SC/MLA Public Relations Committee Manual

Ad Hoc Committee formed 5/2000
Working Manual - PR Committee, 12/2001
Revised Manual - PR Committee, 08/2014
Revised Manual - PR Committee, 11/2015
Revised Manual - PR Committee, 03/2016

i. Committee Members
ii. Committee Charge
iii. Committee Composition
iv. Suggested Activities and Timeline Guidelines
v. Archives Policy
vi. Southern Chapter/MLA Strategic Plan
vii. Medical Library Association (MLA) Strategic Plan
viii. Southern Chapter/MLA Bylaws
ix. Southern Chapter/MLA Executive Committee

i. Committee Members:
   a. Found at http://www.scmla.org/home/publicrelationscommittee

ii. Committee Charge:
   a. The Public Relations Committee is charged to:
      Publicize the Southern Chapter and its activities, both internally and externally,
      by promoting knowledge and information about libraries, librarians, and health
      libraries in particular. Increase the visibility of health sciences librarians and
      public awareness about the field of health sciences librarianship. Encourage
      health sciences librarianship as a career. Publicize the activities and opportunities
      available through participation in Southern Chapter.
   b. Found at http://www.scmla.org/home/publicrelationscommittee

iii. Committee Composition:
   a. Committee Co-Chairs:
      i. 2 SC/MLA members
   ii. At least one Co-Chair will have served as a Public Relations
      Committee state representative for one
      term.
      iii. Term of office - 3 years
   b. State Representatives:
      i. Up to 8 SC/MLA members
   ii. 1 member per state, the Commonwealth of Puerto Rico, and the
      U.S. Virgin Islands
      iii. Term of office - 3 years
   c. Chapter Webmaster
   d. Honors and Awards Committee Chair Liaison
iv. Activities and Timeline Guidelines:
   a. The Committee sends out announcements via the organization’s listserv, Southern Expressions, and/or social media for the following within three months of the official announcements: Southern Chapter award, scholarship, and grant recipients and officer appointments. (Strategic Goal 1B)
      i. Timeline
         1. October - Announce Southern Chapter award, scholarship, and grant recipients on the listserv, Southern Expressions, and/or social media.
         2. October/November - Report election results for Southern Chapter via listserv, Southern Expressions, and/or social media.
         3. November - Announce Southern Chapter papers and posters that received a research award at the annual meeting via the listserv and/or social media.
      ii. To determine which avenue to publicize information in, consult with chairs of appropriate committees to ensure that they are not making the announcements. This mainly applies to the listserv and Southern Expressions.
   b. Submit national award recipients and the election of members to national offices to the Public Relations section of the Southern Expressions newsletter. Establish liaison with MLA/SLA for annual information. (Strategic Goal 1B)
      i. Timeline
         1. March/April - Using the listserv, Southern Expressions, and/or social media, announce MLA Honors and Awards recipients who are members of Southern Chapter.
         2. March/April - Publicize the Southern Chapter recipients of MLA Grants, Scholarships, and Fellowships via the listserv, Southern Expressions, and/or social media.
         3. December - Publish the names of any Southern Chapter members who were elected to a position within MLA.
   c. Submit a quarterly announcement of new provisional or renewing at a higher-level MLA Academy of Health Information Professionals (AHIP), new Consumer Health Information Specialization (CHIS) recipients, and Disaster Information Specialization recipients. (Strategic Goal 1D & 1E)
      i. Timeline
         1. March, June, September, December - Requesting the quarterly listing of AHIP, CHIS, and Disaster Information Specialization recipients from MLA to align with submissions to Southern Expressions
a. Submit this list to the SC/MLA Membership Chair and Membership Database Manager for verification of each individual’s SC/MLA status.

b. Upon receiving revised list of current SC/MLA members, submit article to Southern Expressions’ editors on or before stated deadline.

d. Coordinates publicity with SLA for national awards, scholarships, grants. (Strategic Goal 1C)
   i. Timeline
      1. June - If any Southern Chapter members are recipients of the Fellows of SLA, the SLA Rising Stars, SLA Hall of Fame, or the John Cotton Dana and Rose L. Vormelker award announce via the listserv, Southern Expressions, and/or social media.
      2. March, June, September, December - Publicize any Southern Chapter member recipients of SLA Presidential Citations in Southern Expressions or social media.

e. In collaboration with the Membership Committee and graduate level library and information science programs, the PR Committee will promote the opportunities available to students through Southern Chapter and the Medical Library Association (MLA). (Strategic Goal 1C)
   i. Timeline
      1. July-October - Collaborate with the Membership Committee to publicize the New Member/Student Reception at the annual meeting.
      2. Year-round - Promote other opportunities and the profession when in coordination with the Membership Committee and graduate level library and information science programs.

f. In collaboration with the Communications Committee, the Committee will incorporate social media into communication and public relations efforts. Social media includes, but is not limited to, the chapter blog and usage of hashtags. (Strategic Goal 5E)

g. Maintains records of last three years’ correspondence and e-mail messages

v. Archives Policy:

a. In general, materials older than three years are sent to the Southern Chapter Archivist. Records from the past three years and any other necessary background information are passed to the next committee chair. This includes any important e-mail and conference call notes.
vi. Southern Chapter/MLA Strategic Plan:
a. Current year: http://www.scmla.org/home/strategicplanningcommittee

vii. Medical Library Association Strategic Plan:

viii. Southern Chapter/MLA Bylaws:
a. Current version: http://www.scmla.org/home/bylaws

ix. Southern Chapter/MLA Executive Committee:
a. Current year: http://www.scmla.org/home/officers