs, part 2 - <u>Using</u>	3/23/2005	Northwest Area Foundation	9

<u>the Findings to Shape Information</u>			
Negotiating, part 1 – The Art of Negotiating Anything	4/6/2005	Donaldson	9
Identifying Client Needs, part 2 - <u>Using the Findings to Shape Information</u>	4/13/2005	HGA	7

**Acknowledgements:**

Thanks and appreciation goes to the following members and their employers for volunteering their site to host one or more seminars:

Melissa Yauk at Northwest Area Foundation

Kaia Densch at Thomson

Doris Dingley at Linquist & Venum

Richard Headrick at Teltech

Julie Eskritt at Donaldson

Julie Weston & Elizabeth Meylor at HGA

Joan Strickler at Thomson/Dialog for convening the September 14, 2004 seminar.

We want to especially acknowledge Melissa Yauk and the Northwest Area Foundation for hosting seven of our seminars.

# **Strategic Planning Committee Annual Report: 2004/2005**

**Rick Hedrick, Director**

Committee activities in the past year involved working on changing Chapter Bylaws to a Chapter Governing Document, and reviewing the Chapter Strategic Plan.

## **Strategic Plan**

The current Strategic Plan was reviewed in March 2005. Updates were suggested in the following areas:

- Internet: this category was considered too broad to describe our activities. We are broadening this to include other pieces of our communications infrastructure as well as the content that we need to communicate.
- Chapter Administration: we see the need to develop committees to do some of the larger Chapter jobs (following the example of the Membership committee). Also we realize that we can do more to make moving into leadership roles easier by structuring the transition better.

## **Chapter Governing Document**

The new governing document that was developed last year was submitted with board approval to the Association.

## **Minnesota Chapter Procedures Manual**

A new Chapter Procedures Manual was developed based on the Association's model document. All Board members participated by revising sections of the model manual to reflect how this Chapter does its business. The document is in final edits and will be presented to the Board for approval this summer.

## **Acknowledgements**

I wish to thank ALL the Board members for their work in developing the Manual. I would also like to note my appreciation of all the assistance that Jim Tchobanoff and Joan Strickler gave me in assuming the board position.

Rick Hedrick  
MN Chapter Strategic Planning Director

## **Past-President/Director Annual Report 2004/2005**

**Kaia Densch, Past President**

### **QUALITY IN ACTION AWARD-2004**

The Quality in Action Award Committee, chaired by past-president Randi Madisen, evaluated 5 entries and awarded the 2004 Quality In Action Award to Deb Rash and Kristine Spanier of Carmichael Lynch.

Deb and Kristine were presented the Award at the November 4, 2004 meeting and were recognized for their MIND (Marketing Intelligence and New Discoveries) initiative.

MIND is the name and image that Deb and Kristine created for the Knowledge Center at Carmichael Lynch. Their goal was to create a proactive resource dedicated to uncovering and sharing knowledge with agency employees to ensure a well-informed, smarter work force. Deb and Kristine used MIND to increase employee awareness of current issues, attract clients, vendors, and partners to the agency, gain exposure for MIND internally and externally, and to increase information requests and billable hours by 20%.

Promotional tools for MIND include:

- OpenMIND – a quarterly speaker series featuring those who bring creativity to work.
- MINDreader – a monthly newsletter distributed via email.
- AbstractMIND – a monthly book summary of the hottest new business books.
- AlertMIND – a daily news synopsis of client and advertising news.

The MIND initiative has been a great success at Carmichael Lynch, resulting in the hiring of an additional librarian and surpassing the goal for increased billable hours.

### **QUALITY IN ACTION AWARD-2005**

Nominations have been requested for the 2005 Quality in Action award. A message was posted to the MN Chapter Discussion List, and nominations are due June 15, 2005. The Quality in Action Committee includes Joan Masberg, Deb Rash, Monica Surber, Emily Waitz, Bonnie Wittkop and Kaia Densch, Chair. Applications forms are available on the Chapter website.

### **CHAPTER EXECUTIVE OFFICERS NOMINATIONS COMMITTEE**

Lora Alexander and Karen Stauber were selected to solicit nominations for executive officers (only the Secretary this year) to be elected at our May business meeting. Nominations for Secretary have been chosen as well as the non-elected President Elect-Elect position. The current Program Chair/President Elect-Elect (Karen Stauber) will be become President Elect.

