PUBLIC SERVICES DIVISION STEERING COMMITTEE
Minutes
March 8, 2012
Linthicum Branch - AACPL

In attendance: Evelyn N. Alfred, Sam Eddington, Stefan Freed, JoAnn Griffith, Melissa Hepler, Devon Holland, Jennifer Jones, Yvette May, Sandra Meyers, Tina Pickens, Jesse Roth, Donna Sebly, Sabine Simonson, Elizabeth Slack, Christine Turner

A warm welcome to our newest attendees!
  • Liz Slack will forward an e-mail with an attachment of the December minutes.

I. Interest Group updates:
   A. Outreach Services Interest Group (OSIG): Tina Pickens reported that the group now has a mission statement as well as a presence on Facebook, Twitter and on the MLA listserv. Meetings could be face-to-face or through WIMBA (perhaps alternate). Tina suggested that we share ideas related to community outreach and “like” the group on Facebook.
   B. Teen Interest Group (TIG): No report. The next meeting will be held on Friday 5/11/12 at 9:15 am (during the MLA/DLA Conference).
   C. Readers’ Advisory Interest Group (RAIG): Will be co-sponsoring “Street Lit” program at Conference.

II. MLA/DLA Conference
   A. Conference programs – Melissa Hepler
      • PSD will not be sponsoring any preconferences.
      • “Tech Core Competencies for Library Staff” (Thurs. 5/10, 11:00) Melissa Hepler will be hosting.
      • “Ties that Bind: Using Social Media to Strengthen the Customer Relationship” (Thurs. 5/10, 4:00), Liz Slack is hosting.
      • “Don’t Miss the Hidden Treasures: Ideas for Successful Library Outreach” (Thurs. 5/10, 2:00), PSD co-sponsoring with ACRL.
      • “Street Lit” (Thurs. 5/10, 2:00), PSD co-sponsoring with RAIG and TIG. Bill Taylor (RAIG) is hosting. The speaker, Vanessa Irvin Morris, is a Professor at Drexel iSchool.
      • “Ready Reference Law” (Fri. 5/11, 11:15), Sydney McCoy is hosting.
      • Remember that the more publicity we can get the better. Everyone is encouraged to submit articles to The Crab.
   B. Poster session – Donna Sebly
      • Poster sessions will be set up in the Ballroom (Thursday only) instead of in the lobby.
      • TIG flyer needs updating (i.e. updating officers: replace Stefan Freed with Krista McKenzie). Stefan will contact Krista and ask that she submit the
new copy to the MLA office for printing. It was suggested that flyers be printed out to alert interested people of the TIG meeting at Conference.

- RAIG flyer – to be updated by Bill Taylor and submitted to the MLA office for printing. RAIG is a good resource for booklists (on MLA website).
- Tina Pickens reported that the PSD flyer is up-to-date. It may be updated to include Facebook and Twitter icons.
- Donna requested one good copy of each flyer for the poster display as well as additional copies for hand-outs.
- Everyone is encouraged to take up-to-date photos of programs for use with future poster sessions.

C. **Annual debriefing:** PSD’s unofficial debriefing will take place at the hotel bar on Thurs. 5/10 at 5:30.

III. **Technology – Tina Pickens**
   A. **Social media**
      - MLA is developing a social media policy. Liz Slack passed the draft around the table.
      - PSD and OSIG are on Facebook and Twitter.
   
   B. **E-newsletter**
      - The Children’s Services Division (CSD) has an e-newsletter which appears to work well for them.
      - Is PSD interested in pursuing this? Think about this and come up with ideas for discussion at the next meeting. This would provide another opportunity to get the word out and let people know what PSD is all about. Challenges would include initial set-up time and making sure that we have sufficient, interesting content.
   
   C. **PSD page on MLA website**
      - E-mail addresses will be added and recent programs should be updated. Tina will follow-through and submit updates.
   
   D. **PSD listserv vs. Google group**
      - Google group is not as accessible and we can no longer attach minutes.
      - The listserv allows us to attach minutes and the only thing needed to set it up is a list of e-mail addresses.
      - Tina will contact Bob Kuntz about creating the listserv. (Update: This is now ready to go! Anyone who was not automatically added can subscribe to the listserv: [http://www.mdlib.org/divisions/psd/listserv.asp](http://www.mdlib.org/divisions/psd/listserv.asp) )
   
   E. **Interest group presence on Web**
      - Tina will contact Bill Taylor about establishing a Facebook presence for RAIG.

IV. **Fall programs**
   A. **Transitioning from academic to public libraries and vice-versa**
      - Investigate resources that are available.
      - Possibly partner with the Student Interest Group (SIG) and Academic & Research Libraries (ACRL).
      - Consider inviting HR reps from various types of libraries.
• Consider inviting librarians presently working at public, academic and special libraries.
• This program may work well as a preconference; possibly record it for people unable to attend.

B. Overcoming Communication Barriers
• Target as a half-day program, with the possibility of subsequent follow-up programs.
• Focus on resources that are available for staff who need to communicate and provide service to non-English speaking people, as well as the hard of hearing and visually impaired; include Language Line, Maryland Relay. Members of PSD are encouraged to share valuable resources with one another. The State Library Resource Center (SLRC) is a great place to start. Sam Eddington will contact Helen at SLRC.
• Investigate best practices; what are other counties doing?
• Book 3 speakers (language, hearing impaired, visually impaired).
• Learning objectives:
  1) Describe 3 strategies that other library systems are using to overcome communication barriers with non-English speaking customers.
  2) Identify at least 2 free State resources to aid library staff in communicating with customers.
  3) List 3 best practices that you can employ when encountering a communication barrier.
• The group agreed to schedule the program on Thurs. Oct 4, with Oct. 11 as a back-up date. Jesse Roth will investigate availability at the following locations: 1) West County Branch (Anne Arundel)
  2) Miller Branch (Howard)
  3) Arbutus Branch (Baltimore County)
If these are unavailable, other possibilities are Maryland City or Crofton (Anne Arundel).
• Paperwork/forms are due in mid-June and we should make sure to include the program in Happenings for July, Aug. and Sept.

V. Other
Sam reported that the Eastern Shore Regional Library (ESRL) is sponsoring a program on May 23 (10am-3pm), titled “Adult Programming Unconference” (Statewide programming for adults). They would like representation from all library systems. It will be held at the Arbutus Branch of BCPL.

The next PSD meeting is scheduled for June 14, 2012 at 9:30 a.m. - Linthicum Branch of AACPL.

Respectfully submitted by:
Yvette C. May, Secretary