

Learning Newsletter

Luck be a learned library employee



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Hagerstown Branch is Moving Right Along

Guest columnist: Joe Thompson, Assoc. Director, WMRL

After 40 Years at the Same Location, WMRL Gets Ready to Move!

This spring the Western Maryland Regional Library and Washington County Free Library will be moving from their location at 100 S. Potomac Street in Hagerstown to a temporary location on the west side of town. We are calling our temporary digs "Phoenix Color," which was the printing company that formerly used that site. While the public won't be visiting us at Phoenix, some WCFL staff will indeed be providing front-line customer service at two other planned temporary locations. One temporary branch will be on the north side of town along Route 11 (a.k.a. "North Pointe") and the other will be downtown.

Why are we moving to a temporary location? We are renovating! Actually that word isn't sufficient to describe what is happening. When all is said and done, all that will remain of the current 1964 building

building is being planned to meet LEED Silver Certification, which is a set of criteria that prescribes sustainable building practices. While this is a good green thing to do it will also result in a building that is

more comfortable for the people inside and will operate using less resources than an ordinary building. Mary Baykan, Kathleen O'Connell, and I continue to meet with the other members of the design team every-other Wednesday and frequently more often.



View of the new library at the corner of Potomac & Antietam streets

will be the foundation, columns, and structural steel. Once the new building is complete in late 2011 (okay, maybe not until 2012) it will look and feel like an entirely new library. In fact, the new

Things are changing every day, so we'll check back regularly with the library's design team members for updates.

I Feel Good! Ruth Enlow's Got a Brand New Web Site!



February 19, 2010 marked the official launch date of Ruth Enlow's brand new Web site and with it the staff gained much more than just a redesign.

When asked to describe some of the most important benefits of the new site, Tracy Carroll, WMRL Web Services Specialist, had plenty to share; "One of the biggest features they have is the ability to highlight all of their newest

resources—that's the "What's New" river of book covers that shows on the home page. They can post the new books here and link directly to the catalog. Before, the "What's New" list was a four page .pdf document."

The Ruth Enlow staff also gained an online, shared calendar where each branch can set up alerts for closings, special events, among other things, and they can do all this from the comfort of their snowed-in homes!

How is this possible? Tracy explained that, "the biggest thing they gained was a content management system." Now the staff can, "post most of the content for the Web site themselves. Data is now immediate and there is no longer any delay in publishing content."

Congratulations to Ruth Enlow with many thanks to Tracy Carroll, Bonnie Winters and the Ruth Enlow library staff on a job well done! <http://www.relib.net>

Allegany to Celebrate Good Times, Come On!

This year the Allegany County Library System is celebrating its 50th anniversary of becoming the 20th library system in Maryland!

Lisa McKenney, Public Services Coordinator for Allegany County, explained to me that although there have been public libraries throughout Allegany County since 1924, they were not organized under one county-wide system until 1960. This reorganization of the libraries resulted in several benefits including: increased financial support, increased growth and circulation of collections, and the establishment of a cooperative borrowing agreement between Allegany County libraries and Enoch Pratt Free library; a service that is still active today!

No longer did libraries have to operate out of pharmacies (La Vale), abandoned fruit stores (Frostburg), or in the lobbies of city buildings

(Westernport); they were given their own, individual operating spaces where their services and collections could thrive.



Let's Get This Party Started Right!

A planning team with representatives

from all Allegany branches has been working diligently to plan over four months worth of events. A kickoff is scheduled to take place during National Library Week, April 11th-17th.

Tote bags, beach balls, and logo-shaped cakes, oh my! These are just a few of the giveaways that will be offered at each of the events.

But wait, there's more! The anniversary will be featured in the July/August issue of Allegany Magazine and Jill Craig, WMRL Digitization Librarian/WHILBR Coordinator, will unveil a new addition to WHILBR that provides digital access to historical documents chronicling the development of the Allegany County Library System.

Please help me in congratulating Allegany in achieving a fantastic milestone! Happy Anniversary!

