

[ Please stand by for realtime captions ] Good afternoon everyone and welcome to the Academy webinar, eat your veggies. Sneaking government documents into popular library programs. This is the GPO outreach Kathy along with Sarah, government documents supervisor at Cleveland public library and Olivia, manager at the Center for local and global history Cleveland public library. Before turning the microphone over to Sarah I will walk you through a few housekeeping reminders. If you've got questions or comments on the presentation please feel free to check them into the box. I will keep track of the questions that come in at the end of the presentation Sarah and Olivia will respond. Webinar will be available in our archive. This can be found on the website under the FDL P Academy. You will also receive a certificate of participation. If you need additional certificates because multiple people are watching with you, please reach out and include the title of today's webinar along with the email address of those needing certificates. If you need to zoom in on the slide you can do so by clicking full-screen. At the end of the session we will share webinar satisfaction survey with you and we will let you know when the survey is available. The URL will then appear in the chat box. We appreciate your feedback after today's session is finished.

>>So this is the webinar for today. We are here to talk about library programming. Here's a little bit about us. We've been around hundred and 50 years. You'll notice that we had a couple of wrong slides but Kathy has the correct ones online. So you can see there was a partnership between us and the public library. One of the local library systems are Cleveland Heights library. Over the years several people have joined and before you know it we are a major consortium. We are huge Institute in Cleveland and so much so that one of our local papers is a part of their 100 things to do in Cleveland's bucket list. All of that cool stuff and got facts. We are small staff with only 3 people. I know that's a luxury but keep in mind staff a full reference desk Monday through Saturday. Of the departments get there things through tech services. We do everything in-house. I am the department library and to answer questions and I do mostly outreach. So three people may seem like a luxury but around here it is not.

>>So, how do we compete with all the cool things. Our office visits bring in thousands of people every year. We have almost outgrown our building. Why would you check out a DVD on wild horses in America when you can binge watch the first few seasons of game of thrones. So how do we compete? Easy. We do not. We were talking about this earlier. These are my five steps to collaboration. When I got hired I figured after a few meetings I would say you are the people that do the fun stuff. After looking at them I needed to get to know you folks in the room. Passport to step three. Every year we staff health fair tables for the city of Cleveland. Over the years making sure that people are not gov docs. We sneak them in. We give handouts to the national Institute for health, we have books from Health and Human Services and we put them in their. Bookmarks. Our table is usually very popular because we give away a lot of free handouts. Step four is to make sure you use your services if you have people available.

>>In 2018 in 2019 Sarah and I did two programs centered on the role of women in war. This started when I showed Sarah the photograph collection including posters from World War I and World War II. Many of them we found were government documents. We were struck by many things. What was interesting was how women in the posterior were pretrade and contrast how men were. We decided to build a programmer on that idea. Was contacted by Catherine Atwood around that same time. We contacted schools and invited classes to attend our women in World War I program. She gave an overview of World War I, talk about what are interested in the topic and talked about a couple of women who were featured in her book. Before the program Sarah and I went through posters and collected ones we thought were interesting. We grouped them based on different themes such as food production, or at work, and combat. We displayed posters and had groups of students to discuss the posters. Students compared and contrasted them, talked about what the posters were trying to communicate and if and how that was accomplished. One interesting question was how this look today. Students were taken with seeing these artifacts from the past. We were able to use government documents have students think critically and ask questions. For women in Vietnam program we had fat

