

Librarian Association of the University of California Executive Board Conference Call Thursday, September 10, 2015 1-3pm

ReadyTalk [Please use the toll-free number 866-740-1260 and the access code 9181033#]

A. Roll Call (L. Spagnolo)

President: Diane Mizrachi Vice-President/President-Elect: Dana Peterman Past President: **Matt Conner** Secretary: Lisa Spagnolo Parliamentarian: Dean Rowan SLASIAC representative: Susan Koskinen SAG 2 representative: Susan Perry SAG 3 representative: Angela Riggio Web Manager: Julie Lefevre

Committee chairs:

Diversity Lia Friedman R&PD/Research & Professional Development Dana Peterman

CPG/Committee on Professional Governance Deanna Johnson (not present)

Division chairs:

LAUC-B: I-Wei Wang Cory Craig LAUC-D: LAUC-I: Cynthia Johnson LAUC-LA: Lynda Tolly LAUC-M: Jerrold Shiroma LAUC-R: Carla Arbagey LAUC-SD: **Heather Smedberg** LAUC-SF: Sarah McClung LAUC-SB: not represented LAUC-SC: Frank Gravier

- B. Announcements (D. Mizrachi)
- C. Approval of Transition Meeting minutes August 17, 2015 (L. Spagnolo)

Approved as amended (two small corrections).

- D. Review of action items from August 17 minutes (D. Mizrachi/L. Spagnolo)
 - 1. Division Chairs review Exec Board roster, Census of Delegates and Election Calendar.

Sent out. No changes noted.

Afternoon:

2. Statewide Committee appointments: Divisions with vacancies in should send in nominees as soon as possible to Diane (mizrachi@library.ucla.edu).

Diane has received most, but not all. Remaining open positions are noted below (Section G.1.).

- 3. Invitations to LAUC Box Account (Diane) -- DONE All Exec Board members should have been invited, and people should be able to see the LAUC Exec Board folder. Chairs of committees should be able to see and access those respective folders, and should be able to invite committee members to upload and edit. There were some login challenges mentioned. Berkeley noted a challenge that may be attributed to a conflict with the local campus Box account. A tip was offered that if one clicks on the alternate ID if at a campus other than UCLA, one should be able to log in with one's campus credentials.
- 4. Add new members to the LAUC Exec Board list -- DONE
- 5. Assemble calendar for first Thursday of month phone call from 1-3pm, except September, when call will be September 10.

DONE. Note that calls are on LAUC calendar through July 2016: https://lauc.ucop.edu/calendar.

6. Send out new travel policy as soon as it is finalized to LAUC-EXEC list and to Julie for webpage (Diane).

Diane acknowledged the consternation regarding this, as the policy was not forthcoming as expected. See below for further discussion under H.1. from the CoUL Meeting. Not yet complete.

7. Develop brainstorm of ideas (see the Venn diagram flipchart page) for presentation to group at September 10 meeting (Diane).

Diane will be discussing in item below.

- 8. Diane to follow up with potential party who is interested in LAUC Archivist project. Pending: have more developments on this item.
 - 9. Diane to work with Julie on the scope/roles/tasks for the Web Content Committee and issue a call for members.

In process.

E. Systemwide Committee Reports

1. Research and Professional Development (D. Peterman)

Deferred until Dana joins the call. The announcement calling for proposals was issued, and acknowledged by division chairs. Dana's report: The first call for grant proposals was sent out, with a corrected date of Friday, October 16. The committee is missing two members, from Davis and Santa Cruz, and a meeting has not yet been scheduled.

Website Revision Ad Hoc (J. Lefevre)

The ad hoc committee was officially disbanded at the transition meeting. Julie working on her own until creation of the new committee. Julie thanked those who sent in photos for the Exec Board page. There are a couple outstanding, and she will follow up for those. Other activities are standard webmaster tasks. Diane asked about the transfer of documents and other content from the old to the new site. Julie reported that it has progressed well. The majority of content



from old site is on new with the exception of some content from assemblies that were hosted on third-party or campus sites. If and how to migrate that content should be addressed by the new Web Content Committee. There is new content to be put up, primarily the end-of-funding reports from R&PD/Research and Professional Development grants. There are some outstanding, but that will be an on-going project.

3. Diversity (L. Friedman)

Diane and Lia are working on developing charges. As soon as the committee has a full complement of members it will start to meet.

