



**Enoch Pratt Free Library
Maryland's State Library Resource Center**

**FY 2018 SLRC Annual Plan
May 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. (1)*

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

AskUsNow (AUN) continues to use social media to extend the reach and visibility of the AUN 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 AUN staff



AUN 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, Carroll County, and Frederick County. [Recently AUN maintained presences were at the University of Maryland's Maryland Day community event and the Maryland Library Association Conference.](#)

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 [17 training sessions](#) focusing on customer and training needs. These sessions included the support of National History Day projects, LATI, [eBooks](#), [Digital Collections](#), and the University of Maryland, iSchool's "Serving Information Needs" course. In addition [twelve 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 were guest for a radio interview about AUN on the radio stations WLIF, WWMX, and WWJZ.

[As participating libraries have exited the AUN service](#) this fiscal year has been an opportunity to examine the service, its use, the participation, and the amount of staff time required by participating libraries. This has also been the time to look at national trends in chat services and chat service hours.

[A survey was conducted related to these areas; see Appendix 1 for the survey results.](#)



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.

The Maryland Department continues to work with genealogical societies and community discussion groups throughout the state, but both coordinating and providing programs for their members.

The Department conducted an online survey to get feedback on the types of genealogical programs of interest. The survey was sent to a list of over 400 contacts interested in genealogy programming, multiple listservs, and was posted on the Maryland Genealogical Society's Facebook page.

The Department received 113 responses. This is the second year we have conducted the survey. Last year we used the results to plan the speakers for the 2018 Annual Genealogy Lecture Series, as well as the Genealogy Circle meetings.



Additional programs conducted by SLRC Public Service staff included:

- [African American Genealogy Program](#)
- [African American History in Maryland: An Overview](#)
- [African American Women in the Civil Rights Movement](#)
- [Answering Customer Questions with Data](#)
- [Arts Programming in the Library](#)
- [Can I Use This?: Copyright and Fair Use for Today's Creators](#)
- [Challenging Customer Interactions](#)
- [Current Topics in Copyright: Libraries, Fair Use, and Technology](#)
- [Customer Service; Reference Interview](#)
- [Douglass, Tubman and Harper: 19th Century Freedom Fighters](#)
- [Edgar Allan Poe's Life and Legacy](#)
- [Fake News \(sessions in county library systems\)](#)
- [Film Discussion--"I Am Not Your Negro"](#)
- [Finding Grants](#)
- [From Jazz to Hip-Hop](#)
- [Google Mostly](#)
- [Grants Information Sharing Circles](#)
- [Grant Seeking for the Arts](#)
- [Improving Library Services to Customers with Disabilities](#)
- [Improving Library Services to Customers with Mental Health Issues](#)
- [Introduction to Fundraising](#)
- [Introduction to Proposal Writing](#)
- [Internet Safety](#)
- [Laying the Groundwork](#)
- [Library Ethics: Privacy Issues for Librarians](#)
- [LinkedIn](#)
- [Maryland by the Numbers](#)
- [Maryland Historical Resources for Family Research](#)
- [National History Day Primary Resources](#)
- [Oral History](#)
- [Readers' Advisory Interview](#)
- [Researching the History of Your House](#)
- [Romance Readers' Advisory](#)
- [Shipwrecks of the Chesapeake Bay](#)
- [What Do You Know About Maryland](#)
- [STEAM for All Ages and Budgets](#)
- [Every Child Ready to Read 2 Workshop](#)
- [Supporting Common Core in Preschool Storytime](#)
- [Telling Your Story Online](#)
- [Working with Genealogists](#)
- [Where to Find Maryland Genealogical Resources](#)
- [Writing a Competitive Proposal](#)



Public programming requests have steadily increased this fiscal year as a result of more aggressive marketing and the available Public Programming Catalog. SLRC staff have presented public programs in every region of the state with requests continuing to be received and scheduled.