to talk about the women's roles in Vietnam. There were able to use two women from their book to compare and contrast how their lives were at war. We screened an episode of devious show makers. Women who make America. It talked about the changing roles of women in the military and discussed different treatments of women through World War I to current military actions. The Vietnam era described some of the first things that women did. Sarah showed students World War II examples of these pamphlets. Students are encouraged to think differently about musicians from the 60s and 70s counter people to make alternative changes in their communities. Students were encouraged to identify social commentary and historical images. One major thing that Sarah and I participated in it sure was national history Day. Program for middle and high school student promoting original research on historical topics. Natural history Day Celexa theme, 2019. It was breaking barriers and histories. Students enter research project at the local and affiliate levels to advance projects include exhibits, performances, documentarians and website performances. In Ohio the regional and state competition begins. Local schools were scheduled time to visit the library for research. Since then we began working closely with Western reserve circle society we developed was a library research day where students can come in for resources. It also took over potential resources for their topics. From the Western reserve historical Society. We work with them for teachers working on the history Day and projects. Sarah and I have also started being judges for the competition. This is been a great way for us to see these projects that come out of the research to connect with other organizations. Much like history Day we also scheduled visits and research days for students. To work a lot with students in middle school through college to help them identify and use resources. These can either be scheduled cost visits were redo presentations on how to use the library for research or the class comes in on a specific topic in mind. Last year we did a presentation and we went over databases provided by the library going over search strategies and what constitutes authoritative sources. It's a great time to introduce students to information provided by the government last Saturday is the 50th anniversary of the Cuyahoga River fire. As we all know in Cleveland this led to the Clean Water Act and the farming of the EPA we are building resources to government documents. Yesterday I worked with a group of teens who were working with the Department of economic development at the city of Cleveland. Their job this summer is to research those centers. I was able to locate them that we described for the community report. As I told the students yesterday the government collects a lot of information so these are all examples of how the government documents may not be the result of a document program but an integral part of what we provide to our patients.

>>How we get students in. We both bring students in and have them come through on their own. Our department has a lot from the local schools. They put out a lot for local students to come by for a program. When we do national history days. We will have schools call us and say we want to schedule a day just with you to do all the research. So there's a lot of ways we can reach out to the other departments to see what connections they have to take advantage of that. And you do enough work for everyone else everyone starts to take notice. These are three of the most recent places we spoke up. I was asked to come speak if any of you are there, I guess I've given the spiel enough times that they could probably have us on a bigger stage. Startup scale up is something from one of our local entrepreneur jump starts. They wanted to know how we help global people commit. We will help people when they come into trinket patent filed. Will help them search into trademark searching for small business. At the other end there will be student market research. I will help them find demographics for our neighborhood using data. We will find things like how many cars are in household. If there's a lot of commuters in that neighborhood you can go out to different places. Anything that will help your small business. In the corridor you see database CLE that started a few years ago. It's a sometimes two-day conference on civic data in Cleveland. So we had a presentation to talk to the room. These are the resources that we have at the library. We all say that. Everybody thinks they know what we have. So this time we chose a different route. These are real questions these photographs

collections, we have some strange research questions and some annoying research questions. The one about the property taxes was in my department. She was really mad at this guy because he did what he was supposed to and she wanted to find all this information on him. It's mostly local. I mostly want to show how not to just give information. We were able to pull local data from Cleveland for how many people died in 1896. 70 from Montana called looking for that information.'s got people coming in looking for specific information and the first question about Marine County Farms, in the presence of agriculture the guy was pretty happy.

>>From Syracuse New York, this information came to us. There were a couple of different papers in Cleveland and she had Easter bread recipe from the 1960. She lost it so she asked me if I could take a look and see if I could find it in the plane Buehler I went looking for the correct information, luckily the information was found before I got too far into my research. She was happy I helped her. She sent me a copy of her recipe after that.

>>Our patrons do love this. And the last question about developers, there's other ways you can put government documents in their. When people are looking at historic neighborhoods, we can pull up this data and show how the neighborhood has changed over the years. Sometimes they go into major reports. I had a surprising number of people who came in looking specifically for demographics in Euclid Ohio. So we've got all of this in print and we have no problem with people coming in and making copies. Our records go back to 1700s. We've got individual records on ancestry.com. We decided to create a civics workshop. We had people contact us how you find information how do you hone it and get it put in your research. On top of this we developed the PO resources. Olivia had this collection in her department with historic masses. This goes back to about the 1880s but we have Matt is from the early 1800s for that area. So it's nice that people come in to do local research. Literally seeing the changes if any of you, we've got a good relationship with them. There's also a genealogy collection. We got things that are made up of items that librarians clipped out from the local newspaper and pasted it onto cardboard papers so it was a file. A listing of those notices. And then digitized. We've got notices from the middle of the 19th century. Moving forward we've got the directory of telephone books. There's also resources that people can use for genealogy. For information and property research. We kind of matched up all the federal government data with the local data and property information that Olivia had with neighborhoods. Where they have been where they are going. Students who come in have too much information. They were able to go back in and hopefully write some good reports.