- 4. Committee on Professional Governance (D. Johnson)
 Unable to attend. Committee likely not to have any updates at this time.
 - 5. APM Working group (M. Conner, D. Mizrachi)

Matt reported that the original plan was to send in the report the previous Friday (September 4). The group has had discussion and there is a strong consensus regarding what to send. Diane has also shared developments with CoUL. Originally the task force was supposed to have synthesized the LAUC response with the CoUL response by 9/14, but there has been no response from Brian Schottlaender, Chair of the CoUL/LAUC APM 360-4 Joint Task Force. Brian was working with UCOP regarding the final deadline.

ACTION: Diane to reach out to Brian to make sure he has the documents he needs from LAUC, and clarifying next steps.

- F. Advisory Groups Reports and/or updates
 - 1. SLASIAC (S. Koskinen)

SLASIAC has been fairly quiet. There is a full day meeting planned for November 5 in Oakland, and Susan will be attending. They have also been working on posting the position of CDL's Associate Vice Provost and Executive Director, since Laine Farley's retirement. SLASIAC has a role in that, with a few representatives on the search committee. That job has been posted for a while.

Susan spoke regarding the structure. Susan has not heard about a new chair or members, or a revised structure. Some messages have been sent to SLASIAC from Joanne Miller at UCOP, who manages the communications for SLASIAC, for example the most recent email on UC copyright policy. The all-day meetings are usually full agendas with several presentations, so there should be a lot of content from the November 5 meeting. In-person meetings occur in the fall and the spring, and typically do not have conference calls in between.

2. SAG 2 (S. Perry)

All of the SAGs received a letter from Donald Barclay, as Chair of DOC/Direction & Oversight Committee in the revised UCLAS 2.0 structure, instructing SAGs not to start new projects as of that letter. Activities have been ramping down over summer, with an official end date of November 1. At this point, UCLAS is planning on one all-campus group, the Shared Content



Leadership Group. The CKGs/Common Knowledge Groups will continue to exist, and will be self-organizing, so not reporting to the DOC. Some CKGs have reported to SAG 2, but that reporting line will go away. The CKGs will retain communication structures for common interests but will not be funded in any way by CoUL.

SAG 2 is concluding its projects, one includes a set of recommendations regarding the next phase of the UC-wide DAMS/Digital Asset Management System, since Calisphere will be launching that in the next couple of weeks. One question is how we are going to manage collaborative digital management in the Nuxio system. The SAG2 meeting occurring tomorrow will include an update about what CoUL discussed on this matter. There are a few other projects to wrap up before November.

3. SAG 3 (A. Riggio)

SAG 3 met yesterday. What is now the CLS/Collection Licensing Subgroup will exist in a different form with a different set of members, decided by DOC. The group will consist of an AUL or decision-making authority from each campus and a representative from CDL. DOC is going to take on broader, higher-level projects, overseeing things like the WorldCat Local transition, shared ILS issues, shared print (i.e., federal documents, etc.), as examples of activities that would come out of SAG 3's scope. Committees will be formed based on project need. DOC h eld a two-day in person meeting with the coordinating committee and SAG chairs to discuss this, and is still open to taking more feedback from the SAGs. Nothing is in stone yet, but the November 1 sunset date is out there for SAGS.

SAG 3 has continued to oversee a couple of projects that will be turned over to DOC. This is the federal documents archive and the shared digitization project. All SAGs are compiling details of their projects, further projects to pursue, etc.

One question from the group entailed how LAUC would be involved and represented in this new structure. It was noted that the new structure is smaller than the outgoing structure, but LAUC involvement is still important. LAUC is a good communication mechanism for getting feedback into the structure. It was pointed out that the transition for bibliographer groups in the new structure is worthy of discussion. It seems as if they are going to act more like CKGs and may not be as involved with communicating directly into the new structure.

ACTION: Diane to draft a letter to Donald Barclay, getting feedback from the LAUC Exec Board for suggestions and input before sending. The letter will focus on how LAUC can be involved and continue to carry out its advisory responsibilities (as expressed in the LAUC by-laws, APM, etc.) in the new UCLAS structure.

Matt Conner offered the suggestion to include how DOC is going to communicate to and from LAUC, and how LAUC members can feed into this group. Matt added that he had sent a message to Rosalie Lack last year with feedback regarding LAUC representation and how that model can continue.

