also...
MLA Election Results > 9
Interview with Roberta R. Phillips, New Chief Executive Officer of the Prince George’s County Memorial Library System > 13

Regional Library Becomes the First Maryland Public Library Member of Library of Congress Name Authority Cooperative Program (11)
Regional Library Becomes the First Maryland Public Library Member of Library of Congress Name Authority Cooperative Program

The Southern Maryland Regional Library Association is one of five libraries in Maryland which are Name Authority Cooperative Program (NACO) member libraries. It is also the first public library in Maryland to join the program, which is associated with the Library of Congress.

Interview with Roberta R. Phillips, New Chief Executive Officer of the Prince George’s County Memorial Library System (Right)

Roberta Phillips, new CEO of the PrinceGeorge’s County Memorial Library System, has a vision for how to improve library services in the already innovative system. Donna Scott-Martin interviews Phillips on her history and future plans.

ALA Councilor’s Report

Maryland’s ALA Councilor reports on activities from ALA’s 2019 Midwinter Meeting, held in Seattle, Washington, including council actions, the future of Midwinter, and ALA Elections.

ID Picture: Interview with an Instructional Designer

Instructional design (ID) is not a new field, yet it didn’t start to catch much attention in the library field until around the 2000s. In a Google Scholar search for “instructional design” and “libraries,” the very first academic library journal article that mentions the subject was published in 2000. Sarah Green interviews Pamela Gutman, an instructional designer with the human resources department of the Applied Physics Laboratory at Johns Hopkins University on instructional design in this featured article.

Night Sky Network: Springtime Planet Party

The month of March brought longer days for Northern Hemisphere observers, especially by the time of the equinox. Early risers were treated to the majority of the bright planets dancing in the morning skies. The vernal equinox occurred on March 20, marking the official beginning of spring for the Northern Hemisphere.
Don’t forget: In addition to these Contents pages, you can use Bookmarks to navigate through your Digital Magazine!
Editor’s Note

In all my years of editing the Crab, it never occurred to me that National Library Week is often close to, or coincides with the publication of the Crab’s Spring issue each year. In this year’s Spring issue, we can see a clear indication of how libraries and librarians in Maryland are living this year’s National Library Week (April 7-13) theme, “Libraries= Strong Communities,” through the advocacy efforts of Zeke White and Ashley Rogers of MLA’s Library Advocacy Interest Group. MLA President Joe Thompson interviews White and Rogers in this issue’s President’s Message (page 5). Advocacy is an important backbone of building strong libraries, whose activities ultimately lead to strong communities.

National Library Week was first observed in 1958. I thought it might be interesting for readers to see how far libraries have come through an exploration of the themes through the years and to think about how these themes have been realized in Maryland libraries:

Annette Haldeman, MLA Crab Editor; Department of Legislative Services Library

National Library Week Themes!

1958 and 1959: Wake up and read
1960: Open wonderful new worlds…wake up and read
1961: For a richer, fuller life, read
1962: Read and watch your world grow
1963: Read—the fifth freedom, enjoy it
1964: Reading is the key
1965: Open your mind—read; Know what you’re talking about—read
1966: Read—keep growing; Know what you are talking about—read
1967: Explore inner space; Reading is what’s happening
1968 and 1969: Be all you can be—read
1970: Reading is for everybody
1971: You’ve got a right to read
1972: Reading makes the world go round; Books bring people together
1973: Get ahead—read; Widen your world
1974: Grow with books; Get it all together
1975: Information Power
1976: Information Power at the Library? At the Library
1977: Use your library
1978: Info to go…at the Library
1979: The Library is Filled with Success Stories
1980: America’s greatest bargain…the library
1981: America, the library has your number
1982: A word to the wise, library
1983: Go for it! Use your library
1984: Knowledge is RealPower
1985: A Nation of Readers
1986: Get a head start at The Library
1987: Take time to read...use your library
1988: The Card With a Charge. Use your Library
1990: Reach for a Star. Ask a Librarian.
1992: Your Right to Know: Librarians Make it Happen
1997: Kids Connect @ the Library
1998: Kids Connect @ the Library
1999 and 2000: Read! Learn! Connect! @ the Library!
2001, 2002, 2003, and 2004: @ your library™
2005: Something for everyone @ your library®
2006: Change your world @ your library®
2007: Come together @ your library®
2008: Join the circle of knowledge @ your library®
2009: World connect @ your library®
2010: Communities thrive @ your library®
2011: Create your own story @ your library®
2012: You belong @ your library®
2013: Communities Matter @ your library®
2014: Lives change @ your library®
2015: Unlimited possibilities @ your library®
2016 and 2017: Libraries Transform
2018: Libraries Lead
2019: Libraries = Strong Communities
ON THE AFTERNOON OF MARCH 5TH, I had the chance to sit down with our MLA Library Advocacy Interest Group (LAIG) co-chairs, Ashley Rogers (AR) and Zeke White (ZW), to hear their thoughts on the progress made by the new interest group over the past two years. This is an excerpt from our wide-ranging conversation.

Joe Thompson: Thanks so much for being here today! First, how did the Library Advocacy Interest Group come to be?

ZW: Denise Davis [Past President, MLA] contacted me a couple years ago. I had met her briefly when she came to Woodlawn to look at Storyville, and then again at Library Day in Annapolis. I think that conversation is when we really clicked, because she asked, “You know what you’re supposed to be talking about, right?” I said “not really.” She took that moment to educate me about the issues that we were advocating for that day. She’s really good at on-the-spot education. A few years later, she called me and explained her vision for the Library Advocacy Interest Group. She was concerned that a lot of younger people did not know how to do [library advocacy] and didn’t feel empowered to do it, and a generation of library leaders are also about to retire. She really wanted to empower and educate others on the art of advocacy. LAIG just came from there, from that specific vision.

Ashley, you came in a little bit after it started, right? What was your story?