Awareness through specialized outreach

Collections and Access Services Documents Unit staff conducted annual site visit meetings with:

- Department of Legislative Services (September 21)
- Washington County Free Library (September 28)
- Southern Maryland Regional Library Association (October 17)
- University of Baltimore (December 6)
- [Towson University \(January 11\)](#)

Documents Unit staff members Darcell Graham and Lucy Jones visited the Department of Natural Resources in Annapolis on September 14 to meet with the Office of Communications Digital Services Manager, Gene Deems, about collaborating together to ensure the accessibility of DNR electronic documents into the future. Since then, the DNR's and the Power Plant

Research Program's electronic documents have been made available to the SPDDP and are being added to our digital collection.

State Documents Librarian II, Lucy Jones, State Documents Librarian, traveled to Frederick on February 21 with Linda Tompkins-Baldwin to meet with a Crowley representative about acquiring a book scanner.

Lucy Jones traveled to Pittsburgh for the National Digital Stewardship Alliance conference on October 25-26. She also traveled to Boston for the Best Practices Exchange annual conference on November 6-8 as an acting member of the Steering Committee.

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.

[Linda Tompkins-Baldwin and Caprice Di Lillo participated in the Harford County Genealogy Conference Vendor Fair on March 24.](#)

[In April, Linda Tompkins-Baldwin participated in a panel on implementing rights statements in digital collection on April 13, and was the guest speaker at the Frederic Genealogical Society Guest speaker on the April 14.](#)



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 \(Washington County\) displayed the Poe exhibit during January and February in support of the 8th grade curriculum section on Edgar Allan Poe and in connection with Special Collections staff presentation to all 8th grade students.](#)

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.

[Special Collections and African American Department supplied exhibit material to Kent County Public Library in support of a planned exhibit and program on African American Authors for African American History Month.](#)

[Materials from the Maryland Department, including ephemera, newspaper articles, historic periodical articles and more will be displayed at the Edmondson Branch of EPFL, to coincide with a screening, and follow up film discussion, of "The Trial of the Catonsville Nine." A Maryland Department librarian will be on hand to answer questions about the materials.](#)

Three promotional videos entitled "Inside the Vault" highlighting Special Collections materials were 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.



Links to two of these videos are:

Poe Collection

<https://www.youtube.com/watch?v=VW79cAB0dr4&feature=youtu.be>

Greeting Card Collection

<https://www.youtube.com/watch?v=e2dlnxErgFg>

Three additional promotional videos will be recorded (3/20) and are scheduled for release in March, April, and May.

- The Woman Suffrage Collection in honor of Women's History Month.
https://www.youtube.com/watch?v=tqVsz0vV_g0
- Phillis Wheatley's 1773 first edition of *Poems on Various Subjects, Religious and Moral*. Wheatley was the first African-American to publish a book of poetry.
- *A Relation of Maryland (1635)*: an early informational pamphlet published to encourage the emigration to the 'new' colony of Maryland.

Supplied images from the EPFL Photographs and Ephemera Collection in support of a TakeoverTuesday for National Bookmobile Day. Images now in [Digital Maryland](#)

The Maryland Department 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).

The Maryland Department has launched a project to index to the MDX photograph collection, which contains of over 20,000 images. The indexing project will form a searchable database of images that will be searchable by libraries and library customers from the Library's webpage.

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
- Enoch Pratt Free Library Annual Reports
- Enoch Pratt Free Library Staff Reporter (1934-1998)
- Collection of Socialist Labor Party booklets
- Hamilton Owens' Manuscript to Baltimore on the Chesapeake
- Renovation Plans to the John H.B. Latrobe House
- Robert S. Hillman Collection of A.Aubrey Bodine Photographs



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.

MILO informed Marina members Pratt was non-lender during the move of Pratt's collections the week of February 11, 2018. MILO continued to provide support via email and phone.

A Relais OCLC Conference Call was held on 2/28/18 to address responses to support requests for the Relais product and how OCLC will continue to address the current customers' needs while migrating numerous new customers to the Relais software.

A Relais Conference Call was held on 4/27/18 to discuss how Relais and OCLC are moving forward with Discovery 3.0 (Patron interface). They expect the sandbox version to be released in May 2018 so that staff can become accustomed to the improved interface.

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



Fall 2017 SLRC Conference

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

Spring 2018 SLRC Conference

The Spring 2018 SLRC Conference was held March 14, 2018. Ninety-six librarians from 24 counties, all three regionals, and the Maryland State Library Agency attended.