G. Ongoing Business

1. Standing Committee Chair appointments

Chairs have been appointed and have a draft of their charges. The charges have been put in Box in the committees' respective folders this morning. Diane is working with Lia on the Diversity Committee charge. R&PD/Research & Professional Governance needs a couple more members. Their charge entails using and evaluating the new scoring sheet for presentation grants, and reviewing the new funding recommendations and evaluate how that worked. R&PD will also be implementing a new application policy to ensure all awardees do not owe an end-of-funding report from a previous grant.

The Committee on Professional Governance had a full year last year, with activities led by Matt Conner and Dean Rowan. CPG will not have an additional charge unless issues arise during the year. Dean emphasized that the standing rules revisions process should have follow-up as appropriate pending approval of the by-laws by UCOP. Matt noted that they were submitted after the spring assembly. UCOP has been occupied with the APM revisions, and the Vice Provost has been away part of the summer. Matt resubmitted in early September to take this up again.

Committees Needing Members:

Davis: Diversity, R&PD. Cory has R&PD and is working on Diversity.

Irvine: R&PD.

Santa Barbara: R&PD

Santa Cruz: Diversity, Professional Governance. Frank is working on it. The R&PD representative has been sent in. Two calls have gone out, and SC Exec Board members are now recruiting

people individually.

There was general discussion of suggestions for recruiting committee representation. At Irvine, for R&PD, the statewide representative is someone from the local committee. For Diversity, there is a library-wide diversity committee, so if there are any librarians serving on that they may be asked if they are interested in serving as the representative on the LAUC Diversity Committee. Lia spoke to San Diego's practice as Chair of the Diversity Committee. San Diego used to have a LAUC diversity committee, which become a library-wide diversity and inclusion committee. There is a strong interest in diversity at UCSD, so it isn't hard to recruit for the LAUC committee. One suggestion is to tell people it's going to be fun this year. Diane indicated that the draft charges can be shared tentatively, as they are not likely to be dramatically revised. The Diversity charge is written fairly broadly. Diane acknowledged the stretch for campuses in recruiting members for various committees. Frank indicated that Santa Cruz has kept a running Excel spreadsheet tracking participation at the local and statewide level, and it often helps with recruitment. There is a culture change with smaller numbers of librarians, and frequent cycles of serving.

- APM Working group (M. Conner, D. Mizrachi) (See below under New Business 1 Update from CoULs Meeting)
- 3. Spring Assembly updates (J. Shiroma)

In the next week more communication will go out to the tentative speaker, Dan Russell from Google. The group will be updated once that is confirmed. Diane affirmed the plans to confirm the speaker as soon as possible in case an alternative speaker needs to be identified. The rest of



the format will then be determined to have as interactive of sessions as possible. The date being considered in March 21st, which is the first Monday of spring break. It may be possible for people to arrive at UC Merced the night before on Sunday rather than deal with weekday traffic. Options for a self-hosted dinner on Sunday night, or traveling together, particularly those traveling from Southern California, might be part of the informal arrangements. Matt noted that lodging the night before may be an issue, since the assembly is designed to be a one-day event without any overnight lodging, especially with budget constraints.

ACTION: Diane to check with Joanne Miller at UCOP to verify that the March 21st date for the Spring Assembly 2016 will not conflict with the UCOP conference call.

H. New Business

- 1. Report of CoUL meeting (D. Mizrachi)
- General acceptance & endorsement of LAUC's Celebrating Librarians Theme
- Travel & funding burden on campus Business Offices they suggest finding a permanent mechanism. MOU, speak with Susan Carlson UCOP
- Website Content Committee (J. Lefevre/DM)
- LAUC Archives Task Force
- LAUC Journal Task Force
- Zoom trial possible to save up to \$2,500.00 annually

Diane and Dana represented LAUC under the first agenda item on the CoUL's meeting. The new University Librarian at Merced, Haipeng Li, introduced himself. The overall theme of celebrating librarians' achievements was presented, with some outstanding examples, stressing that often few people may be aware of this work outside of the peer review process or by happenstance. CoUL was supportive of this idea. It is win/win by publicizing our achievements, and creating hooks for potential donors and important for building trust and respect from faculty and administration. It is obviously a way to raise libraries' profile, important for morale and improving communication. It was not a hard sell as a concept. It was also stressed that LAUC would be using new mechanisms for communication, i.e., the new website and social media. CoUL also liked the "Meet the Members" section of the website and learning about the "secret lives of librarians."

