



Enoch Pratt Free Library
Maryland's State Library Resource Center

FY 2018 SLRC Annual Plan
January Update

The proposed DRAFT SLRC Annual Plan for FY 2018 responds to the FY 2018 to FY 2021 State Library Resource Center Strategic Plan. SLRCs Core Purpose is to provide cooperative, cost effective, statewide resources and services to Maryland libraries and their customers in collaboration with its partners.

Awareness

All Maryland libraries are aware of SLRC resources and services.

Action steps:

- Enhance the visibility services and resources enabling Maryland library staff to connect library customers at their point of need to SLRC. *SLRC Strategic Plan Objective 1.3: Expand awareness throughout the library staff hierarchy by services at point of need. (I)*

SLRC face to face training and programming is being redesigned resulting in a more collaborative process. Appropriate trainings and all public programs will reflect a team approach to the topic being addressed incorporating resources and additional SLRC subject staff. This approach will not only personally introduce additional SLRC staff but will illustrate the how subjects are so often cross-departmental. The goal here is to ensure that customer service and library staff contacts are more effective and produce more effective responses from SLRC.

AskUsNow continues to use social media to extend the reach and visibility of the AskUsNow chat service. The social media management systems available through both the Twitter and Facebook accounts allow for the tracking of partner libraries that are re-postings of the social media posts designed by AskUsNow staff. AskUsNow continues to maintain a physical presence at appropriate conferences, community events, and the public school community broadening its visibility directly to the public e.g. Professional Development Day for school librarians in [Baltimore City and Carroll County](#).



AskUsNow

AskUsNow has created a “What is Maryland AskUsNow!?” statement that can be used by the partner libraries in online and printed publicity.

AUN Coordinator conducted seven training sessions focusing on customer and training needs. These sessions included the support of National History Day projects and LATI. In addition eleven AUN Site Visits to discuss and implement best strategies for marketing and providing a high quality of service on chat have been given at the following libraries and their staff.

AUN Service was featured in the OCLC “QuestionPoint Reference Series” highlighting how the service responded to a customer’s question about the “Pros and Cons of Animal Cloning.”

http://askusnow.info/staff/sites/default/files/Ad_QuestionPoint_FY18.pdf.

AUN Coordinator and Chief of SLRC where guest for a radio interview about AUN on the radio stations WLIF, WWMX, and WWJZ.

Awareness through programming and training:

The outcome of the release and posting in May of FY17 on slrc.info of the Public Programming Catalog can be seen in the increase in the number of requests for SLRC staff to present programs for the public in county library systems. Prior to the close of FY17 SLRC received requests for programs into and beyond the Fall of FY18.

These programs will reflect the collaborative approach detailed in the first paragraph. Requests for Fake News; Researching the History of Your House; African American Genealogy; African American History Day; Edgar Allan Poe; National History Day support are scheduled.

During this reporting period collaborative programming was the focus of the SLRC African American and Genealogy programs. These programs involved collaborative presentations of the African American, Maryland, Periodicals, and Social Science and History staff.

Collaborative programming continued during the November/December time period focusing on programs conducted jointly by the Maryland and Social Science and History departments. African American History and Genealogy continue to be in demand, National History Day joined the existing collaborations.



Additional programs conducted by SLRC Public Service staff included:

- Answering Customer Questions with Data
- Challenging Customer Interactions
- Customer Service; Reference Interview
- Edgar Allan Poe's Life and Legacy
- Fake News (sessions in county library systems)
- Improving Library Services to Customers with Mental Health Issues
- LinkedIn
- Maryland by the Numbers
- Maryland Historical Resources for Family Research
- National History Day Primary Resources
- Oral History
- Researching the History of Your House
- What Do You Know About Maryland

Awareness through specialized outreach

Collections and Access Services Documents Unit staff conducted three annual site visits meeting with:

- Maryland Department of Legislative Reference
- Southern Maryland Regional Library
- Washington County Free Library

State Documents Librarian II, Lucy Jones, State Documents Librarian met with representatives from the Maryland Department of Natural Resources in Annapolis to discuss a future collaboration.

Staff from MDX will sit on the Historic Maryland Newspapers Project Advisory Board, whose aim is to promote Maryland titles on the Library of Congress' Chronicling America project, educate patrons on how to use Chronicling America, and promote the project's outreach initiatives. The Board is organized through the University of Maryland's National Digital Newspaper Program.