AR: Zeke and I had been talking about it and I had expressed interest in being on the group. Some change of leadership happened and I ended up being the co-chair as well. We were an Interest Group that was just forming and we weren’t really sure where we were going exactly. We had a charge, but how were we going to fulfill that was yet to be seen. We were a core group, about five of us, that started working together as understudies. We were attending Legislative Panel meetings, went to a hearing, and watched some webinars. We were still figuring it out. Then we [Ashley, Zeke, Denise, Joe, & Natalie Edington] had a pivotal early morning meeting and over coffee, we came up with a plan. That’s when we shifted focus a bit and that core group became a steering committee that plans advocacy events for all of the Maryland Library community. We have a larger base now that attends our events and participates in a broader way. The steering committee still functions as the understudies, but we also have this bigger goal of reaching a larger audience.

ZW: I want to credit Natalie Edington [MLA Federal Legislative Officer]. Natalie and Denise have clearly done lots of work behind the scenes to shape the vision for LAIG. She’s been instrumental from the very beginning, being a guide and mentor to us throughout the process.

AR: Then, we started conducting Brown Bag sessions. These have been really successful. They’re open to all Maryland library staff. It’s free. You don’t have to be an MLA member.

You’ve both done a really amazing job promoting these. I’m impressed by how the word’s getting out, people are becoming aware of it, and you’re getting it promoted out on social media and Marylib. I really love seeing people be encouraged to come and participate in these kind of MLA activities.

AR: That’s really a group effort. Everyone in the group has been involved. We
hosted the Legislative Day one, which was with you and Andrea [Berstler], which was great. The first Brown Bag we had was with Mary Hastler for elevator speeches. We also hosted one with Carrie Willson about the Legislative Panel. The next one we have coming up is on Intellectual Freedom.

I think you’ve talked a little bit about this, but what was your original interest in participating?

ZW: I’m really interested in grassroots advocacy and I started from that place, the more I learned about legislative advocacy, specifically in terms of salaries and county library funding here in Maryland. That has to do with advocacy. Somebody has got to do the work. I am passionate about library advocacy at the branch level and taking it to the next level is exciting, in helping legislators understand what we do and the evolving role of libraries. Healthy salaries and healthy funding—it takes the work of everyone to make sure that happens.

Did you have any sense of how advocacy connected with the experience your community has in using library services?

ZW: All of that was coming together. There’s the OCLC study [From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018]. Participants in that study didn’t necessarily find that libraries were as important in the role of children, but they do increasingly see us as community hubs. The library as community hub rings true for me. In my branch, we’ve hosted community conversations and have actively talked about issues that the community cares about. The library was able to respond with services or programs that fulfill community needs.

AR: My interest was from the opposite direction. When there were proposed federal funding cuts in 2016, I started thinking about how IMLS cuts at a federal level would affect state and local funding, and how that trickles down to each of our libraries. I wanted to do something about that, and later that year I was able to help lead the visit with U.S. Congressman John Sarbanes. I’ve done state level visits before, but to be able to share the importance of libraries at the federal level and advocate for funding was an amazing experience. Having the support and confidence of you, Denise, Natalie, and Skip [Auld] helped me to feel ready to take the next step in my advocacy work.

That was really impressive. What has most surprised you about the work of library advocacy in the state of Maryland?

AR: How many people it takes. Just how many groups are involved, how far ahead you have to think about things, and how everybody can play a role in it. It is very empowering. If you want to be involved, there is a role for you to be involved in library advocacy.

ZW: The layers of Legislative Panel, the LAIG, and then there’s MAPLA [Maryland Association of Public Library Administrators]. All the pieces that it takes to pull together and stay on message. A pleasant surprise was when staff from the ALA Office for Library Advocacy talked about how Maryland is really cutting edge and how there are only one or two other states doing anything like LAIG. That’s South Carolina and Indiana, I believe. It was great to hear that we’re getting ahead of this. They said that all chapters need to be approaching this because we’re all dealing with generations of library leadership retiring. I don’t know that it was a surprise, but validating, to see how passionate frontline staff feel about frontline advocacy and how talking to SSD [MLA’s Support Staff Division] and pointing out that they are already doing this. In a way it comes down to being able to talk about why you love your job, why you come to work every day, and they were so empowered and excited about it. We are seeing all levels of organizations come to the Brown Bags. I was recently invited to come to Technical Services at BCPL. I’ve been asked to speak at various groups at BCPL. So, people are hungry to learn more about advocacy.

What do you think will be some of the biggest challenges regarding library advocacy ahead?

AR: The two that come to mind are funding and intellectual freedom issues. One of the biggest things we learned about at the Maryland Nonprofits presentation was state funding levels. They talked about the overall budget of the state and how that’ll be shifting into a possible projected deficit. That could have huge impacts on us.

And especially with the Kirwan Commission report. That will call for lots of money for education and nobody at this point seems to know how it’s going to be paid for.

AR: And, minimum wage increases, too. How does that play into all of this?

That’s right. How does any of this get paid for at the state or local level? Good questions.

ZW: That was one of my questions coming out of that session. The Kirwan Commission report sounds great on paper, but it’s a huge price tag and where is that money coming from? I don’t know what libraries need to do to position ourselves but I think it’s important if that moves forward that we do become a voice at the table.

AR: On advocacy challenges, we were talking about something else that I think is important—the issues around Intellectual Freedom and access and services for everyone. We represent multiple viewpoints in our community and that can be seen in our
materials spaces, services, and programs. We need to keep explaining why and how we do this. We also need to be proactive and make sure that we’re connecting with our legislators and community leaders in a variety of ways. This came up at our preconference at the MLA/DLA Conference last year. The ALA Office for Library Advocacy talked about libraries formalizing and promoting their role as community conveners. Zeke and I have been working on this at each of our branches. At my branch, the Severn Community Library, we’re working on a community feedback project with focus groups, one-on-ones, and surveys. The feedback we are hearing is invaluable to providing tailored services to our community. I was then able to share some of this feedback and the branch’s responses with our state delegate on Maryland Library Day.