>>We are also as mentioned, have the city of Hall appeals. So the City Hall took photographs of structures that were a part of their violation. We have quite a bit of structures from the 60 years.

>>This year I decided to venture out on my own. This is our mad skills competition. I decided to hold this comment because we are gov docs we don't usually get that question they look at me and say how is this gov docs. We gave these goodie bags out to everyone who came in. In them I ordered somehow to make a budget online that I think we got from Pueblo and then our pocket constitutions week stuck them in their. There happy 150 year pencils. The red Camaro was kind of how I got people in the door. Let me tell you a little bit more about that. It was more of a life skills program. We asked Ohio technical College to come in and we put it in the middle of the garden we had two buildings and in the middle it was a beautiful reading garden with the small oasis. We put the car in there. A lot of people decided to stop by and find out what we were doing. We had all sorts of things set up. So we went online and found activities from CFPB that were budgeted exercises. We had all sorts of people who gave them the I want to save for retirement, they were supposed to set up the 50% savings. We also did retirement stuff that came right from the IRS. Were a lot of people who didn't know the difference between a Roth IRA and kind of things. So our partners, I had to go out and get these. When I say [ Indiscernible ] Is coming so fortunately they just started their in-house demonstrations and outreach again so they said they'd like to come out. They brought a toilet [ Indiscernible ] Looking at all the symbols on your --. Home resources Center of Cleveland had a tool library. Found them and I said can you guys come to us with your tool

library. They said yes. I said good because I can't get people to you. They came and brought a grinder. We had a tile saw in a miter cutter. We had an air compressor going and the board of elections did not show up. It was Saturday and, I was able to at this board of elections person, everyone was proud often. It's less work that I had to do. So just a few tips. Elaborating on some of these. Don't be afraid to ask.- Partners I talked to her outreach program department I had no problem going to these people and saying I got this idea help me flush it out. Or what are you guys working on that maybe I can help you with. Are you guys going to one of the art events in the city. Do you want to take a couple of these with you. I also had no problem picking up the phone and calling partners. Have got two people in that department you handle specifically adult programming and youth programming. They've got the connections for the schools. If there's something going on in a branch can look around and say can you help me with this or that or can I help you. There's so many questions to ask. Don't be afraid. Don't be afraid to exploit that work friendship that you have. We take a lot of coffee breaks together the more we get to chatting more we realize if you've got something going on I might be able to help you with that. That's how we ended up scanning books put online. Because we were just talking about projects that were coming up. Trying to get enough projects to fill for quoted quarter. Getting creative. When I so you might not have a budget. You might not have a budget for anything. I have to ask and beg and borrow. Which were not to steal. But when I asked everyone to come in. I let them know upfront about the volunteer thing. The outreach department does have a budget. Olivia was able to get some money for that when the offers came in. I have to CFO move money around to cover a years worth of labels. So we really do need to get created. What I think is cool may not be cool. I know this because when I start going on about fun things and gov docs they look at me like I am insane. So I have to look at it from there perspective. When they come in and say my students are looking for this it happens to be in your department or if found it in the catalog of gov docs. Take notes. That's how you start building these programs.