Keynote:

Reena Shah, Executive director, Maryland Access to Justice Commission
Civil Law and Criminal Law; what are the differences?

SLRC Conference workshops presented:

- ADA: The Law
- Statistics and Evaluation: Incomes and Outcomes
- Teaching Internet Safety to K-12 Customers
- Every Child Ready to Read
- Law in Public Libraries
- Model Reference Behaviors
- Building a Culture of Excellent Customer Service
- Workforce Development: Workforce on the Road

The Keynote coupled with the Law in Public Libraries workshop allowed the Maryland Access to Justice Commission to launch their Maryland library statewide training initiative.



Fall 2018 SLRC Conference

The Fall 2018 SLRC Conference will take place on Tuesday October 23. We are focusing on customer service & mental illness, and have secured Dan Berstein from MH Mediate to provide a keynote and a presentation session.

Genealogy

The 17th Annual Genealogy Lecture Series took place on March 10, 2018. One hundred and eighty attendees enjoyed talks by Lisa Alzo, Barbara Vines Little, and Elissa Scalise Powell on researching their female ancestors. The Lecture was held at the Maryland Historical Society and the Maryland Genealogical Society was present as well.

Maryland Department and Digital Maryland staff provided a reference table at the March 24, 2018 Harford County Genealogy Conference focusing on SLRC and Digital Maryland resources and services.

Maryland Department staff gave a presentation on the resources available at SLRC for genealogists at the Prince George's County Genealogical Society meeting in New Carrollton.



- 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
- [Calvert High School](#)

Western Maryland

Washington County

- E. Russell Hicks Middle School
- Springfield Middle School



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 provided online project review for thirteen projects through Maryland Humanities for students prior to the Maryland History Day event on April 28. Staff is now providing reviews for students who will advance from the State competition to the National Contest. Topics already reviewed at this level include:

- [The Black 14: Football Protests at the University of Wyoming](#)
- [Conflict without Compromise: The Spanish Civil War and the Rise of Fascism](#)
- [The Kashmir Conflict: Decades of Failed Compromises](#)

SLRC staff participated in the following school, county and state History Day events:

- Mayfield Woods Middle School (Howard County) Feb 9, 2018
- [School of the Cathedral of Mary Our Queen, Feb 26, 2018](#)
- Baltimore County History Day, March 17, 2018
- Maryland History Day, April 28, 2018



SLRC staff will judge at National History Day, June 11 and 12, 2018 in College Park, Maryland, in Junior Group Website and Senior Group Exhibit Categories.

In Calvert County, SLRC provided the Keynote Address to the 3rd Annual Digital Expo for Calvert County Public Schools. The keynote was on the topic of Digital Citizenship, and how to be a good digital citizen in the age of fake news with an eye towards Internet safety. Over 200 K-12 teachers, educators, and school librarians from across Calvert County attended.

Digital Inclusion

Maryland libraries have enhanced 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.

As part of "Erate season", bandwidth usage for the network was evaluated and seven counties bandwidth will be adjusted for the coming fiscal year.

- 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.

November 2017: Anne Arundel Genealogical Society (11/1), Annapolis Maritime Museum (11/1), League of Women Voters (11/2, Columbia Archives (11/8)

January 2018: Baltimore County Public Library, Reisterstown (1/18), Maryland State Archives (1/23), Montgomery History (1/25), University of Maryland

February 2018: Library of Congress (2/1), Bureau of Land Management (2/1), Temple University (2/14), C & O Canal Headquarters (2/20), Western Maryland Regional Library (2/21), Crowley Company (2/21), Baltimore Museum of Art (2/26)

March 2018: Frederick County Public Library, Brunswick & Frederick (3/1), Crowley Micrographic (3/7), Historical Society of Baltimore County (3/7), Historical Society of Baltimore County (3/27),

April 2018: Maryland State Archives (4/9), Southern Maryland History Center, St. Mary's College (4/12), Franklin High School (4/23), Montgomery College (4/25)

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.

