MLA-Support Staff Division (SSD)
Minutes of October 4, 2018
Anne Arundel County Public Library-Linthicum Branch

Members in Attendance: Erik Walls (President), Amy Moser (VP/President-Elect), Lou Sica (Secretary), Jane Brown, Moneik Frazier, Robyne Greenwood, Gina Harris, Maria Jacob, Gabriel Jones, Sharon Proakis, Chelsea Shockley, and Robin Soma-Dudley

Guests: Melissa Gotsch, Barbara Lopatin, Traci Mathai, and Zeke White

Introductions - Erik and group
Since we had several guests we went around the table and introduced ourselves.

Executive Board - Erik (Erik’s notes as emailed to Lou)

Treasurer’s Report - Patty Sundberg
- The audit went fine. A report will be available at the next Board meeting.
- Balance sheets are looking good. We have $28,000 in the bank, which is $11,000 more than last year.
- We received a check from the MD State Library for $12,450 for successful leadership programs we’ve run.
- Membership dues are up $15,000.
- Division Programs have made $8,378.

MLA Branding - Vicky Falcon
- Marketing And Membership Committee is looking into better Marketing MLA.
- When you organize an event or post to your Facebook page, use the MLA logo/MLA name.
- Always make an effort to talk up MLA and the benefits of being a member. Bring membership pamphlets to meetings/trainings.
  - SSD has done this before conference programs and standalone programs. Tina made sure new member packets were included at check-in for each non-MLA member at our September program.

MLA Logo - Joe Thompson
- Joe said this was last updated almost 20 years ago. Logo rebranding is not quick. MLA must survey members and stakeholders on how it should best represent MLA.
- An idea of a task force was mentioned by Joe. This task force would have many purposes:
  - To address the MLA logo (not design it)
  - To survey members to develop a clear understanding of how MLA is currently viewed as an association (plus survey non-members in the MD Library Community).
Also, how members would like to be viewed when it comes to being an MLA member.

- Once all this is completed, the task force would then work on how to best rebrand MLA.
- If the task force is created, it would be a small group led by Vicky Falcon.
  - Those who are interested would really need to have a strong knowledge about marketing/branding.
- More to come on this. MLA may need to work with an outside company too.

President’s Report - Joe Thompson

- Legislative Panel went well. Ben Cardin was very vocal about his love of libraries! This was the first round of applause heard during the entire session.

Executive Director - Margaret Carty

- A reminder was given to review and revise your By-laws. Erik & Lou made sure Margaret received ours. We had no updates since the last revision in 2014.

ALA Councilor’s Report - David Dahl

- There’s been a lot of discussions on Meeting Rooms. ALA has guidelines for libraries to use when creating their own meeting room policies. These guidelines will help library systems to avoid and understand decisions made by courts in the past when libraries have allowed/disallowed groups in meeting rooms.
- David will be hosting ALA focus group sessions in the future to gather feedback on the current state of ALA and what you would like to see more from ALA. More to come.

Past President - Denise Davis

- LAIG - Denise attended and said the meeting went very well. Mary Hastler did an excellent presentation on elevator speeches.

Reports from Units

- Marketing And Membership Committee is starting an “I am MLA” Marketing Campaign. There will be a survey for all members to complete. Posters will be made to include your name, library system, job title, picture, and quote.
  - Facebook photo frames is another idea they’re trying to launch. Stay tuned.
  - They would also like to do something at the conference regarding “I am MLA”. More to come.
- Erik shared how SSD created guidelines for President, Vice President, and Secretary to better define the roles and to encourage division members, especially new ones, to run for office.
  - Many Executive Board members asked if the documents could be emailed out since they’re struggling to fill officer positions.
  - Erik sent out the documents on behalf of SSD. We received a nice compliment from Joe Thompson on the documents.
Training on Google Hangouts - Stuart Ragland

- Stuart created a Best Practices for virtual meetings guide if anyone is interested.

