SC/MLA Communications Committee Policy and Procedures Manual

Communications Committee members serve 2 years, as does the Chair. The committee will at all times have a member from each state represented in the Southern Chapter. Ex Officio members of the committee include: Newsletter Editors, Membership Committee Chair, Website Administrators, Membership Database Manager, and Discussion List Moderator.

Committee Objectives

1. To communicate information concerning the Chapter to its members and other interested individuals.
2. To communicate information selectively about MLA and its Chapters and Sections, and other items of professional interest.
3. To determine the topics or items to be included in each issue of Southern Expressions.
4. To create a record of Chapter activities.
5. To establish publication dates and reporting deadlines for Southern Expressions.
6. To carry out any other charges that the Executive Committee deems appropriate.
7. Prepare annual and mid-year reports for SC/MLA business meeting and for submission to MLA

Communications Committee Members

Members of the committee consist of the Chair, Newsletter Editor and Assistant Editor, Web Site Coordinator, Electronic Discussion Group Moderator, and a representative from each state.

The Communications Committee advises the Editor, Web Site Coordinator and Electronic Discussion Group Moderator in matters related to all means of communication. They are appointed for two years.

State representative members solicit or contribute articles, columns, or news items about institutions, events, and people within their state.

The Chair governs the committee and identifies relevant issues. The Chair reviews the Communications Committee Manual annually and makes changes when appropriate. The Chair is a member of the Executive Committee and is appointed for a two-year term. A report will be prepared biannually for all board meetings of the SC/MLA outlining the activities incurred by the committee over the past year, sample reports can be found in Appendix A.

Newsletter

The newsletter, Southern Expressions, shall be the established communication mechanism for the Southern Chapter/MLA. There will be at least four issues per year. More detailed information on the newsletter and procedures can be found in Appendix B.
Southern Salutations

Southern Salutations is the SC/MLA blog. The purpose of the blog is to communicate timely information to chapter members, facilitate discussions through posts and comments, and increase participation in SC/MLA activities. The blog also serves as an online archive of news items.

Electronic Discussion Group - SOCHAP-L

Southern Chapter electronic mailing list is a communication vehicle for members of the Southern Chapter of the Medical Library Association. The list is used for the dissemination of news and the discussion of business and issues related specifically to the Southern Chapter. SOCHAP-L history and parameters can be found in Appendix C

Content and Use Policies

- SOCHAP-L is not intended to serve as a forum for the discussion of general medical librarianship issues such as those addressed on MEDLIB-L. The Executive Board made this decision in order to avoid overburdening Chapter members with messages and thus causing them to remove themselves from the list.
- SOCHAP-L is not intended to be used for advertising purposes, unless such information is approved by the list owner and/or the Executive Board. If the list owner is unsure about a request for posting, the question should be referred to the Executive Board, either at a meeting or through the SCEXEC discussion list.
- The e-mail address list of subscribers to SOCHAP-L shall not be distributed to any individual or group without the consent of the Executive Board.

Ex Officio Members & Responsibilities

Newsletter Editor

The Editor is appointed by the Executive Committee for an indefinite term, renewable from year to year. The Editor is responsible for preparing and distributing Southern Expressions within the policies, guidelines, and budget established by the Executive Committee, with input from the Communications Committee. The Editor is a member of the Executive Committee. An Assistant Editor may be appointed by the Executive Committee upon request of the Editor. The Assistant Editor will aid and advise the Editor in their duties. The Assistant Editor will represent the Editor when necessary.

Reporting to the Executive Committee & Membership

- The Editors are placed on the agenda at the executive board meetings, which are generally held thrice annually (two at the SC/MLA annual meeting and one at the MLA annual meeting.) A report should be prepared annually for the first board meeting at the SC/MLA meeting outlining the activities incurred by the newsletter over the past year.
- The Editor is also placed on the agenda at the SC/MLA annual business meeting. An abbreviated report of activities, a call for participation, etc. may be given here.
Archives: Print Issues of Southern Expressions are in the official SC/MLA archives at Emory. The Editor also needs to maintain an archive. The online archive exists on the Southern Chapter website.

Electronic Discussion Group Moderator - **SOCHAP-L@LISTSERV.UA.EDU**

The Electronic Discussion Group Moderator is appointed by the Executive Committee for an indefinite term, renewable from year to year. They are responsible for moderating and maintaining the chapter Electronic Discussion Group.