November: Digital Maryland added 104 images to the African American Funeral Programs, 104 items to the Enoch Pratt Free Library Archives Collection and one to the Wilson Lord Collection

December: Digital Maryland added 293 images to the African American Funeral Programs, and 35 items were added to the Enoch Pratt Archive Collection

January: Digital Maryland added 137 images to the African American Funeral Programs

February: Digital Maryland added 129 images to the African American Funeral Programs



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.

On December 20, Digital Maryland published the Walter Lord Collection - Gilman School. This collection contains photographs, scrapbooks and writing and memorabilia donated by the best-selling author to his alma mater.

Materials from the Maryland Department's ephemera collection and vertical files were pulled and digitized by Digital Maryland to increase the size of the Film in Maryland Collection.

Materials from the African American Department's Funeral Program Collection were pulled and digitized by Digital Maryland as a continuation of the project that is accessible online.

On April 2018, Digital Maryland added a new collection, Aeronautics in Maryland, which is from EPFL's Maryland Department Photograph Collection. It covers the history of aeronautics in Maryland (1908-1957) including early balloons, dirigibles, airplanes, and seaplanes; later-built propeller-driven military airplanes and commercial airliners, including the Glenn L. Martin-built "China Clipper"; airports; and air stations for flying boats or seaplanes.

Materials from the Adalbert Volk Collection that had not been scanned were and added to Digital Maryland to complete the collection.

On April 27, Digital Maryland published the Aeronautics in Maryland Collection from the Maryland Photograph Collection, Enoch Pratt Free Library. This collection documents the history of aeronautics in Maryland from 1908-1957.



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.(I)*

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:

[See Appendix 2](#)

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 has created 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 next will be to create a statewide group to begin the more formal revision process.

[A committee has been formed to begin the process of review process.](#)



Appendix 1

Maryland AskUsNow! Liaison Survey: Time Spent on Your Roles and Responsibilities

In March 2018, the AUN Liaisons were asked to answer three questions about their time spent on their roles and responsibilities.

1. How much time per week do you spend on your administrative roles and responsibilities? These are roles and responsibilities that do not include chat or email follow-up with customers.
2. How much time per week do you spend scheduling chat coverage for the service?
3. What is your most time consuming role or responsibility?

Out of the 16 Liaisons who filled out the survey, eight spend 2 hours, and six spend 1 hour at the most per week on their administrative roles and responsibilities; twelve spend 1 hour at the most per week scheduling chat coverage; and ten of the Liaisons chose “transcript review” as the most time consuming role or responsibility.

The majority of the Liaisons spend about 1-2 hours of their weekly work schedule on their AUN roles and responsibilities. The time spent may vary depending on the number of transcripts to review, staffing shortages, scheduled participation in meetings and discussions, or meeting reporting deadlines. The Liaisons did not comment on their roles and responsibilities being overwhelmingly time consuming, but did comment on how they have to schedule time to complete them. The survey clearly captured that the Liaisons have the time to complete their roles and responsibilities, and are flexible enough to spend more time on the service when administrative priorities are in place.



AUN Traffic

Questions Answered

1. How many questions have been asked?
 - 2016: 22060
 - 2017: 19202
2. What are the heaviest use hours?
 - 2016: 11 am-3 pm: 7863
 - 2017: 11 am-3 pm: 7140
3. What was the use between 9 am-9 pm?
 - 2016: 18519
 - 2017: 16238
4. What was the use between 5-9 pm?
 - 2016: 4287
 - 2017: 3497

Types of Questions

Readers Assists (Level 1)

- 2016: 5219
- 2017: 2407

Basic Reference (Level 2)

- 2016: 6379
- 2017: 5326

Student Questions (Levels 3-4)

- 2016: 17397
- 2017: 15416



Results (16 Surveys):

1. **How much time per week do you spend on your administrative roles and responsibilities? These are roles and responsibilities that do not include chat or email follow-up with customers.**
 1. 1-2 hours (8)
 2. 0-1 hours (6)
 3. 2-3 hours (2)
 4. 3-4 hours (0)
 5. 4+ hours (0)

Comments:

