

SC/MLA: The Southern Strategy (Revised, March 2011)

The purposes of the Southern Chapter of the Medical Library Association are to:

- promote excellence in health through timely access to information
- promote and stimulate interest in health sciences libraries/health sciences information management
- provide continuing education and informational opportunities in health sciences librarianship to support lifelong learning
- promote interest and membership in the Medical Library Association (MLA)
- provide a channel of communication between Chapter members and MLA
- provide opportunities for the exchange of ideas and information
- provide a network of health sciences librarians
- promote and foster cooperation among medical and allied health sciences librarians
- promote legislation supportive of the health sciences and health sciences libraries

GOAL 1: Southern Chapter/MLA facilitates each member's achievement of a learning continuum that enables professional growth and acquisition of skills required for a successful career in an ever changing field .

OBJECTIVE 1.A - Assist each member in the design and implementation of a plan for lifelong learning by providing quality professional development opportunities from a variety of sources including through continuing education opportunities at Annual Meetings.

OBJECTIVE 1.B - Recognize and encourage exceptional work of members through honors, awards, and other acknowledgements.

OBJECTIVE 1.C - Continue liaisons and/or representation with appropriate [MLA committees](#), other [MLA Chapters](#), and appropriate groups for the purposes of communication and coordination of educational opportunities.

OBJECTIVE 1.D - Promote interaction and involvement with [MLA](#) and its activities.

OBJECTIVE 1.E - Provide mentoring program for Chapter members.

OBJECTIVE 1.F - Encourage Academy of Health Information Professionals membership for Southern Chapter members.

GOAL 2: Southern Chapter/MLA furthers the development of the field of health sciences librarianship by promoting scholarship and research.

OBJECTIVE 2.A - Facilitate research in health information science by publicizing funding opportunities.

OBJECTIVE 2.B - Recognize and publicize research contributions of members through SC/MLA communications channels.

OBJECTIVE 2.C - Recognize scholarship and research of Chapter members with research awards.

OBJECTIVE 2.D - Recognize books of Chapter members published through the MLA Book Publishing Program.

OBJECTIVE 2.E - Provide access to survey tool for research purposes.

GOAL 3: Facilitate the dissemination of information on library innovations and trends.

OBJECTIVE 3.A - Provide for Contributed Papers and Poster Sessions at the Annual Meeting.

OBJECTIVE 3.B - Offer specialized information exchange opportunities at the Annual meeting such as the hospital librarians' event and round tables topics.

OBJECTIVE 3.C - Provide for session at Annual Meeting focusing on "hot topics."

GOAL 4: Ensure fiscal health of the SC/MLA both presently and for the long term.

OBJECTIVE 4.A – Develop and maintain a budget where annual revenues exceed expenses.

OBJECTIVE 4.B - Ensure adequate funds for unanticipated expenses.

OBJECTIVE 4.C - Ensure that special funds/accounts of SC are administered and expended in a fiscally responsible manner to meet the needs of the association placing a special emphasis on procuring continuing funding for Chapter awards and the hospital librarians' program at the Annual Meeting.

GOAL 5: Encourage excellence and leadership through communication of ideas and promotion of the organization and its programs.

OBJECTIVE 5.A - Hold an annual meeting every year, at locations that rotate throughout the Southeast.

OBJECTIVE 5.B - Publish the Chapter newsletter, Southern Expressions, on a regular schedule and maintain a current membership brochure for distribution at meetings and to prospective members.

OBJECTIVE 5.C - Host a moderated Internet discussion list, available to all Chapter members.

OBJECTIVE 5.D - Maintain a Chapter Web site with timely information for members including up-to-date Committee Manuals.

OBJECTIVE 5.E - Provide access to web tools (such as blogs, wikis, etc.) for members to use to conduct association business.

OBJECTIVE 5.F - Provide an active means of engagement into the organization by providing a list of committees on the membership registration form by which members may volunteer.

GOAL 6: Develop programs which foster recruitment into the profession of medical librarianship.

OBJECTIVE 6.A – Investigate and make recommendations on strategies to increase the visibility of health

sciences librarians and to encourage health sciences librarianship as a career.

OBJECTIVE 6.B - Provide opportunities for new member and student involvement in Southern Chapter, e.g. a student gathering at the Annual Meeting, welcome packets and personal contacts for each new member, the Mentor/Mentee Program .

OBJECTIVE 6.C - Achieve greater cultural and ethnic diversity in the Chapter and the profession.

OBJECTIVE 6.D -Encourage student participation in SC/MLA by contacting library schools, and by promoting attendance at annual meetings by offering scholarships.