Public Services Division Steering Committee
MINUTES
March 11, 2010
Linthicum Branch Library

In Attendance: Stefan Freed, Melissa Hepler, Alexa Leinaweaver, Yvette May, Sandy Meyers, Elizabeth Nestor, Tina Pickens, Elizabeth Pratt, Jesse Roth, Donna Sebly, Sabine Simonson, Julie Strange, Megan Willan

I. Review / Changes to December Minutes
   ▪ Minutes were reviewed and approved.

II. Introduction of New Committee Members
   ▪ Megan Willan (Cecil County) and Melissa Hepler (BCPL) have joined the ranks.

III. MLA Annual Conference (Sandy Meyers)
   ▪ The 2010 conference will be on **April 21-23**.
   ▪ PSD has five programs prepared for the 2010 Conference:
     ➢ Preconference: **“All Stressed Up and Everywhere to Go”** (hosted by Sandy)
     ➢ Jennifer Rothschild: **“The Millenials Turn 30”** (hosted by Liz P.)
     ➢ Elizabeth Rafferty: **“Social Networking and Teens”** (hosted by Yvette)
     ➢ Yolanda Johnson and Sylvia Coker: **“Got to Be Real: Readers Advisory for African-American Fiction”** (hosted by Tina)
     ➢ Sabine Simonson: **“Your Library: Developing Vital Community Partnerships”** (hosted by Donna)
   ▪ All PSD members who are hosting a program will need to pick up paperwork in advance from the MLA office. They will need to make a brief introduction for the speaker, including a blurb promoting PSD.
   ▪ TIG will be having an in-person meeting on Thursday, 4:00-5:15.
   ▪ There will be a Silent Auction on Thursday and Friday; there is a new Live Auction that will take place during the Pub Quiz on Thursday night.
   ▪ Jules Restaurant is offering a $25 “Librarian Special” on Wednesday-Friday, consisting of dinner plus a glass of wine. The restaurant is located on 120th in a shopping center with the Food Lion, opposite the carousel. See their menu online: [http://www.julesoc.com/](http://www.julesoc.com/)
   ▪ The PSD Debriefing will be Thursday night at 5:15 at the hotel bar.
   ▪ MLA needs volunteers for the registration table, the silent auction, and the book sale. Sign up to help on the MLA webpage under Forms: [http://www.mdlib.org/conference/forms.asp](http://www.mdlib.org/conference/forms.asp)

IV. OSIG Updates (Tina Pickens)
   ▪ There are no updates at this time. Tina will inquire from Pam Taylor for a status update.
V. **TIG Updates** (Stefan Freed)
   - The biannual face-to-face meeting will be at MLA, Thursday, 4-5:15. Stefan contacted a variety of publishers to see about getting promotional materials to give away at the meeting. This will be a regular meeting of the interest group. Tina will send Stefan promotional materials for PSD.

VI. **RAIG Updates** (Tina Pickens)
   - The group continues via email.

VII. **Fall Program**: (Tina Pickens)
   - Nini Beegan (DLDS) offered a “Train the Trainer” program to PSD (and several other divisions) for sponsorship during the coming year as our fall or spring programs. Margaret Carty and Gail Griffith are the presenters. The program is focused on “soft skill facilitation” rather than specific technology tips. The committee opted not to sponsor the program as it did not meet the mission of the division.
   - Fall Program: “**DIY RA Bootcamp**”. Yvette described BCPL’s recent innovation of Genre Bootcamps as a cheap readers’ advisory training. The PSD program will be half a How To, and half a demonstration of a bootcamp. Suggestions for presenters could be solicited from RAIG and from Pratt; Michael Gannon was specifically suggested. The Bowie Library (PGCMLS) has been booked for Thursday, 9/30 (10/7 as alternate), 10-5. PSD volunteers will be able to get in early to set up the meeting room. Lunch will be provided by Gertrude’s as usual. Deadlines to keep in mind: Paperwork must be done 3 months in advance (June 30); June 5 is the deadline for an article in The Crab. Yvette, Liz, and Tina will work together to plan this program.

VIII. **MLA Marketing** (Tina Pickens)
   - **Why did you join MLA?** Because it was required; It was possible to get cheaper training; To find job opportunities; Networking; Wanted to be in a division.
   - **What do you want to get out of your MLA membership?**
     - **Improve the conference.** Ideas: deeper rather than broader information (e.g. get more technical). Hold a division “fair” to promote membership, where attendees can visit division booths and learn how and why to participate. Have non-librarians present relevant programs. Revise the way the conference is set up and planned (e.g., not so dependent on divisions for providing programming).
     - **Act more as a political body.** Promote better salaries across the state and support the professionalism of librarian jobs. (Look to library associations in Great Britain for ideas.)
     - **Advertise.** Ideas: Have a contest for a TV spot, with all of them on YouTube for voting. Ads online. “Slam the Boards” style coordinated effort on Yahoo Answers and similar websites, with
all researched answers clearly marked as written by a librarian and with encouragement to research further at the local library.

IX. 2010-2011 Officers (Tina Pickens)
- Elizabeth Nestor will be vice president/president elect.
- Alexa Leinaweaver will continue as secretary.
- Sandy Meyers will be stepping down as president due to her commitment to her job. Pending MLA appointment, Tina Pickens will continue for an additional year as president.

X. Round the Table (All)
- Logo & Letterhead (Alexa Leinaweaver) – At Tina’s suggestion, Alexa created four sample logos for PSD to help create a recognizable brand for the division. The group selected the logo combining a map of Maryland with a child reading and recommended some minor alterations. Alexa will share the updated logo with the group via the GoogleGroup for final approval.
- APPLS (Tina Pickens) – Tina was speaking with Lou Sica, Jr., the president of APPLS, and he mentioned the difficult that his group is having in increasing membership and getting volunteers for officer positions within the division. PSD would like to invite Mr. Sica to the next committee meeting so he and the committee can see if their groups’ missions are in accord. Liz Pratt will also check both groups’ bylaws to find out if merging is possible and/or procedures for changing from a division to an interest group.
- 2010-2011 Contact List (Alexa Leinaweaver) – Alexa passed around an updated contact list for active members of the committee. She will post a revised version on the GoogleGroup page for members to access.
- Crab Soup Article (Alexa Leinaweaver) – Alexa shared a copy of the brief article promoting PSD that appeared on page 6 of the Winter 2010 issue of The Crab. http://www.mdlib.org/about/ecrab/adobe/winter10.pdf

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

Respectfully submitted by:
Alexa Leinaweaver, Secretary