Responsibilities of the List Owner
- Work with the Membership Database Manager to add all new members to the list when they join the Chapter. Delete those who are no longer members upon notification from the Membership Database Manager.
- Update e-mail addresses using information provided by the Membership Database Manager and individual members. Inform Membership Database Manager of changes reported by members.
- Receive and respond to questions directed to the SOCHAP-L listserv owner. Assist and educate subscribers in the use of listserv commands. Screen all messages that come in regarding subscriptions, requests for deletion from the list, and e-mail address changes, and take appropriate action.
- Periodically check error messages to determine address corrections and deletions that need to be made. At the annual business meeting, present a list of e-mail addresses that have repeatedly caused error messages, and request assistance from the membership in resolving the problems.
- Work with members who are having difficulty posting to the list because of address problems.
- Post messages to the list for non-subscribers in cases where there is information of interest to Chapter members.
- Remind subscribers of policies set for the list to maintain focus. Post reminders about misuse or abuse of the list when necessary--e.g., inadvertently replying to the list instead of to an individual.
- Submit an annual report to the Chair of the Communications Committee prior to the annual meeting. Include information about number of subscribers, percentage of membership subscribed, amount of list activity, and any changes or problems encountered. (List statistics are available through the listserv software.)
- Work with the Executive Board to address new issues as they arise and develop appropriate policies for handling these issues in the future.

Website Administrator-  **https://southernchaptermla.wildapricot.org/**

The Website Administrator is appointed by the Executive Committee for an indefinite term, renewable from year to year. They are responsible for editing and updating the Chapter website, with input from the Communications Committee.
A secondary Website Administrator may be appointed by the Executive Committee upon request of the primary Website Administrator. The secondary Website Administrator will aid and advise the primary Website Administrator in their duties. The secondary Website Administrator will represent the Website Administrator when necessary.

Responsibilities of the Website Administrator

- Works with the Executive Committee and other members of SC/MLA to update the website
- Determines which submissions are appropriate for the website, consulting with the SC/MLA Chair and/or the Communications Committee, when needed
- Follows procedure to update the website in a timely manner
- Works with the Chair of the Communications Committee on policies and issues related to the website.
Appendix A

Sample Annual & Mid-Year Reports

Annual Report

Communications Committee
Southern Chapter/Medical Library Association
Annual Report
September 2019

Committee Membership

Members of the committee for 2019-2020 are listed on the web page.

Southern Expressions

2019 Issues Published
Volume 35, Number 1, Winter 2019
Volume 35, Number 2, Spring 2019
Volume 35, Number 3, Summer 2019
Volume 35, Number 4, Fall 2019

Next Reporting Deadline: December 15, 2019
Next Publication Date: January 15, 2020

Southern Expressions Report provided by Roz McConnaughy and Steve Wilson, newsletter Co-Editors.

Chapter Listserv

The Chapter listserv, SOCHAP-L, has 311 members. In the past year we have had 264 postings.

SOCHAP-L Statistics
September 2018 – August 2019

Number of Subscribers – 311
Added Since August 2018 – 22
Updated Since August 2018 – 8
Removed Since August 2018 – 35

Listserv Report provided by Nelle Williams, Listserv Moderator.

Accomplishments

Merged and updated the Communications Committee Policy and Procedures Manual with the Public Relations Committee Manual.

Submitted by
Rachel Lane Walden, Chair
September 30th, 2019
Mid-Year Report

Communications Committee
Southern Chapter/Medical Library Association
Mid-Year Report, March 11, 2019

Committee Membership
All of the openings on the committee have been filled along with the appointment of a new chair. A list of members is available on the web page.

Committee Goals
- Merging and updating Communications Committee Policy and Procedures Manual with the Public Relations Committee Manual
- Creation of a posting schedule for the blog, Twitter, and Facebook
- Reaching out to members for guest blog posts

Chapter Listserv Report
The Chapter listserv, SOCHAP-L, has 332 members. In the last year we have had 304 postings. With September and October having the highest number of postings with 48 each month. Statistics current as of March 8, 2019.