- I currently spend about this much time per week (not including reviewing AUN with a backup provider who hasn't used QP in a while & updated our policy page), but we have been understaffed and scheduling time off the public reference desk has been difficult. We just created a schedule for off the desk time yesterday, so I now plan to spend 2-3 hours a week working on AUN responsibilities.
- Hard to quantify this because sometimes I spend many hours working on specific AUN liaison tasks. For example, recently I spoke at a staff meeting about AUN. I spent several hours preparing for that, probably 4+ hours. When I update the policy pages, which takes a few hours, probably 2-3 hours. Weekly, I read and send emails to the chat providers. Maybe that only takes 1 hour a week on average? Also, the quarterly liaison meeting takes 2 and 1/2 hours quarterly.
- This is more of an average...some weeks, less than an hour, some weeks, more
- Time varies (2.5 to 3.5 hours per week) based on the number of chat sessions answered (transcript review), updates to policy page, following up with local chat providers, attending online Liaison meetings, reviewing AUN emails, marketing AskUsNow!, and communicating statistical sampling information to chat providers, checking and sending statistical sampling results to AUN administrator.

Conclusions:

1. The Liaisons mostly spend between 0-2 hours per week on AUN administrative roles and responsibilities
2. They have weeks where more than 0-2 hours per week are spent on the administrative roles and responsibilities. The weeks can vary depending on if AUN meetings, reporting, training, transcript review, and other roles and responsibilities have set dates and deadlines.
3. The Liaisons have to block off time to do their roles and responsibilities.



2. How much time per week do you spend scheduling chat coverage for the service?

- 0-1 hours (12)
- 1-2 hours (3)
- 2-3 hours (1)
- 3-4 hours (0)
- 4+ hours (0)

Comments

- We have a small staff, with regular hours. I am going to create a rotating schedule for coverage, since our back up AUN providers would like regularly scheduled hours to stay in practice.
- Chat hours coverage is pretty much consistent, so I don't have to work on it weekly. However, maybe every 3 months, I have to spend about 2-3 hours putting the schedule in the shared Outlook calendar for the Prince Frederick chat providers. At that time, I also write the hours in the master schedule book.
- Generally less than one hour per week except when a chat provider is taking extended leave. If local chat provider is going to miss multiple sessions Liaison's time can increase up to 2-3 hours per week to arrange local coverage, post Humanity scheduling, communicate and verify when global sessions are made up.
- I make sure our scheduled hours are going to be covered, and take on the shifts of other staff members when necessary.

Conclusions:

1. Some of the Liaisons acknowledged that they need more staff providing chat, and that some "back-up chat librarians" want to be regularly scheduled.
2. Scheduling usually is done in the same amount of time each week, with the exceptions being if the schedules need to be shared with staff beyond AUN.
3. Some of the Liaisons acknowledged that they add themselves more to the schedule if staff is off from work or no one in and out of their libraries can provide coverage.



3. What is your most time consuming role or responsibility?

- Transcript Review (10)
- Participating in Meetings and Discussions (3)
- Reports (2)
- Marketing the Service (1)
- Revising and Updating the QuestionPoint Account (0)
- Training Staff (0)

Comments

- Transcript review typically doesn't take long. The past two weeks I have spent most of my time related to AUN in training staff and reviewing the QP software with backup providers who haven't used it in a while.
- I probably spend 1-2 hours a week reviewing transcripts. During the History fair busy time, this is more like 2-3 hours a week.
- 1. Transcript review 2. Verifying complexity of questions for statistical sampling and reporting statistical sampling results 3. Providing follow-up to AskUsNow! providers and to online customers.

Conclusions:

1. The majority of the Liaisons cited Transcript Review as their most time-consuming responsibility.
2. The time spent on Transcript Review can vary week by week depending on the number of customers who accessed AUN.
3. The Liaisons also cited AUN participation in meetings and discussions, and reporting, as secondary to Transcript Review.

Summary:

The Liaisons spend about 5% of their time per week on their AUN roles and responsibilities. The time spent may vary depending on if staff is off from work, AUN participation is scheduled to take place, and deadlines are approaching. The Liaisons did not comment on their roles and responsibilities being overwhelming time-consuming, but did comment on how they have to schedule time to complete them. The survey concluded that the Liaisons have the time to complete their roles and responsibilities, and are flexible enough to spend more time on the service when priorities are in place.