ZW: Right, and then it’s important to be responsive to community feedback. With the long table discussion at Woodlawn, we learned that the community most wanted 1) better police and youth relations; 2) more support for entrepreneurs and small businesses in the area; and 3) greater cohesion among neighborhood associations. So, we hosted what will be the first of many police/teen gaming events and we’re starting an Entrepreneur Academy that’s kicking off this Saturday. We will also host a neighborhood association dinner, where the associations can find common ground and work on goals together. It’s important for libraries to be responsive and agile and also not be so modest as a profession. We’re often introverts, modest and humble about the service we provide in our communities. It is important that we stop being so modest about how we contribute to the communities we serve, and talk about how we contribute to a thriving, resilient economy.

AR: It’s taking it a step past inviting our local politicians to our public events, which of course we should be doing, but also positioning ourselves to be viewed as leaders and conveners in each of our communities.

I really appreciate you both taking the time to share your observations with me about your experience establishing the LAIG. Thinking about the larger association, I want to see as many people who would benefit from MLA membership or involvement in the association seek it out. Do you have any advice? What would you say to someone starting their career in libraries who is thinking about joining MLA?

ZW: I’ve been involved in MLA off and on over the years and I can’t stress the importance of it. You don’t want to get in your own silo and you want to learn what other systems are doing. If you’re a small system, you can learn how big systems are doing things and vice versa. There’s a lot that we can learn from each other. There’s a lot of awesome things that Maryland libraries are doing and it’s a great place to network. Maybe see if you’re interested in going for a position in another county or another system. It’s good to make those kind of connections and for idea sharing.

AR: I would second all that. I didn’t join until later in my career. I didn’t become involved until we did this. I wish I would have gotten involved sooner, for all of the reasons Zeke just listed. I think there may be this misconception that if you’re involved you have to dedicate lots and lots of time. You don’t have to commit yourself to a huge involvement in it.

Who’s going to be your successors coming in as LAIG co-chairs?

ZW: Melissa Gotsch and Megan Jones. Both have done a tremendous job, contributing to all of the projects, being very involved with all of the meetings, and are highly respected within their own systems. We’re excited to see what they bring to the table.

A few days after I spoke with Zeke and Ashley, MLA Executive Director Margaret Carty offered this additional observation to me.

“In the short time since the Library Advocacy Interest Group was started, they have come a long way and are making a large and meaningful impact on the Association. MLA’s Interest Groups provide a platform to showcase leadership, professional growth and visible proof that we can foresee a successful future for libraries in Maryland. Participation in an Interest Group is an opportunity to advance the individual while supporting the mission of the Association.”

I couldn’t agree more, and want to take this opportunity to thank all of our MLA unit leaders and member volunteers. I am incredibly grateful to each of you for finding the time to give back to the library profession. It truly makes a huge difference.

See you at the 2019 MLA/DLA Conference!

—Joe
About the elections, current MLA President Joe Thompson expressed his appreciation, thanking so many MLA members for helping to shape the Association’s future.

“I’d like to offer my sincere thanks to all of the individuals who agreed to run for Maryland Library Association offices in the recent elections. Our association depends on our volunteer leaders, and it’s wonderful to see that we have so many people dedicated to accomplishing MLA’s important work. I very much appreciate the efforts of Michelle Hamiel and her Nominations Committee for assembling a strong ballot for this election.”

Morgan Miller, Director of the Cecil County Public Library System, will assume the role of Vice President/President Elect in July 2019. “Librarian leadership is needed more than ever. It is essential to the future of our communities and our country,” stated Ms. Miller.

The Cecil County Public Library’s mission is to “Champion Reading, Build Knowledge, and Inspire Curiosity.” Throughout its seven branches, outreach bookmobile, and digital resources, CCPL delivers transformational service that opens the doors of learning and opportunity for the entire community. Prior to being named Director, Ms. Miller played an integral role over the course of her 14-year career with CCPL in shaping the services and culture that garnered the library system the 2015 National Medal for Libraries, the nation’s highest honor for libraries, awarded each year to five libraries achieving extraordinary impact. At the state and national level, Ms. Miller serves on the state’s Library Legislative Panel, as well as the Public Library Association’s Advocacy and Strategic Partnerships Committee.

Ms. Miller attended the University of Maryland, College Park, where she graduated Phi Beta Kappa. She received her Master's in Library and Information Science from Drexel University in 2009. She is a graduate of the Maryland Library Leadership Institute and the Cecil Leadership Institute, class of 2011. In 2013, Ms. Miller was named an Emerging Leader by the Maryland Library Association. She has also dedicated much of her personal time to community engagement and leadership. She is a member of the Union Hospital of Cecil County’s Board of Directors and the Cecil County Chamber of Commerce’s Board of Directors, as well as the Local Management Board and Economic Development Council.

Ms. Miller will serve as MLA president following the terms of Thompson and Carroll County Public Library Executive Director, Andrea Berstler, who will serve as president during the 2019-2020 year.

MLA Election Results
The Maryland Library Association is happy to announce its leadership for 2020! Please join us in congratulating:

Vice President/President Elect
Morgan Miller

Treasurer
Carl Olson

Division Leadership:

ACRL Maryland (Association of College and Research Libraries, Maryland)
Vice President: Lois Entner
Secretary: Sean Hogan

Children’s Services Division (CSD):
Vice President: Betsy Brannen
Secretary: Jill Hutchison

Leadership Development Division (LDD):
Vice President: Anita Crawford
Secretary: Megan Jones

Public Services Division (PSD):
Vice President: Sam Eddington
Secretary: Melissa Lauber

Support Staff Division (SSD):
Vice President: Robin Soma-Dudley
Secretary: Maria Jacobs

About the elections, current MLA President Joe Thompson expressed his appreciation, thanking so many MLA members for helping to shape the Association’s future.

“I’d like to offer my sincere thanks to all of the individuals who agreed to run for Maryland Library Association offices in the recent elections. Our association depends on our volunteer leaders, and it’s wonderful to see that we have so many people dedicated to accomplishing MLA’s important work. I very much appreciate the efforts of Michelle Hamiel and her Nominations Committee for assembling a strong ballot for this election.”