Awareness through specialized exhibits and resources

A traveling exhibit on Edgar Allan Poe was created featuring Special Collections materials from the Library's collection. The exhibit includes commercially digitized facsimiles of letters, manuscript poems, and portraits of Edgar Allan Poe and his family. Items in the exhibit were professionally duplicated creating six exhibits that are available to travel throughout the state simultaneously.



- The E. Russell Hicks Middle School (Washington County) will showcase the first exhibit for students in November.
- Springfield Middle School (Washington County) will receive the Poe exhibit prior to the planned February visit for 8th graders.

Exhibit materials that include ephemera, artwork, and Victorian era magazine covers from the SLRC collection will be featured at the Chestertown Branch of the Kent County Public Library's exhibit Chestertown's "Dickens of Christmas" celebration and North Carroll branch of the Carroll County Public Library for "Victorian Tea" program and event.

Three promotional videos entitled "Inside the Vault" highlighting Special Collections materials are in the editing stage and will be aired on social media in January and February.

- Holiday Cards from the Greeting Card and Postcard Collections
- 1835 letter from Edgar Allan Poe to Maria Clemm offering a proposal of marriage to her daughter Virginia.
- 1556 printing of *De Rerum Natura* (On the Nature of Things), a 1st c. B.C.E. work important to the Renaissance and the history of science.

MDX began working on index to city and telephone directories, with plan to eventually make it accessible online. The index will include all MDX holdings of city directories, telephone directories and reverse lookup directories from around the state (all MD counties and Baltimore City).

SPC staff processed and provided access in SIRSI to three new special collections.

- Collection of Stars and Stripes Newspapers
- Hopper Emory Etchings Collection
- Dragon Seed, a Baltimore Underground newspaper

Awareness through conferences and meetings

Maryland Interlibrary Library Organization (MILO)

The Marina Users Group Meeting was held on October 13, 2017. MILO staff led discussions focusing on best practices for Relais issues and provided clarification about MILO.

The Maryland [Statewide Circulation Conference](#) was held at the Owings Mills Branch of Baltimore County Public Library on Thursday, November 16, 2017. Libraries from around the state were well represented with 136 [attendees](#). **Behavioral Health System Baltimore** [presented](#) the keynote on "Mental Illness and Substance Abuse awareness in Maryland." The presentation highlighted the behavioral health resources available around the state and how libraries can help those in need.



Circulation Conference session topics included:

- Decisions, Decisions, Decisions: Using Data Visualization to Finally Make Sense of it All
- How We Learn: The Neuroscience of Effective Learning
- Improving the Processing of Reserves and Returns at HCLS: A Case Study in Learning and Decision Analysis
- Let's Talk Circulation
- One Desk To Rule Them All

Eighty-three Maryland library staff attended the Fall SLRC Conference took place on October 25, 2017. The keynote for this Conference was delivered by Michelle Hamiel, Interim Co-Chief Executive Officer, Prince George's County Memorial Library System. The keynote was entitled "Does Your Library Look Like Your Community?"

SLRC Conference workshops presented:

- Point of Service Marketing
- Dealing with Challenging Customers
- Maryland by the Numbers
- The ABCs of Readers' Advisory

LATI track:

- Information Literacy / Fake News
- Business resources
- Science resources

- Increase the awareness of SLRC to the Maryland school library community. *SLRC Strategic Plan Objective 1.2: Expand awareness by all types of libraries (special, school, academic) with emphasis of school libraries. (M)*

Programming requests from the Maryland public school community continue to grow with topics that include; Anne Frank; Edgar Allan Poe; Fake News; Internet Safety; National History Day; STEM

Maryland Public School Programming:

➤ **Central Maryland**

Baltimore County

- Loch Raven High

Carroll County

- County-wide School Media Specialist

Harford County

- Fallston Middle



- Harford Technical High
Howard County
- Wilde Lake High
- **Southern Maryland**
 - Calvert County
Mill Creek
- **Western Maryland**
 - Washington County
E. Russell Hicks
Springfield Middle-Washington County

Requests for a total of twenty-six research level STEM related articles were requested from Cecil and Howard County schools and filled by SLRC.

Through connections with media specialists, SLRC Staff have provided advanced and detailed research support to National History Day research students in Calvert County schools researching:

- Anti-War Protests during the 1960s and 1970s
- Cuban Missile Crisis
- Harriet Elizabeth Brown
- Lodz Ghetto
- Mental Health of Manhattan Project Scientists
- Operation Underworld

In Washington County, SLRC provided online resources for a group of students researching Romanticism in Literary History.