After the transition meeting, Diane and Julie posted an article about LAUC in Wikipedia, based on the LAUC brochure and not going into much detail. Within a few hours it was cited for plagiarism and taken down, saying that it was plagiarizing the LAUC-D article, where Davis had also based the article on the brochure.

ACTION: Diane to work w/ Julie to get our Wikipedia article reinstated. Suggestions include contacting Phoebe Ayers (psayers at mit.edu), or someone at UCLA who has been a Wikipedia editor from early on as well.

Great utilization of eScholarship by LAUC members was also discussed, including the idea of a LAUC journal and the three options we discussed at the transition meeting: a LAUC journal with a task force as advisory group, whether a full journal with a board and editors, or more of an informal depository for preprints, reports, talks etc.; and the third option of promoting and



depositing articles to eScholarship individually. Librarians using eScholarship ties in with our promoting the use of eScholarship to faculty in light of the UC open access policy. One project coming out of this is to take a survey of our membership, determining who has deposited in eScholarship, what kind of Open Access tools people use, what people use to track articles (i.e., participation in ResearchGate, etc.). Focusing our efforts toward this has the ULs positive support.

Other ideas discussed were having a poster session for lunch break at the Spring Assembly. The presidential fund or a presentation grant could support these presenters, especially newer librarians.

The LAUC archives were also discussed, and the need to revitalize practices. Kathi Neal at UC Berkeley has served as our LAUC Archivist for some time. On the new LAUC website, there is the original guidelines document created in 1996, that has policies, revised in 2009 (https://lauc.ucop.edu/guidelines-and-other-procedures). Before setting up a task force, Diane will approach Kathi Neal to get her input.

Diane also encouraged the CoULs group to develop a culture of celebration of their librarians and library staff at the division level, and hope that this is something that LAUC can collaborate with library administration at the division levels.

Zoom: many of you saw a demo at the lunch hour of the transition meeting of Zoom, a video-conferencing software. UCLA has a subscription. LAUC can use Zoom for free for our vide-conferences instead of ReadyTalk. The ULs were interested in this as well. LAUC pays up to \$2,500 a year for ReadyTalk; the latest bill for July/August was \$300. Diane spoke with Padona Yeung, who is the main person from UCOP to deal with our budget, asking her if we stopped using ReadyTalk, would we be able to reapply the funds. Padona indicated that the funds are earmarked for electronic communication or travel. Since demands for travel funding have increased this is a promising avenue.

There was a question whether Zoom had a feature for screen-sharing. This will be confirmed in testing. Calls with up to 25 members are free; and up to 100 members if pre-approved as long as a UCLA member is one of the participants. This may be a solution for the electronic communications at an assembly as well.

ACTION: Diane to send out a call for individuals from the Exec Board to participate in practice sessions using Zoom, with a proposal to use for the Exec Board conference call in November.

Travel: The ULs were not aware that funding oversight for LAUC was transferred from UCOP to the campus of that year's president on a rotating basis. There was significant concern about this, with a desire to come up with a more permanent system or structure. The CoUL group indicated they would speak to Susan Carlson from UCOP about this in the course of their meeting. There would be concern on campuses regarding budget reviews, and this additional category of funds. Diane followed up with Lorelei Tanji, who confirmed that the conversation with Susan Carlson had taken place, and that UCOP explained why they could no longer continue to oversee it due to budget reviews. Diane also talked with Ginny Steel this week about the arrangement. Ginny



assured that Deputy University Librarian Susan Parker, who oversees budgeting at UCLA is working with the UCLA business office to see if a more permanent, streamlined structure can be created, as well as a process with a faster turnaround. The outstanding issue of reimbursing for expenses from the August 17 transition meeting is also out there. Diane is monitoring this and following up as appropriate.

