Public Services Division Steering Committee
MINUTES
June 10, 2010
Linthicum Branch Library

In Attendance: Deb Brothers, Stefan Freed, Jackie Greenberg, Melissa Hepler, Alexa Leinaweaver, Yvette May, Sandy Meyers, Tina Pickens, Jesse Roth, Sabine Simonson, Julie Strange

Guest: Lou Sica (APLSS)

I. Review / Changes to March Minutes
   - Minutes were reviewed and approved.

II. Introduction of Guests
   - Lou Sica, president of APLSS

III. MLA Annual Conference Wrap-up (Sandy Meyers)
   - Attendance to the conference was down this year (likely due to budget cuts across the state).
   - The original opening speaker canceled with short notice, but attendees enjoyed the last-minute substitute.
   - PSD Programs:
     - Sabine’s program (“Your Library: Developing Vital Community Partnerships”) was a conference star! Over 50 people attended, and many were overheard talking about it afterward.
     - “Got to Be Real: Readers Advisory for African-American Fiction” was a little shaky, possibly as the presenters got very little prep time in their assigned room.
     - “The Millennials Turn 30” was heard to be talked about after, but none of the people at this meeting were able to attend.
     - Elizabeth Rafferty’s “Social Networking and Teens” was very well received, and could be repeated.
     - The preconference, “All Stressed Up and Everywhere to Go,” only had 14 attendees. It was sufficient to pay the presenter, but not our usual level of turnout. The group theorized that Ms. Torpey had presented frequently over the past year, and people may have felt they knew what she had to say.
   - The promotion with Jules Restaurant worked very well, and many librarians enjoyed a good meal there.
   - The APLSS program, “Working With You is Killing Me” was limited to 30, and they had to turn away a number of people who wanted to attend; this left a bad feeling with some. Unfortunately the limit did not get published in the conference schedule as requested. The committee agreed that number-limited programs were not likely to work well at the conference.
IV. **MLA 2011 Brainstorming**  
- Jennifer Rothschild, presenting on what’s hot in YA literature.  
- Training styles and techniques – a multi-library panel discussing how they hold classes or one on one sessions with the public.  
- Volunteer Programs – how to recruit, use, and thank volunteers for their service – “Dissect a Volunteer Program”. Also sharing ideas for volunteer handbooks.  
- How to Present a Program (e.g. at MLA or a similar conference) – Julie Strange and others are already planning an all day training on how to train. They are borrowing ideas from an already extant program done by NJ libraries. Consider for a spring program? Possibly a preconference?  
- Online Resources – A refresher course in useful websites, what to use and why. Julie is already working on a course like this for AskUsNow! participants.  
- Unusual Outreach – Events like the monthly “Slam the Boards” and other ideas. (Learn about the “Slam the Boards” activity at [http://answerboards.wetpaint.com/](http://answerboards.wetpaint.com/).) Ideas for events as well as how to organize and implement.  
- “Fight the KGB!” – Given the low quality but high profile of text reference services like ChaCha and KGB, how can libraries get a piece of the market? Ways to raise libraries in public view as high quality and free. Elizabeth Cromwell (Frederick County) may be a good presenter; Sabine Simonson would present on the marketing aspect. Consider other systems doing text reference (Carroll, Caroline Counties have it; SMRLA and BCPL are signed up for next year; AskUsNow! offers text services).  
- Pop culture for librarians – Alan Simpson could present.  
- Tech Zoo (actually doing one, rather than a how-to like 2 conferences ago) – Have libraries bring interesting technology (including gaming stuff) for people to see and play with. Partner with Overdrive? Possibly not as a typical program; maybe more like vendor stalls? Perhaps stations could have stamps; collect a stamp after 10 minutes of experimenting with a piece of tech for variable amount of CEU’s at the end. (Need to check MLA’s rules for gaining CEU’s to see if this is possible.) Possible presenters: Annette Gaskins (Howard), Beth Tribe (Howard), Maurice Coleman (Harford).  
- Readers’ Advisory From the Checkout Desk – Circ staff read, shelve, etc. – they know a lot about what the library offers, so tap into this resource! Could use the recent Miss Manners column (6/2/10) for a start point for discussion of ethics. (See the column here: [http://www.buffalonews.com/2010/05/30/1066025/library-checkout-an-ordeal.html](http://www.buffalonews.com/2010/05/30/1066025/library-checkout-an-ordeal.html))