Morgan Miller, Director of the Cecil County Public Library System, will assume the role of Vice President/President Elect in July 2019. "Librarian leadership is needed more than ever. It is essential to the future of our communities and our country," stated Ms. Miller.

The Cecil County Public Library’s mission is to “Champion Reading, Build Knowledge, and Inspire Curiosity.” Throughout its seven branches, outreach bookmobile, and digital resources, CCPL delivers transformational service that opens the doors of learning and opportunity for the entire community. Prior to being named Director, Ms. Miller played an integral role over the course of her 14-year career with CCPL in shaping the services and culture that garnered the library system the 2015 National Medal for Libraries, the nation’s highest honor for libraries, awarded each year to five libraries achieving extraordinary impact. At the state and national level, Ms. Miller serves on the state’s Library Legislative Panel, as well as the Public Library Association’s Advocacy and Strategic Partnerships Committee.

Ms. Miller attended the University of Maryland, College Park, where she graduated Phi Beta Kappa. She received her Master's in Library and Information Science from Drexel University in 2009. She is a graduate of the Maryland Library Leadership Institute and the Cecil Leadership Institute, class of 2011. In 2013, Ms. Miller was named an Emerging Leader by the Maryland Library Association. She has also dedicated much of her personal time to community engagement and leadership. She is a member of the Union Hospital of Cecil County’s Board of Directors and the Cecil County Chamber of Commerce’s Board of Directors, as well as the Local Management Board and Economic Development Council.

Ms. Miller will serve as MLA president following the terms of Thompson and Carroll County Public Library Executive Director, Andrea Berstler, who will serve as president during the 2019-2020 year.
Technical Services Division (TSD) Update

Robert Krzanowski, Carroll Community College

The Steering Committee of the Technical Services Division (TSD) voted to officially convert to an interest group as of FY2019-20 during its fall meeting. While the members of the Steering Committee are all passionate about technical services librarianship, the members did not feel that a division format is sustainable over time, due to ongoing recruitment issues.

The officers of the TSD would like to thank all past and present officers and members for their dedicated service over the years. While we are sad to see TSD’s run come to a close, the officers are also excited to begin the next chapter as an interest group, hoping to have more informal meetings and discussions to address the specific technical services issues that affect librarians on a day-to-day basis.

As an interest group, an expansion of discussions is planned, to include areas of technical services outside of acquisitions and cataloging, such as collection maintenance, that will also appeal to public services colleagues. While TSD is no longer a division, the interest group will continue to offer relevant programming and conference presentations as needed.

For more information about opportunities with the Technical Services Interest Group, please contact current TSD President, Sharon Reidt, at sreidt@somd.lib.md.us. Finally, TSD would like to thank Margaret Carty and the staff of the MLA Office for their generosity and support over the years. TSD is beyond grateful for your work with the Division!
The three regional library employees who are now certified NACO participants are (left to right):

Marie Ward, Cataloging Technician

Susan Grant, Technical Services Manager

Sharon Reidt, Cataloging Librarian.
Vicky Falcón, Southern Maryland Regional Library Association

THE SOUTHERN MARYLAND REGIONAL LIBRARY ASSOCIATION is one of five libraries in Maryland which are Name Authority Cooperative Program (NACO) member libraries. It is also the first public library in Maryland to join the program, which is associated with the Library of Congress.

NACO is a program for cooperative cataloging where specially-trained catalog librarians edit and create authority records for libraries all over the world.

"Authority records are standardized headings that are then linked to regular catalog records for books and other materials," explained Susan Grant, Technical Services Manager at the regional library and one of three of the organization’s staff members who completed the recent training.

Certification for NACO participation included 23.5 hours of training and was completed in January 2019. The regional library is now authorized to contribute authority records for personal, corporate, and conference names, as well as place names and titles. A reviewer from within the Library of Congress will look over all records that the team creates and provide ongoing feedback as the team gains experience.

Authority records are developed to keep catalog records consistent for searching purposes. According to Grant, one way authority records help searchers is by distinguishing between different things (such as people with the same name) or different subjects that use the same term (i.e., Winston Churchill is the name of both an American novelist and a British prime minister).

Authority records are also used to clarify like things. For example, Fyodor Dostoyevsky is a Russian author whose name can be, and has been, transliterated from the Russian Cyrillic alphabet many different ways (over 70 different ways in the authority record for his name alone). Having one standardized form of his name helps keep books by and about him linked together in the catalog and makes searching easier.

"Better authority control in the local catalog means better customer service overall," said Grant, who explained that she and her colleagues will focus on creating Maryland-specific authority records.

"Being NACO members and contributors means we are doing something positive locally and also for the larger library community," she said.

For more information about NACO membership, visit the Library of Congress website: www.loc.gov. For more information about the Southern Maryland Regional Library Association, go to smrla.org.
Interview with Roberta R. Phillips, New Chief Executive Officer of the Prince George’s County Memorial Library System

Donna Scott-Martin, Prince George’s County Memorial Library System

With a quick smile and a warm handshake, you can see that Roberta Phillips “has never met a stranger.” Tall, slim and confident, with a little mischief in her eye, she radiates a kind and friendly welcome. Ms. Phillips is meeting and greeting customers, staff and stakeholders all across the county. She moved to Prince George’s County from South Carolina with her husband Chris—a broadcaster and sailor—a cat named Frannie and a soulful-eyed black Lab, Finnegan. Roberta has a vision for how to improve library services in the already innovative system. Here is a little of her story.

Donna Scott-Martin: Tell us about yourself and how you came to Prince George’s County.

Roberta R. Phillips: Prince George’s County is an exciting place, filled with a strong community and supportive leaders. It is a great place to live and work, so this is a real opportunity. As I begin here in Prince George’s County, I want to get a broad base of knowledge about community and county partnerships, with staff and customer feedback to get a feel for real needs. I use a “listen, learn and respond” method, making no assumptions.