There was also an email received from UCLA Library Business Services with a request to provide a quarterly forecast for LAUC spending. Diane clarified that the funds are distributed to the campus of the current LAUC president at the beginning of the fiscal year. Lisa suggested that we might be able to get reports of past expenditures from UCOP. Matt noted that the major expenses are the transition meeting and the Spring Assembly, with not much in between. It was noted that there has been some budget encroachment in the presidential fund for funding the website, which is a new expense. Investigating Zoom may benefit the travel budget. Matt indicated that UCOP staff (Patricia Osorio O-Dea and Padona Yeung) may have proposed a model that would not place too much strain on campuses. In this model, the campuses would reimburse members directly, and then recharge the central campus to take from the LAUC budget. This may be a workable model.

There was a concern about recruiting candidates agreeing to run for LAUC President if this issue would come with it, as it creates an additional workload for the campus. Matt as chair of the Nominating Committee indicated that he would be up front about this with potential candidates.

ACTION: Diane to set up a meeting with the relevant people at the UCLA Business Office, coordinating with the UCLA Deputy University Librarian to discuss streamlining this process.

The Last 15 minutes of the meeting with CoUL was focused on the APM. A handout of the revised version incorporating LAUC members' feedback was presented. Matt put a copy of this in the Box folder. Diane presented the items that had consensus from the membership and not every item of suggestion. It was emphasized that the phrase in the first part was identified to be deleted: "along with other academic and professional staff across the libraries...." The rationale is that it is understood that librarians would be working with other series, and it was not needed. CoUL was amenable to dropping that particular phrase. Diane emphasized keeping the phrase, "facilitate the creation and transmission of knowledge," because we do facilitate knowledge creation. Adding the phrase "not limited to" before the enumeration allows for more flexible interpretation. There are five enumerated services, to which were added "managing library operations and resources." Diane did not discuss promoting the profession or training librarians, rather to emphasize the concerns that were universal throughout the membership.

As Matt mentioned earlier, the APM Task Force is charged to come up with an agreed-upon definition, which would be submitted to UCOP. Along with several other bodies, all LAUC membership would have a 90-day review period whether to accept the definition or not.

Matt asked about CoUL's response to the other changes. Diane indicated that CoUL expressed understanding of the issues, but it is unknown what their discussion may have been after LAUC agenda item. Matt indicated that the LAUC Exec Board should be done with this issue. The Task

Force is on a short timeframe to send to UCOP. UCOP will prepare the draft, and then it goes out for the 90-day review. LAUC membership would be speaking directly to UCOP. The Exec Board's role is just to send the membership feedback. Dana indicated that the 90-day review caused confusion, and wanted to clarify the outcome and intended goal, i.e., whether there was a specific vote. Matt indicated that a yes/no vote is not necessarily appropriate in favor of more general feedback to send responses. Comments will flow through the Exec Board, and we can talk about what form that takes, i.e., through Division Chairs, etc. All comments are packaged and forwarded to UCOP. Diane suggested that the Task Force discuss how the review step is carried out. It may be similar to when the APM was reviewed in the spring, since that review was also wider than just LAUC. In the spring, the LAUC Exec Board assembled feedback and forwarded. Cory confirmed that for the APM revisions in the spring the Davis AUL for Administrative Services forwarded a message from the UC Davis Office of the Vice Provost for Academic Affairs, so that process was routed for LAUC's review of that change. It was noted that there were several routes for issuing the review. UCLA Information Studies faculty also received the message and reviewed it in one of their meetings to prepare feedback. I-Wei indicated that while serving as LAUC-B ex officio member on the UCB Library Committee of the Academic Senate, this issue came up around the time of the Spring Assembly.

Lynda asked about what the UCLA IS faculty feedback was. Diane indicated that they thought librarians needed more money. They saw the version that UCLA LAUC Chair Rikke Ogawa had presented, but also identified the issue of enumerating the services and indicating "not limited to." They recognized the need for flexibility as different kinds of librarianship and specialization within librarianship develops.

Miscellaneous Follow-Up Questions:

- 1. There was a question whether a LAUC representative for the **Shared Library Facilities Board** was chosen. Matt submitted names but the outcome is not known at this time.
- 2. There was a question about **rolling out the website**. Julie indicated that the project is finished, and it may depend on how comfortable we feel rolling it out without a new Web Content Committee. Diane suggested announcing the website may aid in garnering interest for serving on the committee. Matt indicates people are already visiting it. There are some internal links to the old page that may not be working anymore. An announcement will also galvanize updating local sites.