SOCHAP-L Statistics
March 2018 – February 2019

Number of Subscribers - 332
Added Since September 2018 – 32
Updated Since September 2018 – 12
Removed Since September 2018 – 42

Listserv Report provided by Nelle Williams, Listserv Moderator.

Southern Expressions Report
2019 Issues Published
Volume 35, Number 1, Winter 2019

Schedule and Deadlines for Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Submissions</th>
<th>Posting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>March 15</td>
<td>April 15</td>
</tr>
<tr>
<td>Summer</td>
<td>June 15</td>
<td>July 15</td>
</tr>
<tr>
<td>Fall</td>
<td>August 15</td>
<td>September 15</td>
</tr>
<tr>
<td>Winter</td>
<td>December 15</td>
<td>January 15</td>
</tr>
</tbody>
</table>

Southern Expressions Report provided by Roz McConnaughy and Steve Wilson, newsletter Co-Editors.

Submitted by
Rachel Lane Walden, Chair
March 11, 2019
Appendix B

Southern Expressions: Information & Guidelines

Reporters

Reporters are those who have officially expressed interest in reporting information for the newsletter, but are not members of the Communications Committee. They report information to the Editor within the publication deadlines of Southern Expressions.

Southern Expressions Content

Regular Features (generally in this order)

1. Message from the chair--each issue
2. Chapter Information page--each issue; current listing of officers, committee chairs, and their addresses; also the masthead with the publishing information should appear on this page.
   a. Statements and opinions expressed in Southern Expressions do not necessarily represent the official position of its editor or the Southern Chapter of the Medical Library Association.
   b. Contributions may be edited for brevity, clarity, or conformity to style.
   c. Final decisions on the content of Southern Expressions shall be left to the discretion of the Editor with the advice of the Communications Committee of the Southern Chapter/Medical Library Association.
3. Chapter Council News - each issue; report from the Chapter Council Representative
4. Committee Reports - if committees have been active since the last issue, the chair of the Committee should submit a report
5. Annual Meeting Announcement - if the issue precedes the annual meeting, Conference chair (or designate) should write an article
6. Annual Meeting Report - if the issue follows the annual meeting, Past Chair and/or Conference chair (or designate) should write a report
7. Chapter News - as reported
8. Research Spotlight - submitted by the Research Committee, this section highlights a SC/MLA member for their research accomplishments or reports on research opportunities available.
9. Coming Up - meetings, CE opportunities
10. Around the South - reports about new services, special programs, etc. at places within Chapter boundaries
11. Regional and MLA news
12. Personals - information about Chapter members, generally:
   a. Appointments
   b. Presentations, publications, professional activities
   c. Obituaries
   d. Kudos
   e. attaining AHIP membership

Southern Expressions Format

Format (such as font, number of columns, margins, etc.) is largely left to the discretion of the Editor; however, consistency throughout the issue and between issues in a single volume should be maintained as much possible. Major design changes to the logo and title area should be instituted at a volume change or after consultation with the Communication Committee.

Volume Designations

One volume per year. 2020 is Volume 36

Issues are designated as:
   • Number 1, Winter
   • Number 2, Spring
   • Number 3, Summer
   • Number 4, Fall

Length: Generally, between 8 and 20 pages

Format: Electronic only publication began with volume 21, 2005

Procedures & Tips for Preparing Southern Expressions

Notification of Reporters

Approximately four weeks prior to the reporter’s deadline, send out an e-mail message to the membership via the SOCHAP-L electronic discussion group to invite submissions and notify them of the deadline and other pertinent information. The message will include a list of state representatives so that Southern Chapter members may submit items to the representative from their state. Another message will be sent one week prior to the deadline as well. Respond to each email submission to confirm it has been received.
Standard Deadline Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Submissions</th>
<th>Posting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>March 15</td>
<td>April 15</td>
</tr>
<tr>
<td>Summer</td>
<td>June 15</td>
<td>July 15</td>
</tr>
<tr>
<td>Fall (Pre-annual meeting issue)</td>
<td>August 15</td>
<td>September 15</td>
</tr>
<tr>
<td>Winter</td>
<td>December 15</td>
<td>January 15</td>
</tr>
</tbody>
</table>

Special Features for Issues

Winter
- SC/MLA highlights
- Call for Papers for next SC/MLA
- Chapter Sharing Roundtable notice for MLA