MARYLAND STATE
LIBRARY RESOURCE CENTER
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Appendix 2

 **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 ➦ Compartir

 **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



Identifying Fake News

Tools and Resources to debunk fake news like myths, propaganda, satire, hoaxes, and misinformation. It might seem impossible to find news without bias or slant.

- [LinkedIn.com](#): Professional networking website for credentials research
- [FactCheck.org](#): Annenberg Public Policy Center for political claims
- [FactCheckED.org](#) or [Annenberg Classroom](#): For Students
- [PolitiFact](#): Pulitzer Prize-winning site for checking political claims
- [Fact Checker](#) from [The Washington Post](#): Political facts
- [Snopes.com](#): Website debunking news, social media, and urban legends
- [Snopes Field Guide to Fake News Sites and Hoax Purveyors](#)
- [OpenSecrets.org](#): Center for Responsive Politics
- [HoaxSlayers.com](#): Debunking website, information on website scammers

👍 Me gusta 💬 Comentar ➦ Compartir



MARYLAND STATE
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Citizens For Maryland Libraries

Yesterday at 9:00am · 🌐

We are all so very lucky to have the the staff of the State Library Resource Center at Enoch Pratt Free Library available to provide training and public programs at libraries across Maryland! #MDlibraries



South Carroll: Learn how to spot fake news at Mount Airy library

The Mount Airy branch of the Carroll County Public Library is presenting "Fake News: How to Spot It!" on Tuesday, April 24, where everyone in the...

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👍 9



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https://www.fredericknewspost.com/news/things-to-know-for-the-week-of-april/article_69ad37d6-7d26-58df-83ef-2517fed9aceb.html

EDITOR'S PICK

6 things to know for the week of April 23

Susan Guynn 8 hrs ago



A girl looks at Facebook on her computer in June 2012 in Palo Alto, Calif. A representative from Maryland's State Library Resource Center at Enoch Pratt Free Library will present a program on media literacy titled "Fake News: How to Spot It!" on Tuesday evening at the Mount Airy Branch of the Carroll County Public Library.

Associated Press file photo



Appendix 3

SLRC Training - Learning Tracks

Excellent Customer Service

Core Course - Customer Service and Model Reference Behaviors

In today's public libraries, librarians engage in transformational rather than merely transactional customer experiences. Through discussion and hands-on activities, this class explores how RUSA's professional guidelines for reference services help staff provide consistent high quality customer service. Class participants practice model reference behaviors with a special focus on listening/inquiring skills and follow-up, including how to provide referrals when the library's immediate resources prove insufficient. (In-Person)

Specialized Courses -

- Challenging Customer Interactions

What is meant by "challenging" behavior during customer interactions? How can we make sure we help the customer while also taking care of ourselves? From confusing situations to disgruntled customers, this training offers strategies to manage and diffuse a variety of difficult interactions. It also provides self-care tips to help you manage your stress level during and after tough interactions. Attendees will have the opportunity to deconstruct their own challenging customer service scenarios in a safe and supportive environment. (In-Person)

- Improving Library Service to Customers with Mental Health Issues

Learn how to better serve library customers with mental health issues drawing on interactions with both external and internal customers. Learn about different mental health diagnoses, discuss modeling good interactions, and explore strategies for improving customers' library experience, particularly in the area of communication and behavior. Discover resources that will help staff expand their knowledge and connect with local organizations. (In-Person / Online)



- Improving Library Service to Customers with Disabilities

Learn how to better serve library customers with physical and mental disabilities. Discuss potential barriers to service—including accessing the library’s resources, navigating the library’s physical space, and communicating with staff—and review best practices for providing high quality customer service to all. Discover resources that will help staff expand their knowledge and promote accessibility in library spaces. (In Person / Online)

Fiction

Core Course - Readers’ Advisory

Are your customers overwhelmed by the hundreds of new titles published every year? Reader’s advisory services provide customers with help finding books they will enjoy while also promoting the library’s collection. This session will explore the reader’s advisory interview, looking at how to identify what it is within genre fiction that appeals to readers and how to best encourage them to articulate that appeal. Additional discussion will focus on book suggestion and recommendation tools as well as how to market reader’s advisory services in the library. (In-Person / Online)