I began my career as a classroom teacher because of my love of learning. I will always consider myself an educator because I see the impact that education makes on people’s lives. My passion is for rendering innovative, creative and caring services to the community.

I received the Teacher of the Year Award my first year of teaching by persistently taking action to meet the needs of the underserved student population. Then I trained to be a librarian, first as a school media specialist, opening school libraries across the district. I moved to the Charlotte Mecklenburg Library and worked in public libraries. Check out the ImaginOn: The Joe & Joan Martin Center in Charlotte. This is an innovative space built especially to delight children. I wanted to try my hand at leading a library, so I became the director of the rural Orangeburg County Library. It was a rewarding challenge to add needed services for that community library.

At Richland Library in Columbia, South Carolina, I had the opportunity to help...
create beautiful spaces for our customers during a four-year period that included 12 library building and renovation projects.

What makes you proud in your career?

My strength is building relationships to effect quality change. At Richland, we worked with teen STEM students on an IMLS grant funded project, The Fresh Food, Fresh Thinking. We asked them, “What do [you] want in the library?” The teens collaborated with architectural students to address a community need. The plan for the library/farmers’ market was presented by these students to the community, School Board and Library Board. These youth worked together to create a library!

I was awarded an American Library Association Mover and Shaker award in 2013 as a change agent, a role I take to heart. The Library Journal article about the award is subtitled “Perpetual Motion,” and with so many possibilities, it is true. This award noted my customer-oriented school and public library service including enhancing and creating innovative library services, spaces and projects. I focused on partnerships in the community.

My work on a new service framework, titled Library as Studio, allowed me to look at libraries from the 21st century lens of learning, creating and sharing within the community. Libraries have long been viewed as places of learning. We need to expand that to be seen as places to create and share content, to convene and collaborate to solve community problems.

Are the people you grew up with surprised at your accomplishments?

No. I’ve always pushed myself to do more! I am one of eight children. My mother’s strength and resilience encouraged me. I always had strong women around me.

Who were your most memorable mentors and why?

I believe women should support and lift each other up. My closest supports and advisors include my sisters and sister-in law. I count on them because of their wisdom, compassion and strength of character. Melanie Huggins, Executive Director of Richland Library, is important because she brought out the best in me and always encouraged my strengths.

Share the best advice you ever received.

As I took on this new job, Executive Director Melanie Huggins’ advice was uplifting and indispensable:

- Use your strengths;
- Take your time; and
- Take care of yourself.

In what ways do you consider yourself giving back to the community?

I think of libraries as joyful spaces. The look on the customers’ faces when they see a library built for them is rewarding. This kind of library creates a sense of belonging, empowerment and renewed hope. This is why we do the work, so the community can have this experience of delight.

You’ve probably heard about the program, A Book that Shaped Me. Is there a book or books that shaped you?

I love a good story, one that leads you to think and know what is possible by using your imagination. That is what moves me. Two of my favorite books are Harold and the Purple Crayon and Little House in the Big Woods. But check back, I always have a new favorite.

As a leader in the field, what excites you about the future of libraries?

Libraries have the opportunity to help advance their communities, and this is exciting work. We support entrepreneurs, the creative class, families and provide spaces for convening, collaborating and civic engagement. People trust libraries to provide reliable information, and we want to continue to build upon that trust.

Libraries have the capacity and the resources to do really interesting things to contribute to the community as a whole. The library supports the whole child by providing summer feeding locations, fostering interest in STEM and creativity and helping youth realize their potential. They serve as spaces for small business owners to plan and succeed. Libraries offer services for senior citizens to continue to learn and thrive. Our expert staff listens and connects with our customers daily.

What would you like to be remembered for when you have completed your tenure at the Prince George’s County Memorial Library System?

I would like to be remembered as a kind and compassionate individual that empowered others, created opportunities and gave hope. That for me would be a phenomenal legacy!
Midwinter in Seattle

David Dahl, ALA Councilor for Maryland

ALA’s 2019 MIDWINTER MEETING was held in Seattle in January and not a drop of rain was to be seen. However, I would be remiss to not begin by addressing the gray cloud that loomed over the conference due to both official and unofficial reported incidents of racialized aggression and code of conduct violations, including during activities of the ALA Council. The Council incident was a major topic of discussion during the Council III meeting and has already led to follow-up actions. The ALA Executive Board released a statement immediately following Midwinter. Several councilors also collaborated to produce An Open Letter Addressing Racialized Aggression During 2019 ALA Midwinter, which garnered over 500 signatures. Council has also formed a working group to review its unofficial meetings (Council Forums). We can’t undo what happened in the past, but we can work to do better today and in the future. I’m heartened by these and other responses, and I’m reminded of the good work that ALA and its members do as I reflect on all that happened at Midwinter.

Resolutions passed

- Resolution in Support of Civil Rights Protections for People of Diverse Gender Identities
  (This resolution was also endorsed by the Maryland Library Association.)
- Resolution for the Adoption of Sustainability as a Core Value of Librarianship
- Resolution on Monetary Library Fines as a Form of Social Inequity
- Resolution Observing Public Domain Day on January 1, 2019
- Resolution on Public Access to Congressional Service Reports
- Resolution Commending the Reauthorization of the Museum and Library Services Act
- Resolution Celebrating the U.S. Ratification and Passage of the Marrakesh Treaty Implementation Act

Updates on Interpretations of the Library Bill of Rights:

- Meeting Rooms: An Interpretation of the Library Bill of Rights revision passed
- Prisoners’ Right to Read: An Interpretation of the Library Bill of Rights revision passed
- Challenged Resources: An Interpretation of the Library Bill of Rights revision passed
- An amendment to add Article VII, which focuses on the concept of ensuring privacy and confidentiality for library users, passed. The Intellectual Freedom Committee will build on this work in upcoming revisions to “Privacy: An Interpretation of the Library Bill of Rights.”