>>I think getting to know your fellow coworkers who aren't in your department. Because then we are able to refer people to government documents. I think getting yourself out there and talking with other staff members. It allows them to know what you have to better make that connection for patrons. They may come to the local history department because everything has a history but it doesn't work with us so we have to send them to another department. So because I'm able to get out of my department and into the library I can see what they have. We do a lot of tours in the library. I think talk to the other staff members, not just managers. I find out that one of our other resources is our staff. They might know a lot about something that we didn't know about. I have someone who's a PhD in engineering. So one thing about librarians is that we come from all over and we have a wide background. We inherit staff also. So every staff member that we have has their own interest. My former library assistant who just retired. Her emphasis was her baby. Knowing the history of what we have, we have had a few lawyers Cole for historic weather data that I did not realize we had. Oddly enough this was a science librarian who knew that. Knowing that the other departments use that stuff is pretty good to know. So I've also got use code words. Don't think gov docs. That makes people turn around. I was on our administrative floor talking to a secretary when a director came by and said what are you guys talking about and we said government documents and then he said oh and turned around and walked away. So don't say gov docs. It's not cool and it's not fun. Everybody thinks it's boring. But I will say that easier to use things like market research. It's just that. The healthcare information we have. You know it's all government information. They've got a lot of money to put this out so take advantage of it. It's all government tax dollars. You have already paid for this. So one of the failure moments that we have. For constitution day we got the kit from GPO we had temporary tattoos and pins and a bunch of bookmarks. We were going to go to the youth services department. My library assistant put together a fun PowerPoint and she was prepared to deal with that. She knows how to do use. We helped the kids do research. Don't do all the fun stuff. Though she had everything put together they had lunch time so one thing that the library said

was that all of our branches downtown provide free lunches for students. They can all come in and get a bag lunch every day. What they forgot to tell her was that they were not opening up that room that day. So the kids came in, grabbed their lunch and left. No one was there for the program. It was a huge communication issue. I don't think they really wanted us to come over. I don't know. It was pretty bad. So on the positive I've got a bunch of temporary tattoos they like to handout. So failure, it happens. Lastly. Have fun. I think gov docs are fun. If you can. Order something silly, order something funny. Order some kids book if you're not constrained to one particular type. Sometimes people come in with kids and you need to keep some coloring books on hand. So you might be able to make excuses for it.

>>I got an example of success from Sarah. A group of high school students created a performance of President Harry Truman relieving MacArthur of the command forces and Korea. The script was based off of public papers from the president. Although the students wrote the script in their own words they were able to incorporate will text from Truman's papers. They went all the way from the national competition. I don't think they got first place but they at least placed in the national competition so there's a fun example of how kids were created -- creative with gov docs.

>>There's another side to that. The more you work with other departments the more you get your name out there and the more likely they are to turn to you and ask for help. Now I can judge now I can talk to the parents. So we kind of take away a little bit of the intimidation factor. It gets the name out more than just sitting in the library doing our own programming. We are able to go outside and talk to people. So that's what we have for you. If you've got questions we are happy to take them. So far no questions but we will give everyone a few minutes to type them in. We will then have Corey push out the survey.

>>How did you structure your Harold fair.

>>Our healthcare, we were considered vendor for the city of Cleveland. Every year they have a health fair for staff. We also do health fairs for senior day. Set up a table and I gather books from her science department. Our exercise books are in our social sciences department and sometimes I will grab travel books and bring them with me. The gov docs that I bring are usually things we order from the national Institute of health. We order them directly. So if I can get my cell phone to work we can do mobile checkouts. We do this 3 week is in the summer and senior day is in May. We do that at City Hall.

>>Do you order information from Pablo?

>>Yes we do. All of it. Because I don't have a budget. Everything is free including shipping. We have found that some things are a little restrictive on Pueblo. If you go like FTC stuff. If you go to that stage and bulk order you can actually order more than the five copies your limited to on Pueblo. Go to the individual agencies sometimes you can get them from there. The CDC does have these in order. We can usually order an extra one.

>>Market search is on point. This was good information. Corey pushed out the webinar survey and we hope everyone will submit that. We've got just a few more minutes if anybody has questions. Here's our contact information in case you're looking for documents for handout information. I will give you my top 10.

>>I can't seem to find where to order on the CDC website. Any tips?

>>I do. But not in front of me right now and I don't think I can do a screen share. If you send me an email I can send you a link to get the publication. If you send me an email I can send that on to you.

>>Looks like no more questions coming in. Let's close out this webinar for today. Remember you will be able to access this in our repository very shortly. Thank you both Sarah and Olivia for an excellent webinar this afternoon.

>>[ Event concluded ].