2005 Election Slate

Secretary (2005 – 2007) – Deb Rash

President Elect (2005 – 2006) – Karen Stauber

2005 Appointment

Program Chair (President Elect-Elect) 2004 – 2005 – Jill Strand

# **Archives Annual Report 2003/2004**

**Carol Roos, Chair**

The Archives have been organized in accordance with the National SLA guidelines and are being transferred to their permanent home at the College of St. Catherine on May 6, 2005.

# **Bulletin Editor Annual Report 2004/2005**

**Lisa Olson, Editor**

## **Bulletin Editor Annual Report**

Three bulletins will be published this year. The bulletins can be found on the chapter website.

- ❑ The Fall bulletin was published in fall 2004.
- ❑ The Winter/Spring bulletin to be published in May 2005.
- ❑ A Summer bulletin will be published after Annual Conference in July.

As I suggested last year, I continue to think that a committee of chapter members be formed to work on the bulletin in the future. Working within a committee would allow for better coverage of meetings, board activities, special events (mid-winter/annual conference) and may also allow us to re-design the bulletin and provide for more relevant content for chapter members. I have received very positive feedback on the bulletins that have gone out such as the addition of a calendar of events. Further recommendations are welcome so that they can be passed along to the incoming bulletin editor.

Respectfully Submitted,

Lisa Olson  
Bulletin Editor

# Business Manager Annual Report 2004-2005

Diane Larson, Chair

The focus this year was to update the list of potential sponsors and to target those most likely to contribute. They were then contacted and informed of the available opportunities, as well as the value a sponsorship would bring to them. Of the 22 contacts made, half resulted in either a monetary contribution or a donation of services.

## Sponsoring a Meeting or CE Program

Sponsorship offers a forum to advertise and promote the vendor and products through personal contact with professionals; exhibit space during the networking portion of the program; a few moments of "microphone" time and recognition in the meeting announcement. Sponsorships include:

- Sponsorship of a Continuing Education Program – based on cost of location/speaker
- Sponsorship of a meeting: \$200 – 1,000 and/or provision of room/refreshments
- Provide speaker for program – topics to be approved by program committee

## 2004/05 Sponsorships

Holiday Party	Cargill	\$	500
	Swets Information Services	\$	500
	Teltech	\$	500
	Factiva	\$	500
	Inform	\$	200
	Marriott Information Services	\$	300
	JJ Hill Library	\$	200
	Ebsco	\$	200
	LexisNexis	\$	300
	SerialHive	\$	195
	<b>Total: Holiday Party</b>	<b>\$</b>	<b>3,395</b>
	Feb Factiva	\$	500
April/CE - Jenny Levin	Thomson West		room & refreshments
<b>TOTAL YEAR SPONSORS</b>		<b>\$</b>	<b>3,895</b>

## **Consultation Annual Report 2004/2005**

**Donna Koenig, Chair**

One contact was made with an individual who was seeking information about how to write up a proposal for contract work at local Minneapolis company. I referred this person to several individuals who work in the same industry. Summer 2004

## **Employment Annual Report 2003/2004**

**Renee Weddle, Chairs**

From May 2004 through April 14, 2005 job openings have been posted on the discussion list as follows:

<b>Date</b>	<b>Professional/Para-prof</b>	<b>Practicum</b>	<b>Internship</b>	<b>Other</b>
May 2004	3			
June 2004	1		1	
July 2004	7			
August 2004	22			1
September 2004	11			
October 2004	2			
November 2004	7			
December 2004	11			
January 2005	4			
February 2005	9		1	
March 2005	8		1	
April 2005	1			
<b>Subtotals</b>	<b>88</b>		<b>6</b>	<b>1</b>

**The total number of positions posted = 88 and 6 internships.**

# Government Relations Annual Report 2004/2005

**Karen Wood, Chair**

Legislative activity was monitored through the following sources:

- SLA Government Relations discussion list
- Minnesota Library Association discussion list, which includes coverage of local and statewide legislative issues
- SLA Communities of Practice: Government Libraries
- SLA Advocacy site: <http://www.sla.org/content/SLA/advocacy/index.cfm>
- Other electronic and print sources

News and items of interest were presented at SLA MN Chapter Board meetings and forwarded to the chapter discussion list when appropriate.

Hot topics this year included:

- Copyright compliance and legislation issues internationally
- ERIC web site revamp
- National Institute of Health (NIH) public access policy
- SLA's new Legislative Action Center: <http://capwiz.com/sla/home/>
- Library Legislative Day, state (February) and national (May)

I solicited feedback from the chapter discussion list regarding participation in MN Library Legislative Day, which takes place annually in February. As it appears to be of low priority to most members, perhaps committee attendance at this event can officially be considered optional in the future.