- The Committee on Diversity’s revisions to ALA Policy B.8.10, which was previously Policy 61: Library Services to the Poor, were passed.
- The Committee on Professional Ethics’ revisions to “Copyright: An Interpretation of the Code of Ethics” were passed.

Memorials and tributes:

- James Jarrell
- Merlyn Miller
- Wanda Dole
- Dr. Carlton C. Rochell
- Amber Clark
- Danielle Ponton Alderson (tribute)

ALA “Organizational Effectiveness” Initiative:

The Steering Committee on Organizational Effectiveness gave an update on their progress since beginning their group’s work in August. The goal of the initiative is to “design a modern association for a modern profession” — one that can respond to challenges and opportunities with agility. A “remodeling summit” was held in October where participants were asked to describe the current state of ALA governance and imagine an ideal future state for it. Some of the future attributes were “agile,” “innovative,” “inclusive,” “socially conscious” and “customizable.”

Council members were encouraged to participate in a session on Monday afternoon that specifically looked at the future of Council in ALA’s governance. Four scenarios were presented, ranging from “eliminate Council” to “keep Council as it is.” The principal tension seems to be around having a Council that is representative of the membership while right-sizing the group to get important work done.

The committee will continue to gather input on its proposed models through April, make further refinements in May, and gather more input before presenting their next steps in June (likely at ALA Annual in DC). It will certainly be interesting to see what recommendations the committee comes up with!
**Future of Midwinter:**

At Council III on Wednesday, Clara Bohrer, Chair of the ALA Conference Committee, reported on work to develop a model to replace Midwinter. The message being conveyed is that Philadelphia in 2020 will be the last Midwinter as we know it. The work to replace Midwinter was motivated by downward trends in member attendance and exhibitor participation, which subsequently results in declining revenue. Three options were investigated, including (1) eliminating Midwinter, (2) keeping Midwinter as is with some minor changes and (3) replacing Midwinter with a new event. Option 3, replacing Midwinter, is currently being pursued with a final decision expected by June 2019. Some of the goals include reducing the conference footprint, bringing the event to new cities and regions, presenting professional development content that is targeted to attendees’ needs and reducing dependency on the Midwinter meeting for committee work. An announcement and call for program proposals is expected in the fall of 2019.

**Financials:**

ALA’s fiscal year runs from September to August, making Midwinter an interesting time to review three fiscal years (previous, current, and next). In FY18, general fund expenses exceeded revenue by more than $800,000. Two primary reasons seem to be higher than anticipated expenses in publishing and a net loss for the 2018 Midwinter meeting. Divisions and roundtables brought in a combined net revenue of over $1 million.

The Budget Analysis and Review Committee reported on the current status of FY19 investments around development, advocacy and IT. Investments of $8.8 million are planned in these three areas to improve ALA’s “mission capabilities and financial sustainability.” ALA is on track to hire 2.5 new staff positions by March to support development.

Development of next year’s budget (FY2020) begins with the establishment of programmatic priorities. The Council approved the following proposed programmatic priorities: Diversity; Equitable Access to Information and Library Services; Education and Lifelong Learning; Intellectual Freedom; Advocacy for Libraries and the Profession; Literacy; Organizational Excellence; and Transforming Libraries.

Also of interest, ALA is engaged with a potential buyer of ALA headquarters in Chicago. Executive Director Mary Ghikas reported that the property does not enable the collaborative work that ALA needs to do. It is expected that revenue from a potential sale would go to two sources: (1) renting of a new location for staff offices and (2) the ALA endowment.

**Elections:**

The 2019 ALA election opened on March 11th. There are two candidates for President-elect: Julius C. Jefferson, Jr. and Lance Werner. There are two candidates for Treasurer: Andrew Pace and Maggie Farrell. Candidate bios and other election information can be found on the ALA Election Information page.

**Advocacy:**

Because ALA Annual will be held in D.C. this summer, National Library Legislative Day (NLLD) will not occur in 2019. NLLD will resume in 2020. In its place, ALA organized a two-day “fly-in” advocacy event with members of Congress on February 25th and 26th. More than 90 librarians were invited to participate in this targeted event. Participants were invited based on their congressional districts. The American Libraries blog proved a write-up of the event.

The Committee on Legislation reported the Legislative Agenda for 2019. Priorities for 2019 include Funding, Equitable Access to High-Speed Internet, Copyright, and Government Information and Services. Several emerging policy issues are also identified, including privacy and cybersecurity, STEM education and coding, workforce development and veterans.

A new Advocacy website was also unveiled at Midwinter. It includes a section for state and local resources. It’s definitely worth a look!
INSTRUCTIONAL DESIGN (ID) is not a new field, yet it did not start to catch much attention in the library field until around the 2000s. In a Google Scholar search for “instructional design” and “libraries,” the very first academic library journal article that mentions the subject was published in 2000 (Dewald). By now, the term might be familiar to most, but the details could still be fuzzy. Fortunately, I am friends with Pamela Gutman, an instructional designer with the Human Resources Department of the Applied Physics Laboratory at Johns Hopkins University. She has a master’s degree in computing and education and a master’s in instructional technology and media, as well as more than ten years’ experience working in the ID field. I took the opportunity to e-mail her some questions about ID, which she graciously responded to in detail. I have copied the text of our exchange below.

Sarah Green: What is instructional design? How long has the concept been around?

Pamela Gutman: Instructional design, sometimes called instructional systems design, is the practice of designing, developing, and delivering effective learning experiences that impart some type of knowledge, skill, or awareness. The field really took off during World War II, but it’s rooted in cognitive and behavioral psychology. You can see an infographic with a brief history of the field here: https://elearninginfographics.com/brief-history-instructional-design-infographic/. Many people have heard of the ADDIE model for instructional design; ADDIE stands for Analysis, Design, Development, Implementation and Evaluation. There are many other models out there, but they generally cover these basic concepts of designing effective learning experiences.

Can you tell me what a typical work day looks like for you? What are you working on right now?