"Advocacy is the pursuit of influencing outcomes...that directly affect people's current lives."
(Wikipedia)

Advocacy 101: Where's My Motivation?

When I first started writing this piece, I had planned on sharing the valuable lessons learned at the Advocacy 101: Getting Your Voice heard program sponsored by MLA and co-presented by Mary Baykan, Mary Hastler, and Natalie Edington but I ended up putting myself to sleep after one draft. I say this not to give you the impression that the program was anything less than valuable; it was extremely informative but I find it difficult to write enthusiastically on a topic for which I am still developing a spark. I know what you must be think-

ing, "how can you be a librarian and a staff development coordinator and admit that you have less than an aurora borealis spark for advocacy?!"

I know. I'm hanging my head in shame as I type this but let me explain what happened *after* the Advocacy 101 program.

Since I'm a millennial, I left the Advocacy 101 program with a bubbly, unwavering confidence that I could return to WMRL and instill in you, my colleagues, this new found enthusiasm towards advocacy.

After a day or two, reality set in and I suddenly became aware of the white elephant that had been in the room the whole time. If advocacy is so easy (and it really is!) why do people like me (still hanging my head in shame) just not bother and how will I get people like me to attend an advocacy workshop—and follow through?

To get an outsider's and fellow non-advocate's point of view, I asked my husband why more people do not exercise their advocacy muscles. His rationale was threefold:





Continues on page 4



Have you registered for MLA yet? Early bird deadline is March 15, 2010!

Spend that DLDS staff development grant money!

March Learning Opportunities

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 Library Images and Video: Engage, Inspire, & Tell Your Story 2:00-3:00PM FREE—Webinar	4	5 The Future is Now: Libraries and Museums in Virtual Worlds 2 Day Online Conference \$\$ based on ALA membership	6
7 		9 Learn How to Meet Online 10:00-11:00 FREE—Webinar	10 FREE! ADAPT: Use Communication Styles to Positively Influence Work Relationships 10:00-11:00AM	11 Learn How to Meet Online 10:00-11:00 FREE—Webinar	12	13
14  Daylight Savings Time Begins!	15	16 Implementing an Online Help Desk Using Event Tracker 2:00-3:00PM	17 Patron ILL — Make 'em Work For it! 2:00-4:00 \$90—Webinar	18 Learn How to Learn Online 10:00-11:00 FREE—Webinar	19	20 
21	22 Western MD Teen Interest Group Meeting @ La Vale 10:00AM-3:30PM	23	24 Let's Get Social: Twitter 12:30-2:00PM FREE—Webinar	25	26	27 

For more information and events please visit the online training calendars at:
<http://bit.ly/9FVn4V>

Have a question about any of these opportunities?
Please contact Julie Zamostny, WMRL Staff Development Coordinator
Email: jamostny@washcolibrary.org Phone: 301-739-3250 ext. 171

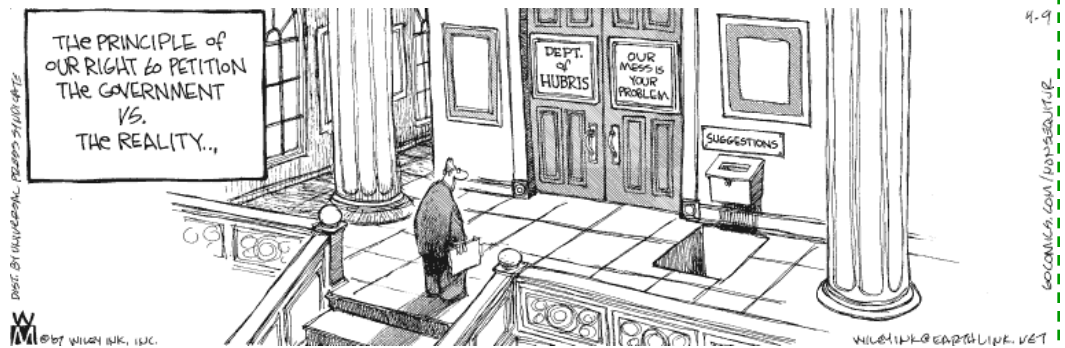
Advocacy 101...