2019 Conference Committee-Amy (Amy’s notes as emailed to Lou)

I attended both the August and September meetings and everything is moving along swimmingly with getting things together for conference. We’re talking sessions and preconference and social events and everything that makes the conference the success that it is. It sounds like there’s a really good lineup in the works for 2019, so if you’re able to attend, I strongly recommend it.

Speaking of conference lineups, we’ve got some great programs of our own that we’ll be putting forth for approval in the coming month:

- Cindy Pol, HR Manager for BCPL will be speaking on serving Latino populations. It’s a program she’s presented before for BCPL staff, and will provide insight for both circulation and reference staff.
- BCPL Librarians Lisa Jones and Rhiannon Harlow will be presenting on serving and working with members of the LGBTQIA community.
- We’re also co-sponsoring a panel with LDD (Leadership Development Division) for new supervisors, to discuss the challenges facing new supervisors and managers. Kind of a “if I’d known then what I know now” vibe. This was proposed by an AACPL staff member, and our president, Erik Walls, will be joining the panel along with the AACPL staff member and 1 or 2 others from other county systems. It’s also going to be a mix of information and circulation staff.

Library Advocacy Interest Group (LAIG)-Melissa & Zeke

- Zeke & Melissa shared a report conducted by OCLC ‘From Awareness to Funding: Voter Perceptions of Libraries’. We discussed ways that all library staff can advocate for libraries in their lives be it at the grocery store, at a party, or in an elevator, for example.
- LAIG was created by Denise Davis when she was MLA President because historically advocacy was top heavy and mostly done at Administrators. Denise believes that all levels of staff should advocate.
- Staff should be prepared with their story to share of how the work we do changes lives as people’s minds are not often changed with facts/stats alone.
- If asked what you do or where you work, rather than start by saying you work at a library, start by saying what you do and what you’re proud of. For example, I work in a
building that sees 1,200 visitors a day, serves free lunches to the kids over the summer and helps people find jobs.

- All library staff in Maryland, not just MLA members, are invited to a Brown Bag Conversation, Library Advocacy is for Everyone with Carrie Plymire, Director of Calvert County Public Library. This will be held on Tuesday 10/23 from 1-2:30 at the Linthicum Branch of Anne Arundel County Public Library.

**Officers for FY 2020-Erik & group**

- Maria will run for Secretary and Robin will run for Vice-President/President-Elect!!

**Maryland Statewide Circulation Conference-Erik**

- Kudos to Barbara for stepping up and offering to speak about SSD at the MD Statewide Circulation Conference at her first SSD meeting!

**Facebook Stats-Gabriel**

- Our page has 104 followers.
- The page had 63 reaches with the highest being on 9/14 and 9/26.
- The page had 17 shares.
- The total page views was 18.
- Please feel free to use the hashtag #MLASSD when posting.
- Please like and share page posts if you’re comfortable doing so.

**Fall Program-Jane & Erik**

- The program, Getting to Know and Serving English Language Learners was held on Tuesday September 18th, from 1:30-4:30 at the Elkridge Branch of Howard County Library. The program was full and we are investigating offering it again in the spring.
- The group reviewed the evaluation forms and the program received mostly 4s & 5s.
- MLA made around $986 off the program.
- Suggestions from the forms for future programs included outreach and mobile library services.

**Emergency Preparedness Program-Lou**

SSD has been asked to co-sponsor this program in the winter with the Public Services Division (PSD) & LDD and Lou has agreed to be the planner representing SSD. Lou will notify the group when the program has been approved.
Future Meetings - Lou

- Our annual lunch meeting will be held on Thursday 12/6 at 1:00PM at Schultz’s Crab House in Essex/Middle River. Please note the special 1:00PM start time.
- Thursday 2/7/19 at 1:30 at the White Marsh Branch of BCPL.
- Thursday 4/4/19 at 1:30 at the South Bowie Branch of PGCMLS.
- Thursday 6/6/19 at 1:30 at a branch to be determined. Lou will look into the Randallstown Branch of BCPL or Possibly the Loyola Notre Dame Library.

Respectfully Submitted,

Lou Sica