It really depends on which projects I’m actively working on that day! I have quite a few projects and programs that I’m involved with at any one time, so I do tend to have a lot of meetings and group work, and I get a lot of email each day. But most days you’ll also see me designing or developing some type of learning experience. One of my top priorities right now is working with a small team on designing training for a new buddy program, where new hires to my organization will be matched with an experienced colleague. We’re designing learning experiences for the new hire, the buddy, and also the supervisor to help them select the best buddy for that new employee. We’re still in the early stages of the design, but the final product will most likely include some combination of videos, job aids (like infographics, flowcharts, and checklists), online modules, and an in-person kickoff event.

What are some major trends in instructional design that you think are interesting? What are some trends that bother you?

Microlearning is a big trend right now, where content is delivered in small chunks that learners can access just-in-time. Think about the last time you needed to repair something small in your house — did you take a whole class on the subject? Probably not, you most likely watched some videos on YouTube and figured it out through trial and error. This is the same concept; making small learning experiences, like videos, on specific topics that learners can access in the moment they most need them.

I’m also extremely interested in augmented and virtual reality for learning, and I recently attended the Realities360 conference in California on this topic. Learning technologies are really evolving, and I think we’ll see even more in this space soon. I’m looking into using augmented reality for our revamped onboarding program, and I’m also investigating using virtual reality to augment some of our leadership training.

One trend that I’m not really enamored with is gamification, where learning experiences can be turned into games, complete with points, levels, and leaderboards, in order to motivate people to learn. I think gamification can be effective and motivating, but a lot of the time it comes off as gimmicky and can actually detract from learning if it’s done poorly. For example, a flashy memorization game will probably get learners to memorize the content so they can get a high score, but then they’ll quickly forget what they’ve learned. Role playing-type games that are rooted in the learner’s reality, where they are...
faced with realistic situations and challenges, can be very meaningful and can lead to deeper knowledge. The key is in making the experience close enough to their reality so that they are practicing the skills they are learning and reinforcing their knowledge.

What mistakes do people most frequently make when giving a course or educational session?

Not spending enough time on the up-front analysis! It’s important to take your time to understand who the audience is, what they already know, and what they should be getting out of the learning experience. This includes both what you want them to come away with and why they should care. We call that the WIIFM: What’s In It For Me. If learners, especially adult learners, don’t know upfront how the content is relevant for them, you may lose them completely. You want to tap into their prior knowledge and connect it to their development. There can be a lot of pressure to just create a training quickly but, without analysis and careful design first, it may not lead to the culture change or increased knowledge that you were hoping for. Similarly, people should also keep in mind that a training is not always the right answer. When conducting your needs analysis, you may discover that people already know how to do something correctly, but there’s a process currently in place that’s preventing them from doing what you want them to do. In that case, you may need to work with the policy makers on changing the process itself, rather than teaching people how to work within a broken process!

How have you collaborated with librarians in your role?

How can academic librarians collaborate successfully with instructional designers?

I haven’t worked with academic librarians in my current role, but I did frequently when I worked at a university in Baltimore. We worked together to help faculty members use technology more effectively with their students, as well as making our learning management system interface better with the library’s resources. I have also seen librarians and instructional designers working together to design courses and learning materials that facilitate mastery of information literacy skills, which is quite an effective pairing! This recording, from the University of Missouri, has some additional ideas — http://blendedlibrarian.learningtimes.net/the-instructional-designer/

Do you have any recommendations for more rapid design models that librarians could use for course-integrated one-shots?

It’s definitely challenging if you’re just teaching a one-off topic and don’t have much information about your students! In this case, you may want to use the SAM model instead of the ADDIE one. SAM, or the Successive Approximation Model, is an iterative development model. Instead of completing all of your analysis then all of your design and then your development, you “build a little, test a little.” Basically, you take what you do know, and make a smaller version of the final product, and get feedback from your learners. Then, you make changes based on what you learned from the previous version and repeat the process. If you’re familiar with software development, it’s the difference between using the waterfall process versus the agile process. This way, you can grow the experience as you learn what works and what doesn’t.

Do you have any basic advice you would give to a librarian (or other teachers) when teaching a group of college students? What about a manager who will need to train new hires?

Start with the WIIFM — what’s in it for them. How will this course/subject impact them, and why should they spend the time to go through this? Make the experience as relevant and meaningful to them as
you can. And allow plenty of time for practice, and for getting things wrong! People remember more from what they got wrong than what they got right, and it's important for them to practice the skills they are learning in a way that has realistic consequences. Even if you're designing a simple multiple choice question to gauge their knowledge, you can turn it into a scenario asking them what they would do in a particular situation. If they get it wrong, show them what might happen in real life if they make that decision; don't just tell them the right answer.

What resources would you recommend to new instructors?

*Make It Stick: The Science of Successful Learning* by Peter Brown, Henry Roediger III, and Mark McDaniel is a pretty accessible and comprehensive guide to how people learn and what experiences are most effective. *Design for How People Learn (Voices That Matter)* by Julie Dirksen is another fast read that explores how to make effective educational experiences. There are also many blogs, podcasts and professional organizations out there. Personally, I'm a big fan of Cathy Moore's blog; she frequently shares tips for workplace training and I use her action mapping approach for analysis. I'm also a member of the eLearning Guild and the Association of Talent Development (ATD), and they provide a great community and some fantastic webinars and whitepapers.

For developing presentations, online training, and other visual communications, I'd recommend the *Non-Designers Design Book* by Robin Williams, *Don't Make Me Think* by Steve Krug, and *slide:ology* and *Resonate* by Nancy Duarte. I am also a big fan of Tom Kuhlmann's *Rapid eLearning Blog* and the Articulate e-Learning Heroes online community! The eLearning Guild’s annual conference, DevLearn, is a great experience and can expose you to some amazing examples of e-learning from around the world.

What are your favorite educational tools?