1. Most people have good intentions but they don't know where to begin.
2. They believe their efforts won't make a difference.
3. They believe to advocate successfully is too time-consuming.

There's a fourth reason that my husband didn't mention but it's one that greatly resonates with me and that is the notion that "advocate" and "political activist" seem to be kissing cousins. I wonder, does anyone else recognize this stigma?

What do you think?

I would really like to hear some feed back



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from advocates and non-advocates alike on this issue (anonymity and confidentiality will be honored). For example, advocates: share some tips and tricks on maintaining motivation. How do you do it? Do you know of any helpful resources? What are your suggestions for ways the library staff can speak up on behalf of the library?

Non-advocates: respond to my husband's rationale. Agree? Disagree? Did he forget any? What are your concerns about or obstacles to being an advocate?

Select responses will be showcased in the April 2010 edition of the Learning Newsletter.

Learning Hors D'oeuvres

Several learning opportunities are on the horizon but not all of them are happening in March, thus they are not showcased on this month's learning calendar. However, I wanted to whet your appetite in advance so you may plan accordingly.

Do you remember that training needs survey you graciously completed several months ago? Well, as I said in February's newsletter, you spoke and now I am trying to listen!

One of the top five training needs identified for 2010 was stress management. I am currently working with Debbie Ward, a licensed counselor with Washington County Hospital, to plan some one-hour stress management workshops across the three counties.

Some tentative dates include: Allegany: May 17th at the all

staff meeting; Washington: May 10th at the all branch staff meeting. Cathy Ashby and I are still working out the details for Garrett's workshop but you will be updated as soon as we have more information!

But I need your help: if you have any specific concerns regarding stress, please feel free to let me know and I'll do my best to ensure that the topic is addressed—either during one of the workshops or individually.

Still hungry? Well, as a follow up to Warren Graham's presentation at the November 2009 Summit, I've started developing a self-defense for librarians program that will be tailored to the differing needs of the staff and their library environments across the three counties. So far only one ses-

sion is scheduled: Washington county on May 10th but sessions for the other counties are in the works!

But I need your help: please send me situations that you've experienced or you believe you may experience in the future. This will help me customize the content to meet your specific needs. Also, if you have any self-defense experience, I'd love to hear about that too!

Lastly, I've been working with SLRC trainers to schedule workshops for the region on topics like: census, social media, and job searching among others, with the goal of offering at least one workshop a month throughout the spring and summer.

Bon appetit!

"Appetizers are what you eat before you eat, to make you more hungry."

From South Park, season 1, episode 109, "Starvin' Marvin" (1997)



Technology Trends: Foursquare



simply means that you're telling the world where you are at any specific moment.

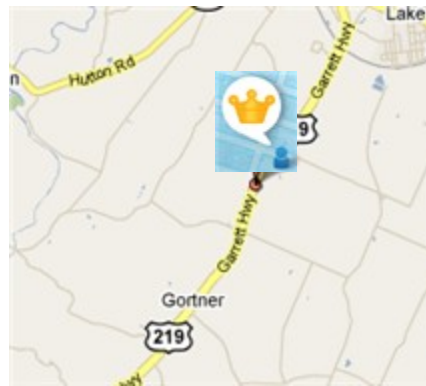
But that's not all there is to it. Remember, this is a game!

Calling all iPhone, Android, BlackBerry, and Palm owners! Have you heard about Foursquare, the latest social gaming app? If you said no, that means your library could be missing out on a very up-in-coming marketing tool!

So, what is Foursquare? Well, it's not to be confused with the playground game involving you, three friends, a bouncy ball, and four chalk-outlined squares. Personally, it reminds me of a threesome between Twitter, scouting, and *The Truman Show*.

It is a game played online via smart phones (and on computers) with people across the world. You use your Foursquare account to check-in to places like restaurants, monster truck rallies, and even libraries! Checking-in

You earn points for each time you check-in. You earn more points if you add a location that no one else has. You can even become the Mayor of any location if you happen to be the person who visits that place the most. You can also earn badges for traveling really far



away, singing karaoke, and drinking too much.

