

Public Services Division Steering Committee
MINUTES

December 9, 2010
Linthicum Branch Library

In Attendance: Stefan Freed, Melissa Hepler, Jennifer Jones, Alexa Leinaweaver, Yvette May, Sandy Meyers, Elizabeth Slack, Tina Pickens, Donna Seibly

- I. Review / Changes to June Minutes** (Tina Pickens)
 - September meeting minutes were reviewed and approved.

- II. President's Report** (Tina Pickens)
 - Highlights from the Executive Board meeting on November 11:
 - 2011 Conference – Silent auction will be in the lobby as last year. Poster sessions will be revived this year and displayed in the hallway. Keynote speaker will be Barbara Jones on the topic of Intellectual Freedom. There will be some virtual programs again this year.
 - If anyone has CEU questions, ask at the MLA office. Do not contact DLDS or any other organization first.
 - IFAP has a wiki and a blog.
 - Fox45 wants to collaborate with MLA to promote early literacy and will produce public service announcements about summer reading programs.
 - TSD – Holding a conference program on e-books in libraries, based on the book “No Shelf Required” by Sue Polanka.
 - Membership is down in MLA by approximately 100 people, likely due to the economy.

- III. OSIG** (Tina Pickens)
 - OSIG is still seeking a chair.

- IV. RAIG Updates** (Tina Pickens)
 - RAIG is still going strong; they have recently covered steampunk and retold fairytales. Their most recent meeting was at the Laurel Library (PGCMLS) so as to be more accessible to central/eastern Marylanders.

- V. TIG** (Stefan Freed)
 - TIG will be holding an in-person meeting at the MLA conference again this year.
 - The TIG Facebook page continues, as does the listserv; not enough overlap exists in the participants for each to discontinue one or the other.

- The committee discussed how to handle a potential change in the TIG chair, should the need arise last-minute.
- The next in-person TIG meeting follows this PSD meeting.

VI. Fall Program: DIY RA Bootcamp ~ Evaluation (Yvette May)

- Program held on September 30th, 10-4, at the Bowie Library (PGCMLS). The weather was horrible, and the library difficult to find due to lack of signage, but 23 attendees arrived despite the difficulties.
- Michael Gannon's "How to Judge a Book by its Cover" was very well received, as was Michelle Ringer-Wyle's presentation on audio-visual RA.
- The program brought in \$2,084, with \$475 in expenses.
- Recommendations for next program: Visit the site in advance. Bring a microphone, even if you think the room is small. Bring extension cords.
- Yvette will write an article for *The Crab* covering the event.

VIII. Conference 2011 (Tina Pickens)

- The conference will be **May 4-6, 2011**.
- We will be combined with Delaware this year.
- MLA seeks contributions for the Silent Auction. Items of all values are wanted. Contact Liz Slack or Tina Pickens to donate something to the auction.
- The Jules Restaurant deal for conference attendees, offered for the first time in 2010, will be offered again in 2011.
- PSD has the following programs planned:
 - **Pooling Limited Resources to Provide Effective Teen Programming** – Sidney McCoy (repeat program). TIG will co-sponsor.
 - **Pop Culture for Librarians** – Alan Simpson. RAIG may co-sponsor.
 - **Readers' Advisory From the Checkout Desk** – APLSS will co-sponsor.
 - **Smoke and Mirrors** – Jennifer Rothschild will discuss YA literature. Co-sponsored by TIG.
- PSD will not be sponsoring a preconference program this year.
- Poster sessions have been revived for the 2011 conference. Donna Seibly shared items from a previous year's display and will investigate if her library (Harford County) will lend us a tabletop displayer.

IX. Round the Table (All)

- Nomination of officers for 2011-2012:
 - Jesse Roth and Melissa Hepler will check with their respective supervisors for approval to run for VP.
 - Yvette May will run for secretary.
- Jennifer Jones recently attended a webinar on social media in libraries. This subject was interesting and popular and may be a good one for a PSD program. It could cover:

- Comparing different library policies on social media
- How and why libraries could use social media
- Privacy concerns; legal repercussions
- Who should run it? (PR/Marketing often results in a “dehumanized” character)

This could be a good program for bringing in non-library presenters. Possibilities: staff from Visit Baltimore and/or 1st Mariner Bank (both presented at SLRC conference); Andrea Snyder at EPFL was their contact.

- The group discussed ways to make programs more accessible and affordable. Suggestions include:
 - Offer the same program twice in separate locations
 - Offer shorter programs (e.g. afternoon only) so as to charge a lower price
- Alexa Leinaweaver reminded everyone that *The Crab* accepts articles each quarter, and PSD can advertise its existence and its programs there. The next deadline for articles will be March 5, 2011. Articles may be sent to the editor at crabedit@mdlib.org. (More submission information at: <http://www.mdlib.org/about/ecrab/submit.asp>.)
- Tina Pickens reminded everyone that we can also advertise our programs in the *Happenings* that gets mailed to all current MLA members.

***The Next Meeting is scheduled for
Thursday, March 10, 2010, at 9:30 a.m.,
at the Linthicum Branch of AACPL.***

*Respectfully submitted by:
Alexa Leinaweaver, Secretary*