Specialized Courses -

- The Mystery Genre

What are the characteristics of Mystery Fiction? Who are the classic and current authors & publishers that you need to know in order to showcase your collection to your customers? Build on the principles of reader’s advisory to learn the specifics of mystery fiction R.A., including classics, sub-genres, tropes and handy R.A. reference sources. (In-Person / Online)



- Romance Fiction

What are the characteristics of Romance Fiction? Who are the classic and current authors & publishers that you need to know in order to showcase your collection to your customers? Build on the principles of reader's advisory to learn the specifics of Romance R.A., including classics, sub-genres, tropes and handy R.A. reference sources. (In-Person / Online)

- Mysterious Teen Brain

Do you ever wonder what teens are really thinking? Do you find it challenging to communicate with teens in your library? Do you wonder if they will stay that way forever? This funny and informative conversation about the development of the teen brain will help you better understand and provide support for your teen customers. (In-Person / Online)

- How to Start and Grow a Book Club

What does it take to start and maintain a library-sponsored book club? Learn about title selection, planning and organization, publicity, themes and do's & don'ts for book discussions that will keep your customers coming back. (In-Person / Online)



Genealogy

Core Course - Working with Genealogists

How do you help someone who has 30 years' worth of experience in an area you know very little about? Genealogists are an enthusiastic and passionate subset of our customer base, and levels of knowledge can vary. Created for non-genealogists, this session will include a discussion of how to work with customers from varying levels of experience, useful print and online resources, relevant SAILOR databases and digital collections, and appropriate institutions and organizations for referrals.

Specialized Courses -

- African American Genealogy

Discover resources for researching African American genealogy. Explore SLRC's digital resources, popular genealogical databases such as Ancestry.com, independent record repositories such as the Freedmen's Bureau, and federal and state government websites. Learn how slave narratives, census records, historic photographs, and other rich sources of information can help provide both the broader context and specific details relating to African American family histories.

- African American Genealogy - Beyond the Basics

Explore digital resources, genealogy databases, independent record repositories, and Federal / State Government websites. Discuss how slave narratives, census records, and historical photographs can provide both broad context and specific details.

- Using Databases to Research Your Family Tree

Explore the trove of resources available through subscription databases. Can be tailored to highlight the resources available to the patrons of your library system.



- [Using Newspapers to Research Your Ancestors](#)

Find out how to use newspapers to support your customers' genealogical research. Explore online, database and microfilm newspaper collections that you can use with customers.

- [Where to Find Maryland Genealogy Resources](#)

Learn about the institutions and collections your customers can visit to find the records and information necessary to research Maryland ancestors. Includes online resources.



Historical Research

Core Course - Introduction to Historical Research

Learn how to support your customers' historical research. Identify a wide variety of primary sources, and practice finding them, both online and in the catalogs of libraries and archives. Work through practice questions to explore the who, what, where, when, and why of different historical events. We'll consider the perspective of the source, and discuss the importance of secondary sources in providing context.

Specialized Courses -

- African American History Resources

Gain an overview of resources available to customers interested in researching African American history, politics, and culture. Discover print and online resources that cover popular topics such as famous African American biographies, the history of American slavery, the Civil War and Reconstruction, black literary and arts movements, and the Civil Rights Movement. Review relevant SAILOR databases and digital collections available remotely to all Maryland library customers.

- Historical Research Resources

Discover significant resources focused on U.S. and Maryland history, including both print and electronic examples. Explore the concept of primary sources and learn what they are and where to find them, including Archives of Maryland online. We'll showcase the history resources available to you at SLRC, and identify locally-generated Maryland history resources such as Digital Maryland.



- National History Day Support

Find out what it takes to assist your teen customers with their National History Day (NHD) research. Learn about the annual theme, typical projects, and primary and secondary sources, including the History Reference Center database from SAILOR. Learn tips and tricks to help you to locate relevant resources for your customers, and explore strategies to support their research. Find out about the different types of NHD projects, the various levels of the competition, and the people and organizations who can help you to help your teen customers.

Information Ethics

Core Course - Introduction to Copyright for Librarians

Learn the basics of copyright and how it affects libraries. Discuss what can and can't be copyrighted, how long copyright terms last, what can be used without permission, and the special consideration afforded to libraries under copyright law. Practice how to determine Fair Use, and look briefly at how new technologies like Digital Rights Management (DRM) are impacting libraries and consumer products and services. This is an introductory session for those with little experience dealing with copyright questions.