SLRC staff is registered to participate in the following History Day events:

- Mayfield Woods Middle School (Howard County) Feb 9, 2018
- Baltimore County History Day, March 17, 2018
- Maryland History Day, April 28, 2018
- National History Day, June 11 and 12, 2018.



Digital Inclusion

Maryland libraries have enhance access to digital resources and technology.

Action Steps:

Enhance and improve high speed Internet access to rural and underserved areas of the state.

Sailor Network

Evaluate reducing costs by use of alternate network suppliers. Work in Washington County to use network Maryland and county assets to reduce costs.

- Expand Digital Maryland partnerships to increase access to digital resources and provide support for local digitization efforts. *SLRC Strategic Plan Objective 2.4 Increase awareness of Digital Maryland and maintain support of local digitization efforts. (I)*

Digital Maryland Outreach:

July 2017: Anne Arundel Genealogy Society (7/6), Baltimore County Public Library, Reisterstown (7/7); Frederick County Public Library (7/21), Western Maryland Regional Library (7/21), Chizuk Amuno Congregation (7/24), Harford County Public Library (7/27)

August 2017: USMAI (8/2), Harford County Public Library (8/4,17,18,19), U.S. Naval Academy (8/22), Maryland State Archives (8/22), Ward Museum (8/24), Somerset County Library System, Crisfield (8/24), Baltimore County Public Library, Reisterstown (8/28)

September 2017: Harford County Public Library (9/14)

October 2017: Baltimore County Public Library, Reisterstown (10/5), King Barn Dairy Mooseium (10/6), Gilman School (10/11), African American Resources, Cultural Heritage Society (10/17), Frederick County Public Library (10/17), Charles County Public Library (10/26), Southern Maryland Studies Center, College of Southern Maryland (10/26)

On October 31, the Digital Maryland Coordinator gave a presentation at the Peace Corp Convention in Annapolis Maryland.

Additions to Published Collections:

July 2017: 44 items added to the Enoch Pratt (8/2017), 36 items added to James Wilfong, 50 items to the John Franklin Goucher Collection.



August: 44 items added to Enoch Pratt, 167 items added to James Wilfong, 50 items added to John Franklin Goucher

September: 196 added to Harford County Living Treasures

October: Digital Maryland added 94 images to the Sotterley Plantation Collection, 70 items were added to the Enoch Pratt Archive Collection, 20 items were added to the Gilman School Collection.

New Collections Published in Digital Maryland:

On August 8, Digital Maryland published Sotterley Plantation - St. Mary's College of Maryland. This collection highlights Historic Sotterley Plantation in St. Mary's County, which dates to 1703 and was home to the sixth governor of Maryland.

On August 31, Digital Maryland published National Hard Crab Derby Brochures - Somerset County Library System, Crisfield. This event, started in 1947, attracted Maryland politicians, local and national entertainers, and Crisfield community leaders and highlights its renown as the "Seafood Capital of the World".

On September 28, Digital Maryland published Dairy Farms of Montgomery County. The photograph by King Barn Dairy Mooseum associate, Richard Rowe, documents the history of dairy farming in Montgomery County.

On October 12, Digital Maryland published Frances Benjamin Johnston Photographs of the U.S. Naval Academy. The photographs, taken in 1893, capture the institution and cadets through the lens of the renowned photographer.



Digital Public Library Association Membership (DPLA)

DPLA is offering a membership to all Service and Content Hubs for \$10,000 per year. For the fee, hubs will have priority ingestion of their collections; participate in working groups, committees and curation projects; two invitations to biennial hubs-only event (DPLAfest will be open to all on the alternating years); and access to members only APIs, WIKIs and analytics dashboards. So far, North Carolina is the only hub that has officially announced they will not join. There have been no announcements, though, of any Hubs officially joining. The hubs that are considering joining have plans to recoup the \$10,000 by charging their partner institutions for harvesting or using Library Service and Technology Act funds. Digital Maryland has decided not to join for several reasons including the lack of staff to take advantage of the member offerings and participation, the cost of the membership vis-a-vis the benefits, the lack of direct correlation to DPLA and increased viewership of collections and the potential for projects and outreach/training that may need to be reduced to pay for the membership. Digital Maryland will still be able to harvest collections, but will not have priority.



Staff Development and Training

Maryland library employees will be better able to provide high quality customer service through SLRC training and development opportunities.

