DEAL Meeting Minutes – January 22, 2012
UMCP Hornbake South

In Attendance: Mark, Julie, Lindsay, Kelsey, Sarah, Dennis, Joe (virtual)

1. Status Update - we're good with our MLA deadlines

2. Mentors
For program at MLA - we need mentors and mentees. We will solicit mentors through MAPLA - many of whom already served as mentors. Possible to have repeats if interest is there. Joe & Julie agreed to be mentors.

We’re up against an Information Literacy program at MLA which might pull potential folks away from our program.

3. How do we generate interest in MLA?
The Million Dollar Question. Conference location and timing change so that students can actually attend. Programming changes so that MLA is more attractive to students.

Possible Interim Solution: Organize a virtual conference.
Ideas: one or two day virtual conference alongside MLA programming or separate from conference programming (supplemental? track/interest/based?) One off? Utilize to turn the MLA conference into a year-long “learning” thing?
  • Wisconsin has a good model (Lindsay)
  • talk to the Handheld Librarian folks for lessons learned & ideas as far as infrastructure
  • Do we need to talk to the Professional Development panel to discuss CEU issues?
  • Use a GroupOn registration model - get x if you get two friends to register/join

Mark and Lindsay will bring this to the leadership at the next Full MLA meeting in March

4. MLA membership scholarships
How do we distribute our 16 scholarships. Need to push to student listservs, have professors talk it up wherever possible. Kelsey will ping students who work at McKeldin. Julie will talk it up in her 2 classes. Post on DEAL blog? Social media push?

5. New Business

February 13th - Maryland Legislative Day
• recruit DEAL members to participate in this. Invite them to see what advocacy looks like at this level. Have folks contact Joe if they’re interested and what county they live in so he can hook them up with their local public library administrators.

May 7-8 - Federal Legislative Day
• Put a bug in students’ ears so they know this is a thing. Try to get them involved. (Contact Natalie to get on the listservs?)

We Need An Event This Spring (besides MLA)
• MD SLA wants to do a social gathering with us in the summer
• MD ACRL - wants to bring their scholarly publishing roadshow to Maryland
  o costs 2k. need a corporate sponsor. LAC passed; publishers probably not an option. Also, would students go? Perhaps valuable, but for a different audience. Partner with another MLA div?
• Lindsay, Julie, & Mark will keep their eyes open at ALA MidWinter for interesting topics or speakers that they can bring in for a Spring Program (virtual).

Action Items
[ ] Flesh out details as far as what Mark & Lindsay will bring to March’s Full MLA mtg regarding virtual conferencing and getting more student/young professional involvement

[ ] Kelsey, Sarah, & Dennis will continue conversations about DEAL’s KM solution

[ ] recruit DEAL members to Maryland Legislative Day. Have them contact Joe

[ ] Kelsey will ask Molly Schwartz to write a CRAB (MLA publication) & CML (Citizens for Maryland Libraries) newsletter re DEAL and how fabulous we are.

[ ] Lindsay will post about our MLA scholarships on the MLIS blog