## International Relations Annual Report, 2004-2005

**Molly Dinneen, Chair**

### **Donations**

A link was added to the Minnesota Chapter's Web Site called Donating Library Materials, <http://www.sla.org/chapter/cmn/other/donate.htm>. This is a link to international libraries that accept donated library materials.

The AmeriCares Foundation <http://www.americares.org/> would gladly accept medical journals from the Minnesota Chapter. A medical school in Malawi (an East African English speaking country) is one example of who would benefit from our donations.

Members can mail donations directly to the AmeriCares headquarters in Connecticut. Details on this new opportunity through AmeriCares will be distributed to the Minnesota Chapter's e-mail distribution list, on our Web site, and through flyers at monthly meetings.

### **Twinning Project**

Our twin Muhammad Umar Farooq, Reference Specialist, Information Resource Center (IRC), U.S. Embassy, Islamabad, Pakistan wrote an article on IRC training so that our members could get to know him and his work better. The link to the article is available from the Minnesota Chapter's Web site at <http://www.sla.org/chapter/cmn/twinarticle.rtf>.

Mr. Farooq is exploring the possibility of an online Ph.D. in LIS from the United States.

If you wish to contact Mr. Farooq, please send an e-mail to: [umar@pd.state.gov](mailto:umar@pd.state.gov) or [umarmuhammad@hotmail.com](mailto:umarmuhammad@hotmail.com).

# Membership Annual Report 2005

## Mary Ettl, Membership Chair

### Membership Statistics:

251 members as of 12/31/04  
41 are student members  
1 is a retired member

In comparison:

244 members as of 12/31/03  
36 were student members  
2 were retired members

### Comparisons:

Previous Membership annual reports just reported the membership numbers as of the date of the annual business meeting. Because the business meeting date changes each year, it does not seem helpful to provide that type of snapshot. It would be most beneficial to compare numbers from calendar year-end to calendar year-end rather than date of our annual business meeting to date of our annual business meeting. Calendar year-ends are important because December 31 reflects the annual renewal time for most SLA members. To compare: 245 Members are on our roster as of 2/29/2005. This appears to show that we lost 6 members since 12/31/04 (251 minus 245). But, it may simply reflect the late renewal of some members after December 31. Throughout the rest of the year, this number will adjust as late people start sending in their renewals. SLA no longer has the December 31 renewal period. New people renew one year after they join no matter what the date.

I cannot prove this other than by looking at raw data, but it appears that all the efforts of our Student Group are really paying off in the numbers of student members. Those numbers have steadily grown each month.

### Year in Review:

I proposed the idea that we contact members who do not renew. This idea was accepted and now I send a letter to deactivated members a few weeks after they fail to renew. I allow the lag time because many people simply delay their renewal. I have also developed a system to track the people to whom I send these letters.

I created a letter to send to non-members who attend one of our events. The letter highlights our Chapter and encourages the person to join. I have asked my co-Board members to send me the names of such non-members anytime they host an event.

SLA has begun to send to me lists of SLA members who did not designate a Chapter when they joined. I developed a letter to send to MN people on the list. I think we got a couple new members this way.

I continue to field emails and phone calls from perspective members.

### Chair's Responsibilities:

I receive membership reports from SLA monthly (approximately). The reports show the total membership count, the new or reactivated members, and the people who did not renew. I also occasionally receive a report that shows the SLA members who have no Chapter.

I send a packet to new members including: a "welcome" letter; details about how to sign-up on the email discussion list; a printout of our web calendar (with a note asking them to keep checking that site for updates); and any specific details about upcoming events.

Before I contact the deactivated members, I look for their names in the online SLA Membership Directory to make sure they did not already re-join. If the name is not in the Directory, I send a letter to remind the person of all the benefits of our Chapter and encourage them to re-join.

I fax the lists to Julie Eskritt so she can update the database.

At the Board meetings, I report our total membership numbers.

When I am contacted by people who are interested in joining, I send them a packet with a letter, a brochure with application, info on how to join, and our web page's calendar of events.

#### **Future Priorities:**

Brochure:

PR is working on an insert for the MN Chapter brochure.

Email/Contact:

It was suggested at a Board meeting that the Membership Chair have a generic email address (Yahoo, perhaps) so that it stays consistent even as the Chair changes. I like this because I do not like to publicize my email address due to spam problems.