ACTION: Diane and Julie will devise a roll-out schedule and tasks in the roll-out, including the recruitment call, etc.

I. Round Robin of Divisions

Berkeley (I. Wang): A scholarly communications officer position is being recruited, with three candidates coming next week. LAUC-B has traditionally hosted candidate lunches for librarian series positions. Although this position is not in the librarian series, LAUC-B will be hosting the lunch, given that this position will work closely with librarians. Under the subject of membership, LAUC-B is considering its relationship with CDL. Laine Farley had informally served as an ambassador/liaison forwarding interesting news from LAUC to people at CDL who may not



be in the librarian series. LAUC-B is thinking about ways to continue those ties and that relationship. There are no members there, but LAUC-B sees itself as taking on this bridging role as the campus closest geographically to CDL. LAUC-B is hoping to do this more informally than something involving a by-laws change.

The LAUC-B conference is on October 16. Information has been sent from the conference organizers to the division chairs. Thank you for distributing this widely.

Davis (C. Craig): There are seven open librarian positions in active recruitment. The head of the Blaisdell Medical Library recruitment got to the candidate visit stage in August. There are four public services librarian positions in Research Support Services, which should be close to the interview stage. The Collection Strategist Librarian position closed August 17. A position for a University Archivist closed July 22. There is also a data services program starting, which will be placed under the Director of Online Strategy, and will have four positions: a lead; two data coordinators and a GIS data specialist. Only the lead is in recruitment at the moment.

Irvine (C. Johnson): Not much to report. The transition meeting was held yesterday. Cynthia and Colby Riggs, Vice Chair, met with Lorelei Tanji and the AUL for Administrative Services to talk about the upcoming year. There will be recruitments posted soon, including a health sciences librarian, and an electronic resources cataloging and metadata librarian.

Los Angeles (L. Tolly): The year is still getting established for LAUC-LA. The Executive Board will meet soon. Lynda and Miki Goral, Vice Chair, met with Ginny Steel to talk about the coming year; it was a positive meeting. The strategic planning process is ongoing. Three positions are open for archivists: a processing archivist, a photographic collection project archivist, and a university archives project archivist. All are within the librarian series, so that is promising.

Merced (J. Shiroma): Not much to report. Susan Mikkelsen left recently, so Merced is recruiting for an instruction librarian sometime in the near future. She was one of the original librarians at UC Merced.

Riverside: (C. Arbagey): There will soon be a new recruitment posted for the Jay Kay and Doris Klein Science Fiction Librarian. The Petko printing and bookbinding collection is being moved out to another library; this includes antique printing presses and typesets. The first general membership meeting of the year was held this week. Riverside continues to grapple with the changes in the peer review process, moving from having the Vice Provost of Academic Personnel being the final decision-maker to the University Librarian having this authority. At the membership meeting the University Librarian spoke about revising standards for reviews for this year, including meeting with AULs to discuss these standards. LAUC-R is discussing how to approach this issue in its advisory role.

San Diego (H. Smedberg): Not much to report. The transition meeting took place. The library held its annual librarian service recognition, with service from five to 35 years, honoring six people. Diane noted that in the CoUL meeting for celebrating librarians, Ginny Steel mentioned their Librarian of the Year award, and Brian also noted the years of service recognition. Heather indicated this came from realizing several years ago that librarians were not included in the staff



years of service process. The librarians select a book in their honor and receive a certificate at a nice event for librarians.

San Francisco (S. McClung): At the transition meeting it was mentioned that University Librarian Karen Butter has announced her retirement. There have been no further developments to share about that. The position has not been posted, and the timeline is not yet known. UCSF is currently interviewing for a non-librarian position—an industrial documents digital manager, with the second candidate being interviewed next week.

Santa Cruz (F. Gravier): There is a new 1-year temporary appointment of a librarian to serve as a project archivist on specific collections: the conservatory papers. There is an open recruitment for a university archivist, which will be a librarian position. It closes on the 28th of this month.

ACTION: For Board: think about people in your libraries who are LAUC members and who hold interesting working titles or areas of responsibility.

It was noted that if anyone is featured for LAUC spotlights that this would be confirmed with the LAUC member.

J. Adjournment
Move to adjourn: Lynda Tolly
Second: Matt Conner

Meeting adjourned at 2:57pm.

Next conference call date/time: October 1, 1-3pm