Summer
- MLA highlights
- Invitation to SC/MLA meeting

Fall
- Last reminder of annual meeting

Submissions
- News items should be composed in Word documents.
- Images or graphics should be submitted in .JPG or .tiff format in separate files

Creating the Newsletter
- Make volume, issue, and date changes on master pages
- Check the Chapter Information page (Officers, Committee chairs, etc.) for updates to names and addresses and make corrections.
- Place stories in order indicated under Content.
- Check after each section (Chapter News, Around the South, etc.) To be sure all stories are included.
- Proofread, proofread, and proofread!
Appendix C

Electronic Discussion Group, SOCHAP-L, History & Parameters

History

SOCHAP-L was begun in January 1996 as a communication vehicle for members of the Southern Chapter of the Medical Library Association, whose members reside in Alabama, Mississippi, Georgia, Florida, Tennessee, South Carolina, Puerto Rico, and the Virgin Islands. The list is used for the dissemination of news and the discussion of business and issues related specifically to the Southern Chapter. This list is not intended to serve as a forum for the discussion of general medical librarianship issues such as those addressed on MEDLIB-L.

SOCHAP-L was originally housed on the UA1VM server at the University of Alabama (UA) but was moved to the BAMA server, also at UA, in 1998. Martha (Tillotson) Cook served as the list owner from its beginning until fall 2000, when Nelle Williams at UA took over. The original list address was SOCHAP-L@UA1VM. The current address is SOCHAP-L@listserv.ua.edu.

To send a message to all the people currently subscribed to the list, just send mail to SOCHAP-L@listserv.ua.edu. All commands must be sent to LISTSERV@listserv.ua.edu.

Management functions for list owners are performed through the Mailing List Management Interface link on that page. There are also links to the online mailing list archives and online documentation.

List Parameters

A group of list header keywords determine how the list operates. The SC/MLA Executive Board decided on the following list control keywords which were assigned to SOCHAP-L:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attachments= No</td>
<td>To prevent the spread of viruses, in June 2000 the UA computer center implemented security measures to reject attachments sent to the list. At the same time the computer center also limited the length of messages to 500 lines to prevent server overload.</td>
</tr>
<tr>
<td>Auto-delete= Yes.Full-auto</td>
<td>After a certain number of rejections, the listserv software automatically deletes users whose accounts have expired or whose systems have permanently disconnected.</td>
</tr>
<tr>
<td>Confidential= Yes</td>
<td>The list is hidden from users and will not be displayed to users on the “List” command output.</td>
</tr>
<tr>
<td>Errors-to= Owner</td>
<td>All rejection mail for the list is sent to the list owner.</td>
</tr>
<tr>
<td><strong>Notebook</strong>= Yes,/util/listserv/notebook/sochap-l,Monthly,Private</td>
<td>An automatic log of every piece of mail sent to the list is kept in a monthly “notebook” file which may only be viewed by users subscribed to the list.</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td><strong>Owner</strong>=<a href="mailto:nwilliam@cchs.ua.edu">nwilliam@cchs.ua.edu</a> Nelle Williams</td>
<td>Nelle Williams is the list owner and receives all communication from the server related to the list (error messages, computer center communication, etc.) She can perform all functions allowed for list owners.</td>
</tr>
<tr>
<td><strong>Reply to</strong>= List,Respect</td>
<td>If there is no “Reply to:” tag specified in the sender’s message, replies go to the list. If there is a “Reply to:” in the sender’s message, it is kept.</td>
</tr>
<tr>
<td><strong>Review</strong>= Private</td>
<td>This is a private list. Only the list owner may review the names and network addresses of those subscribed to the list.</td>
</tr>
<tr>
<td><strong>Send</strong>= Private</td>
<td>Only those who are subscribed to the list can sendmail to the list.</td>
</tr>
<tr>
<td><strong>Stats</strong>= Normal,Owner</td>
<td>Statistics are to be maintained for the list and may be retrieved only by the owner.</td>
</tr>
<tr>
<td><strong>Subscription</strong>= Closed</td>
<td>Users are not allowed to subscribe automatically. Their subscription requests are not forwarded to the list owner. Subscribers are added upon joining the Chapter or by request to the list owner when there is an address change.</td>
</tr>
</tbody>
</table>