V. **OSIG Updates** (Pam Taylor, via email)  
- The group is conducting all discussions via email at this time, as all involved have difficult scheduling issues. Pam will be going to the upcoming ABOS (Association of Bookmobile and Outreach Services) meeting.
VI. **RAIG Updates** (Tina Pickens)
- Elizabeth Hulett (chair) and Bill Taylor (co-chair) are conducting all discussions via email. Current topic is Steampunk literature (notable titles are “Soulless” by Christopher Golden and “Boneshaker” by Cherie Priest). They have quarterly face to face meetings in western Maryland.
- RAIG needs to sponsor/cosponsor a program this year.

VII. **TIG Updates** (Stefan Freed)
- TIG had an in-person meeting at the MLA conference. There were 15 attendees, which given that it was scheduled opposite several other programs (including PSD’s Millenials program), this was good. There was a craft program, teaching attendees how to “tie-dye” socks using markers. There were many free giveaways as well.
- Considering the idea of including a short program (e.g. one hour) along with the face-to-face discussion as a way to earn participants CEU’s.
- The next meeting will be on December 9th after the PSD meeting, 12:30-2:30.

VIII. **Fall Program: DIY RA Bootcamp** (Yvette May and Melissa Hepler)
- Program scheduled for September 30th, 10-4, with the following Thursday as a backup date.
- It will be at the Bowie Library (PGCMLS). Maximum for the room is 150 people. Contact person: Nancy Erskine, manager.
- Tentative Schedule:
  - 15 minutes introduction, rules, housekeeping.
  - Michael Gannon – Introduction to RA
  - **Break**
  - Michael Gannon – How to judge a book by its cover (brief version).
  - **Lunch**
  - Michelle Ringer-Wyle (Sights & Sounds) – A/V RA
  - **Break**
  - Genre Discussion – Probably humorous J Fiction.
- Lunch to be provided by Gertrude’s as usual – Jesse or Stephan will arrange.
- A “Save the Date” was sent to *The Crab* for the upcoming issue.
- Sandy and Jesse volunteered to help with setup. Tina, Sabine, and Donna will help with clean up. Sabine will prepare thank you gift bags for the presenters.

VIII. **2011 Spring Program** (Tina Pickens)
- The group discussed whether to hold a spring program in 2011, as the MLA conference is again early (the beginning of May) and may conflict. Given a choice, which would people attend?
- One option could be to do a short and cheap program, possibly twice in different locations (central and western Maryland).
• Another option could be a program in western MD, then repeat it at the MLA conference.
• Stephan will look into how well western Marylanders attend the MLA conference to see if there’s a need for programs closer to home.

IX. 2010-2011 Officers (Tina Pickens)
• Officers officially begin July 1, 2010.
• Elizabeth Nestor will be vice president/president elect.
• Alexa Leinaweaver will continue as secretary.
• Tina Pickens is appointed by the committee to continue for an additional year as president.

X. Round the Table (All)
• Alexa: Updates to the contact list; revised version will be posted on the Google group page.
• Stefan: TIG’s Facebook page is currently a group, but should probably be a fan page. Discussed how to make a transition.
• Alexa: Kudos to those who submitted articles about the PSD programs to *The Crab* – Elizabeth Pratt wrote about the Millenials program, and Donna Sebly wrote about Sabine’s program.
• Alexa: TIG logo drafts were shared. The group liked the stack of books with a laptop computer on top, and recommended that the words “Public Services Division” be added to the books’ spines. Alexa will send the revised logo to Stephan so he can share it with the TIG co-chair.
• Julie: AskUsNow! is celebrating their 300,000th question! A press event will be held on July 15th at the North Point library.

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

Respectfully submitted by:
Alexa Leinaweaver, Secretary