Deactivated Members:

We should discuss our procedures with deactivated members. Perhaps we can formulate a questionnaire about why they quit. But then we need to be able to adapt to their suggestions or the questionnaire is pointless. Are we ready/able to change the way we do things based on feedback from those who quit? I am guessing that common reasons for quitting are: lack of money, job change, moving, and lack of interest in what we offer. We cannot do much about the first three. Are we willing to change for the 4<sup>th</sup> reason?

Reactivated Members:

We currently do not contact them to welcome them back. We can discuss what exactly a reactivated person usually is and how/if we should be contacting them.

New Members (some suggestions from the SLA that we do not do):

Announce new members in a newsletter and announce new members on our web site. These sound like great ideas if we get permission from the person. There are privacy concerns with both of these suggestions.

## **Membership Committee - Hospitality Annual Report 2004/2005**

**Julie Eskritt, Co-Chair**

**Directory:** A password-protected pdf copy of the directory was placed on our chapter website. However it has not been updated because of technical problems. I plan to have an updated copy of the directory on our website this summer.

**Nametags:** Nametags were prepared for chapter functions.

**Membership Database:** Updated regularly with membership information received from Mary Ettl.

## **MEMBERSHIP COMMITTEE**

### **HOSPITALITY/TREASURER ANNUAL REPORT 2004/2005**

**BARB WELDON**

I will have handled the registration process for the following MN Chapter meetings this year:

9/21/04	49 Attendees
11/4/04	40 “
12/1/04	64 “
2/7/05	66 “
4/14/05	42 “ (CE Program)
5/3/05	Annual business meeting (Currently taking registrations)

My Hospitality/Treasurer responsibilities included accepting registrations and checks prior to meetings, reporting preliminary and final attendee numbers to the program planners, sending the spreadsheet of attendee information to the Membership-Hospitality Chair for printing of nametags, preparing receipts for those requesting them (about half request receipts), arriving early and checking in attendees at meetings, and mailing checks to the Chapter Treasurer following the final accounting after meetings.

I look forward to the Board's consideration of the implementation of electronic registration and credit card payment for future meetings.

Respectfully submitted,

Barb Weldon

## **Membership Committee - Networking Annual Report 2003/2004**

**Michael Scott, Co-Chair**

The discussion list has maintained around 320 - 330 members in 2004-05. Requests for updates to email addresses or to be removed from the discussion list are the major work needed to maintain the discussion list.

Sincerely,  
Michael Scott

## **Mentoring and Diversity Annual Report 2004/2005**

**Jane Kaufenberg, Chair**

We are in our fifth year of the Chapter mentoring program. This year we have 4 new pairs of mentees/mentors and have an urgent need for more mentors. The number of people needing mentors is actually larger than the number of available mentors fitting their particular needs and we have a mentor who monitors the chapter discussion list but is not currently a member. A mentor recruitment drive will be part of the 2005/2006 activities.

Jane made a presentation on mentoring to the Issues in Special Libraries class taught by Kristine Spanier and Deb Rash at St. Catherine's in October. She gave an overview of the Chapter mentoring program then spoke at length on her career as a special librarian. The students were fascinated by life in a corporate research library and asked many good questions. She also represented the Chapter at St. Catherine's Professional Libraries Association Day in March, helped sign up student members and agreed to find a mentor for one of the new members.

## **Professional Development Annual Report 2004/2005**

**Deb Rash and Renee Weddle, Co-Chairs**

CE Co-Chairs Deb Rash and Renee Weddle planned an excellent and informative Continuing Education event. A half-day professional workshop conducted by [Jenny Levine, Internet Development Specialist at the Suburban Library System in Burr Ridge, IL](#), a leader [in the field in bringing technology into libraries](#). Jenny provided an overview of Blog and RSS technology and how to use both to the advantage of your library. Sponsored by Thomson West. This event was held on April 14, 2005 and 42 people attended.

## **Public Relations Annual Report 2004/2005**

**Emily Waitz, Chair**

The chapter supply of letterhead was running low so I decided to redesign the current stationery to incorporate the new SLA logo and an updated look overall. Our stationery is now on a crisp white linen, has a color logo customized for our chapter by Nathan Yungkans at SLA Headquarters, and includes our web site address. We hope that this new updated look more closely represents the energy and professionalism of our chapter. The company that printed our letterhead and envelopes, MHC Companies, Inc., generously donated their time and materials, saving the chapter \$367.02.