For developing online learning content, I generally use Articulate products. My development tool of choice is Storyline 360, but I’ve also used Rise for fast, responsive mobile experiences. I also have Adobe Captivate, and I generally use that for experiences that require more advanced programming or more complex 508 compliance requirements. I use Audacity to record and edit audio, but I use the full Adobe Creative Cloud suite to make videos and any printed material like job aids and infographics (thank goodness for Adobe Illustrator and Acrobat Pro!). Inkscape is a good vector drawing program if you’re looking for a free option. I’ve had good experiences using Piktochart to make infographics, but I generally prefer to do my own so I have more control over the look and feel. I also use Microsoft PowerPoint a lot to create my own flat images, and I get some free photos from Icon Finder and MorgueFile.

These are great, and so detailed! I had heard of the WIIFM concept through Char Booth’s book *Reflective Teaching, Effective Learning*, which is geared toward teaching librarians. One follow-up question: Can you tell me one idea you had for using AR for an on-boarding program? Right now I just see Pokémon jumping around.

For the onboarding program, one way we’re looking at using AR is for a scavenger hunt to help people find their way around our confusing campus and to show interesting information like videos about our most important inventions or overviews of what a particular group does. Though we do have a thriving community of Pokemon Go players, that’s not our intent.

**Sources Mentioned**

**Blended Librarianship**


**Instructional Design**


**Web Usability**


**Making Presentations**


**E-Learning**

Sources Consulted


This article was originally posted to ACRL-MD’s blog here: https://acrlmd.wordpress.com/2019/02/28/id-picture-interview-with-an-instructional-designer/

Infographics from https://elearninginfographics.com
Mars the Wanderer

David Prosper

April’s skies find Mars traveling between star clusters after sunset, and a great gathering of planets just before sunrise. Mars shows stargazers exactly what the term “planet” originally meant with its rapid movement across the evening sky this month. The ancient Greeks used the term *planète*, meaning wanderer, to label the bright star-like objects that traveled between the constellations of the zodiac year after year.

You can watch Mars as it wanders through the sky throughout April, visible in the west for several hours after sunset. Mars travels past two of the most famous star clusters in our night sky: the Pleiades and Hyades. Look for the red planet next to the tiny but bright Pleiades on April 1st. By the second week in April, it has moved eastward in Taurus towards the larger V-shaped Hyades. Red Mars appears to the right of the slightly brighter red-orange star Aldebaran on April 11th. We see only the brightest stars in these clusters with our unaided eyes; how many additional stars can you observe through binoculars?

Open clusters are made up of young stars born from the same “star nursery” of gas and dust. These two open clusters are roughly similar in size. The Pleiades appears much smaller as they are 444 light years away, roughly 3 times the distance of the Hyades, at 151 light years distant. Aldebaran is in the same line of sight as the Hyades, but is actually not a member of the cluster; it actually shines just 65 light years away! By comparison, Mars is practically next door to us, this month just a mere 18 light minutes from Earth - that’s about almost 200 million miles. Think of the difference between how long it takes the light to travel from these bodies: 18 minutes vs. 65 years!

The rest of the bright planets rise before dawn, in a loose lineup starting from just above the eastern horizon to high above the south: Mercury, Venus, Saturn, and Jupiter. Watch this month as the apparent gap widens considerably between the gas giants and terrestrial planets. Mercury hugs the horizon all month, with Venus racing down morning after morning to join its dimmer inner solar system companion right before sunrise. In contrast, the giants Jupiter and Saturn move away from the horizon and rise earlier all month long, with Jupiter rising before midnight by the end of April.

The Lyrids meteor shower peaks on April 22nd, but sadly all but the brightest meteors will be washed out by the light of a bright gibbous Moon.

This article is distributed by NASA Night Sky Network. The Night Sky Network program supports astronomy clubs across the USA dedicated to astronomy outreach. Visit nightsky.jpl.nasa.org to find local clubs, events, and more!

You can catch up on all of NASA’s current and future missions at nasa.gov

Editor’s Note:

The monthly article that used to be produced by NASA Space Place is now produced and distributed by NASA’s Night Sky Network.
the Crab is published quarterly to inform MLA members about events, news and activities of interest to the Maryland library community. Subscriptions are $15 per year (4 issues). For subscription or advertising information, change of address, or extra issues, call the MLA office at 410-947-5090.

the Crab is published online at the MLA web site:

About the Crab
Questions about MLA membership should be directed to the MLA office at mla@mdlib.org. Please address all other Crabby correspondence to: crabedit@mdlib.org.

Deadlines for submissions
Fall Issue: September 5;
Winter Issue: December 5
Spring Issue: March 5;
Summer Issue: June 5

Crab Editors
Annette Haldeman, Editor
Maryland Department of Legislative Services; 410-946-5400
Regina Rose, Copy Editor
Amy L. Miller, Copy Editor
Carroll County Public Library, 410-386-4490
Robert Miller, Copy Editor
University of Maryland University College Library
Hannah Wilkes, Copy Editor
Baltimore County Public Library

Art Director and production staff
Bucky Edgett; Lucky Productions,
Westminster MD 21158; 410-346-6925; luckypro.biz

Copyright © 2019 Maryland Library Association
1401 Hollins Street; Baltimore MD 21223
Voice: 410-947-5090; Fax: 410-947-5089
mla@mdlib.org

Keep up with MLA/ALA events…Share job openings…
Offer weeded items from your collection to others…Ask a question!

To subscribe to the list:
Send a message to sympa@lists.umd.edu from the address you want to subscribe to the list. In the subject line of your message, type in: subscribe marylib Firstname Lastname (indicate your own first and last name). Leave the message body blank. When your request is accepted, the message you receive confirms your subscription to the list.

To post a message to the list:
Address your message to marylib@lists.umd.edu.
(When you reply to a message sent through the listserv, your message will go to everyone! Therefore, it might be a good idea to include your email address in the body of any messages you post to the list. In some systems, the reader won’t be able to see the address in the sender line. For private replies, send a separate message addressed to the original sender.)

To unsubscribe from the list:
From the address with which you subscribed to the list, send a message to sympa@lists.umd.edu. In the subject line of your email, type in: unsubscribe marylib. Leave the message body blank.