Specialized Courses -

- "Can I use this?" Copyright and Fair Use in Libraries

Maybe you aren't sure if a customer can copy that much of a book? Or if you're allowed to use a particular image in a public presentation? This session is designed to help you become more comfortable with these practical questions and determine what you and your customers can and can't do with copyrighted material.

- Copyright for Digitization Projects

Whether you're planning a large scale digitization project or just thinking about putting a few old pictures online, every project should involve a copyright risk assessment. This session will answer the following questions: Do you own the rights to this? Even if you don't, can you put it up anyway? Learn about the public domain and discover some surprising materials that you may be able to use without violating copyright law.



- Current Topics in Copyright: Libraries, Fair Use, and Technology

What are the implications when libraries don't own, but rather purchase access to ebooks and other digital content? How does digital rights management (DRM) affect libraries and our customers? What does fair use have to do with large scale digitization projects like Google Books? Explore current trends and challenges related to libraries, technology, and copyright, and consider how libraries and other professional communities are adapting and advocating for change.

- Privacy Issues: An Overview for Librarians

Review best practices for protecting patron privacy, discuss emerging library technologies that pose privacy concerns, and briefly explore broader privacy issues in the news including government surveillance and online tracking. This session is heavy on discussion so come prepared to participate and share your ideas and experiences.

Information Literacy

Core Course – Under Development

Specialized Courses -

- Fake News: How to Spot It

Media literacy is an important part of information and cultural literacy today. Discover evaluation strategies that you can use with your customers to examine news sources online, in print, and in various audio-visual media formats to separate real news from fake news. Learn resources and techniques for how to become a savvy judge of news which you can share with your customers.



- Google Mostly

Explore how to best use Google and other online services and resources. Gain a basic understanding of how Google and other search engines work. Learn basic strategies for online searching, with a special emphasis on Google's advanced search features. Review when search strategies should include search engines vs. databases, library guides, directories, and other resources.

- Researching Controversial Issues

Explore resources to help students and other library customers research controversial social and political issues. Discover search tips for locating relevant articles online and in SAILOR databases. Discuss the concept of publication bias and the importance of seeking multiple perspectives in order to create a well-researched argument. Review fact check websites and high quality sources that encourage critical thinking and a deep analysis of controversial topics.



K-12 Education

Core Course - How to Work with Your Local Schools with Ease

Are you having difficulty connecting with educators in your area? Do you want to explore alternative ways to become a valued community partner with your school district? Explore ways to increase local schools' participation and gain a wider audience for library programs.

Specialized Courses -

ECRR2 Training for Staff and Volunteers

Every Child Ready to Read makes it easy to gain a basic understanding of early literacy and child development. This highly interactive workshop is perfect for staff and volunteers who are just getting their start in storytimes. With hands-on activities and practice, we will go through each of the five practices: reading, writing, talking, playing, and singing. Participants will also become familiar with a variety of props including shakers, puppets, flannel stories and games, parachutes, and more.

Supporting Common Core in Preschool Storytime

Counting, naming parts of a book, and identifying images of people and objects are common practices in storytime, but did you know that they also support Common Core State Standards? Take your storytimes up a notch with new rhymes and games that will prepare children for kindergarten and send home their grown-ups with a toolbox of information and activities. With an increased understanding of how storytime fits into Common Core, you will also become a better advocate for the importance of your services promoting early literacy.



Workforce Development

Core Course - Workforce Development

Explore the State Library Resource Center's Job Seeker's Toolkit and other resources designed to help job seekers. Learn to better assist library customers with finding open positions, completing online applications, and preparing for interviews. Discuss how to design specific library services (e.g., resume review, drop in job clinics) and programs that target job seekers.

Specialized Courses:

- Assisting Job-seeking Ex-offenders

Ex-offenders often face employment barriers related to their status. In this session, learn occupational and transitional tips and tools to assist ex-offenders who are looking for employment. View examples of resumes and cover letters for ex-offenders, and discuss how to locate useful community and online resources to help these customers.