What does all this have to do with marketing and advocating for libraries? Well, several libraries have embraced the Foursquare fever including our friends at Enoch Pratt. Anyone who achieves Mayor status at the Enoch Pratt library and shows proof of that status to a staff member receives a special prize! Read more about what they're doing in the Baltimore Sun blog: <http://bit.ly/9Qwo1q>

Other libraries that are using Foursquare to increase library awareness include the Library of Congress, the New York Public Library, and the Vancouver Public Library.

So, get out there and play some Foursquare if only for your library's sake! Setting up an account requires your name, cell number, your email and password, and your city and state. That's it!

You can find me on there as: jzamo-stny or Julie Z.

Database Spotlight: Gale's OneFile

Having replaced EBSCO's Masterfile Premier as the region's general reference magazine/journal database in July 2009, Gale's OneFile provides access to over 90 million magazine and newspaper articles dating back to 1980. Of the over 7,000 full text titles available, 3,000 have been recommended by *Bowker's Magazines for Libraries*.

What reference librarians need to know:

OneFile is a wonderfully broad database in terms of topical coverage. Whether your patron wants to know more about global warming and why it decided *not* to visit western Maryland this winter or s/he is considering taking up snowboarding and wants to follow the current Olympic standings of

the sport, OneFile would be an ideal starting place. Examples of other broad



topics include business, current events, health care, humanities, and technology.

So, how do you find all of these wonderful articles and what do you do with them once you have them? OneFile offers both browsing and searching capa-

bilities. You can browse through subjects and periodical titles although, I found the subject browse to be flaky. Although LCSH are listed I felt they were upstaged by entries like *U.S. Alcohol Testing of America* and *A Brain*. Bottom line: search within the subject browse and you'll be just fine.

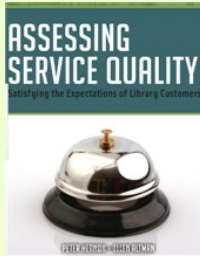
Once you find an article that matches your patron's needs all you have to do is sit back and enjoy the ride. Articles can be translated on demand into 11 languages; they can be

downloaded in MP3 or just plug the headphones into the computer and the patron can listen to the article through an embedded audio player. Of course, you can always go old-skool and just print out the full text.



New Additions to the WMRL Professional Collection

WMRL recently added two new titles to their professional collection that are available to you by placing a request in MARINA or by giving us a call at 1-800-752-9267 ext. 143 or ext. 147.



Assessing Service Quality: Satisfying the Expectations of Library Customers (ALA 2010) will be helpful to administration and customer service staff by:

- Distinguishing between service quality and customer satisfaction
- Utilizing your library's mission, vision and goals to create a customer service plan
- Creating measurable outcomes

Each chapter includes real-life examples, has easy to understand graphics that illustrate points made in the text, and meaty bibliographies that will lead you to more information, many of which are available online.

Librarians as Community Partners: An Outreach handbook (ALA 2010) focuses on 66 examples of outreach efforts made by public and academic libraries including:

- How to successfully partner with community groups
- How to develop and launch creative outreach projects like writing, bookmaking, and baking
- How to reach special interest groups like ESL learners, prisoners, and youth.

This is a great resource for anyone looking for new ideas or for ways to refresh programs that are already in place.



"If one is lucky, a solitary fantasy can totally transform one million realities."

~ Maya Angelou



WMRL Plans for the Future: In addition to a new building, Western Maryland Regional Library will be developing a new Strategic Plan to direct its operations over the next three years. Your participation will be greatly appreciated! More information about this process will be available soon .

Western Maryland Regional Library is the regional resource center for Allegany, Garrett, and Washington county library systems. Since 1970, WMRL has enhanced the services of local libraries through:

A delivery system tied to the rest of the state

Staff training

Back-up reference service

Consulting services

Commercial electronic database subscriptions