Press Releases were submitted for our local events to Star Tribune, Pioneer Press and The Twin Cities Business Journals' calendar of events.

## **Solo Librarians Annual Report 2004/2005**

**Jennifer Hahs, Chair**

We have between 30 and 35 members and typically meet two to three times during the year with an average of 10-20 members in attendance per meeting. Solo Membership continues to cover a wide range of backgrounds and industries including corporate and non-profit organizations.

### **Meeting Snapshots:**

#### Solo Librarians Fall Kick Off Meeting

10/27/04 at HGA

Hosted by Elizabeth Meylor & Julie Weston.

Organized by Julie Weston

10 members got together at HGA to hear a presentation by Ruth Swenson on Dialog Newsroom.

#### Brown Bag of Marketing Ideas

4/6/05 at Martin Williams

Organized by Jen Hahs

16 members got together to share terrific marketing techniques and to get a tour of the new Martin Williams Library.

3<sup>rd</sup> Meeting

TBD (sometime in late June)

## **Student Group Annual Report 2004-2005**

**Monica Surber, Sue Gray, Jen Olson Thompson, Lenis McBride**

Throughout the 2004-2005 school year, the College of St. Catherine (CSC) SLA Student group set out to highlight the advantages of belonging to a professional association. For the second year, the student leadership was honored to sit on the MN Chapter Board. By attending board meetings and sitting on special committees, the student group kept their hand on the pulse of the organization and was able to communicate effectively the benefits of membership. An emphasis on programming, promoting SLA, and career services created an innovative student organization.

The student group made it a priority to market and promote our organization wherever we went. We spoke at orientations, various class sessions, and special events. We addressed the benefits of joining a professional association and then highlighted SLA. Due to this publicity, we had record attendance at our student events and recruited a large number of students to join the MN SLA Chapter.

Our programming efforts were created to promote a wide attendance, clearly reflect student interest, emphasize networking, and provide professional development. We kicked off the year with a social event aimed at both endorsing our services and gleaning ideas from the thirty attendees. Then an electronic survey was sent out to the whole program asking students to rank the special libraries that they would like to tour. With this information in hand, we devised a dynamic programming calendar that reached out to people on a monthly basis. These events included social networking and the requested special library

tours. The results were fantastic! Each attracted 12-25 people, the students met other librarians in the field, received an inside look at inventive library practices, and created a community with each other. Successful strategies were made to include former student officers and current chapter members in group activities to provide informal networking and mentoring opportunities. In addition to our own programming efforts, students were encouraged to participate in the Chapter and Association professional development and continuing education events.

Career Services was a large area of concern for many students. Our group took on this challenge and created positive partnerships and resources for our members. We met with the director of the MLIS CSC program and created a SLA student space where we could begin to collect career materials specific to our group. Another partnership was created with the CSC Career Services Department to better understand the MLIS student needs. Both directors were open to the dialog and will be strong resources going forward. In addition to these new relationships, the student group hosted an incredible Resume and Job Search Workshop conducted by Personnel Decisions International, featuring Minnesota Chapter president-elect, Lora Alexander.

A successful silent auction fundraiser in December (partnered with the MN Chapter Holiday Party) raised \$900 to send a student to the 2005 SLA National Conference in Toronto. We are pleased to announce that Jen Olson Thompson has won the scholarship.

An outline of events for the 2004-2005 school year is as follows:

August 15, 2004	Convened an organizing meeting to recruit officers and volunteers for the 2004-05 academic year.
August 28, 2004	SLA Student Group representatives spoke at the MLIS (Master of Library and Information Science) orientation to introduce the group, and to encourage students to join SLA.
September 8, 2004	Met with Mary Wagner, MLIS Program Director, to discuss SLA Student Group plans for the academic year.
September 12, 2004	Held the fall kickoff meeting at Sweeney's Saloon & Cafe to elect new officers and to revise the constitution.
September 13, 2004	SLA Co-Presidents spoke at the "Issues in Special Libraries" course taught by SLA members, Deb Rash and Kristine Spanier.
September 22, 2004	Sent out a survey to determine student interest areas for special library tours.
October 9, 2004	Organized a display of SLA promotional materials at the Minnesota Library Association state conference.
October 17, 2004	Organized a MLIS student social gathering at Noodles Restaurant.
November 5, 2004	Toured the Anderson Horticultural Library at the University of Minnesota Arboretum.
December 1, 2004	Organized the silent auction held during the annual SLA /ASIST holiday party. Raised \$900 to support a student scholarship to attend the national SLA conference. Members of the Minnesota SLA Chapter and MLIS students contributed donations.