Action Steps:

- Create a curriculum designed to support the staff development and training needs of the Maryland library community. *SLRC Strategic Plan Objective 3.2 : Enhance the relevance of training topics.(1)*

SLRC staff is examining a way to create learning tracks that would be based on the existing and expanded SLRC training sessions. Bundling training in addition to making individual sessions available would enable SLRC to provide more robust training to the Maryland library community.

The current examples of a new tracks being planned supporting customer service include the following:

Excellent Customer Service

- Model Reference Behaviors
- The Reference Interview
- Challenging Customer Interactions
- Improving Library Service to Customers with Mental Health Issues
- Improving [Library Service](#) to Customers with Disabilities

Fiction

- Readers Advisory
- Mystery Genre
- Romance Fiction
- Mysterious Teen Brain
- How to Start and Grow a Book Club

[Work on creating learning tracks continues with emphasis on blended learning, face to face training and online sessions.](#)

The previous SLRC Training Survey is the basis for a new survey to assess the current training needs of Maryland libraries. The results will enable SLRC to continue to provide relevant training based on need.

[Review of SLRC Conference evaluations will create a basis for refining the training survey.](#)



Model Reference Behaviors

Review of Better Communication=Better Reference is the first step in re-crafting the Model Reference Behaviors.

The Better Communication=Better Reference foundation established a series of models designed to illustrate the training outcome of each model defined as Skill Acquisition. Each model supported a defined methodology.

Models

- Theory
- Demonstration
- Practice with Structural Feedback
- Peer Coaching

Reference Services has changed significantly since the development of the Better Communication=Better Reference program was developed for Maryland libraries by Ralph Gers and Nancy Bolin. The Reference and Users Services Association (RUSA) created the RUSA Guidelines for Behavioral Performance, first published in 1996 is the current guidelines for what is more commonly referred to as the Model Reference Behaviors. Initially BC= BR and the RUSA Guidelines addressed face-to-face reference interactions though BC= BR was groundbreaking by addressing telephone interactions.

The foundation for the Model Reference Behaviors (MRB) has not changed over the last twenty-nine years. The guiding principles remain the same though have been recast reflecting a more contemporary language and more comfortable style. Public libraries using the MRB process have responded in the same manner.

Better Communication Equals Better Reference 1988/1990 Transform	Model Reference Behaviors 1996 Current RUSA/ALA Model	Model Reference Behaviors Current Checklist Model
Welcoming	Visibility/Approachability	Approachability
Attending	Interest	Customer Comfort
Listening	Listening/Inquiring	Interest
Eliciting	Searching	Listen/Clarify
Checking Question	Follow-up	Probe/Verify
Searching		Search
Informing		Inform
Checking Answer		Follow Up



Comments from the Public Library Group from the Maryland Information Literacy Summit support the revision of the MRBs:

- Rewrite the Model Reference Behaviors
- Create a reference process that is a collaborative process with the customer
- Best practices for Model Reference behavior, no condescension
- Use MRBs to empower customers
- Management needs to take ownership of the MRBs

Required substantive changes in the MRB process and Checklist Models seem unnecessary; however, new technologies and methods of communication/information transfer need to be considered in order to provide excellent customer service in the ever changing environment. Chat has a set of expectations that can form a foundation for addressing, email, texting, and other popular remote forms (not face-to-face) of communication. Assisting bilingual customers and promoting Information Literacy needs to also be components of a revision.

The phase will be to create a statewide group to begin the more formal revision process.



MARYLAND STATE
LIBRARY RESOURCE CENTER
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Talbot County Free Library

25 de octubre de 2017 · 🌐

Want to find out how to spot FAKE NEWS? Find out tomorrow evening!

Talbot County Free Library - *Easton*

FAKE NEWS

How to Spot It

Ryan O'Grady

Thur., Oct. 26 ~ 6:30 pm



'FAKE NEWS' is the new buzzword these days!

Join Ryan O' Grady in understanding the role, value, and power of information. Learn how to evaluate information sources and accurately spot FAKE NEWS.

Ryan O'Grady is a librarian with the Enoch Pratt Free Library in Baltimore

This program is free and open to the public



Me gusta



Comentar



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Talbot County Free Library

26 de octubre de 2017 · 🌐

Great program tonight telling us how to spot fake news! Thank you to Ryan O'Grady from the Enoch Pratt Free Library in Baltimore



👍 Me gusta

💬 Comentar

➦ Compartir