January 10, 2005	Student group members gave brief presentations about SLA at the "Introduction to Library and Information Science" classes.
January 25, 2005	Organized a winter social gathering for MLIS students at the Cleveland Wok.
February 11, 2005	Toured the Target Corporation libraries (Property Development, MAGIC, and the Creative Resource Center).
March 9, 2005	Toured the Minnesota Legislative Reference Library.
March 12, 2005	Promoted the SLA Student Group at the MLIS Professional Association Day held at the College of St. Catherine.
March 28, 2005	Lora Alexander, Research and Information Manager (and President-Elect of the Minnesota SLA Chapter) and Irene Rossman of Personnel Decisions, Inc. conducted a job search and resume writing workshop for MLIS students.
April 13, 2005	Jen Olson Thompson is awarded the SLA Student Group scholarship to attend the 2005 SLA Annual Conference in Toronto.
April 22, 2005	Toured the Minneapolis Star Tribune Library.
May 2005	A social is tentatively scheduled to celebrate graduating members and vote on new officers for the 2005-2006 school year.
May 2005	A tour is tentatively scheduled for the Owen H. Wangensteen Historical Library of Biology and Medicine at the University of Minnesota

## **Webmaster Annual Report 2004/2005**

**S. Bernstein, Chair**

The website for the Minnesota chapter of SLA had a few more technical glitches than last year. Much of this was due to the upgrade of equipment, including the web servers that host the MN SLA site at SLA headquarters, and a change in their staffing.

The web site revision went through that was based on the plan the committee drew up and the recommended guidelines for SLA hosted web sites. The navigation was changed to a click-through menu, more content was added, and more on the chapter's history was added to the site. Once the redesigned site went live a few changes were made based on feedback, most notably adding text navigation on many of the pages.

Throughout the year, more content was added including the chapter directory was put in a area on the site so that only chapter members could view it with their username and password. Information on

donating library materials and information on the chapter's new Grieg Aspnes Memorial Scholarship was also added.

The total number of visits to the site and number of individual site visitors were slightly lower than previous year, averaging about 1,300-1,400 site visits in most months (there were about 1,500 per month on average last year), with more in the months following the redesign. Web site statistics show that in March 2005 (the last month for which data was posted as of April 1, 2004), there were 1,359 site visits, compared to 1,648 in March 2004. There were 496 unique visitors in March 2005, compared to 486 in March 2004. As a comparison, during March 05, the Illinois chapter site had 80 site visits and the Wisconsin chapter had 1,335 in February 05 (March data was not available).

Though the total visits are down, it does look like the site is getting more repeat traffic than in previous years, with half or more of site visitors coming back more than once per month versus a quarter to a third of the users returning to the site in the previous year. Length of visit is also down, but that may be due to better site navigation.

Complete statistics for all chapters are available at:

<http://www.sla.org/content/resources/Webmaster/webstats.cfm?style=text> (SLA member ID and password are needed to view the statistics.)

## **Aspnes Scholarship Committee Annual Report Annual Report 2004/2005 Jim Tchobanoff, Chair**

Grieg Aspnes, one of the early members of the Chapter, a Chapter President and SLA President, died on April 22, 2004. His family named the Chapter as one of the beneficiaries for memorials. This committee was established to determine how best to use the memorial funds.

The Chapter Board accepted the Committee's recommendation to establish a \$2,000 scholarship to St. Catherine's in memory of Grieg for a student pursuing or interested in a career in special librarianship.

The first scholarship will be awarded for the 2005-2006 school year in September 2005.

To date, the Chapter has received more than \$1,000 in memorials. For school years 2006-2007 thru 2010-2011, Cargill has generously pledged \$1,000 annually to the scholarship, with the Chapter responsible for raising the balance.

Thanks and appreciation go to:

- The Aspnes family for naming the Chapter as a beneficiary of memorial funds
- Peter Sidney of Cargill, for financial support
- Mary Wagner of St. Catherine's for administrative support of the scholarship
- Kaia Densch & Kristine Spanier for their comments on draft proposals
- Emily Waitz for the PR announcement

Submitted by:

Cindy Acton  
Sarah Mulligan (Student Chapter representative)  
Karen Stauber  
Jim Tchobanoff, Chair

