

Please stand by for realtime captions.

>> Good morning, everyone. We are going to get started with the session, "F" is for "Federal" how to talk to your lawmakers about FDLP. Before we do, I need to review housekeeping items for our attendees. -- Attendees. If you have any questions or technical issues please feel free to use the chat box located in the bottom right-hand corner of your screen. I will keep track of all questions that come in and at the end of the presentation the presenter will respond. We are recording the session and we will email a link to the recording and slides to everyone who registered for the virtual attendance. If you need to zoom in on the slides being shown by the presenter you can click on the full-screen button. To exit the full-screen mode, mouse over the bar at the top so it stands. Click on the blue return button to get back to the default session. I will introduce our speakers for this morning. We have Gavin Baker who's the assistant director of government relations, American Library Association. We have Emily Feltren who is the director of government relations, the American Association of libraries. We have Mark Miller, who is the chair of the public library board of trustees.. We have Celina McDonald who works with the U.S. government documents Law and criminology librarian at the University of Maryland and Stephen Parks, State librarian of Mississippi state law library of Mississippi. Let's give our presenters a nice hand.

>> [ Applause ]

>> Good morning, everyone. I am Emily Feltren director of government relations for the American Association of Law libraries. Here is an outline of the presentation today. The purpose is to teach you advocacy skills to successfully build relationships with your members of Congress. Building relationships is core to the future of the program. We need you to help teach your members of Congress about the importance of the program and how it helps constituents and why they should support it on Capitol Hill. Gavin and I will go over best practices to help you feel comfortable meeting with members of Congress and talking to staff and you will hear from some of our practitioners who can talk to you about what it is like to build a relationship with members of Congress and advocate for the FDLP. We think you will come away with great skills and confidence going back to your state to advocate for the FDLP in your own state. We will have time for questions at the end.

>> Our goal today is to build relationships with your members of Congress. The members need to understand what it is the FDLP does and what your library does and how you contribute through your working government documents making the program stronger. I will turn it over to Gavin.

>> Good morning, everyone. Thank you for joining us in person and virtually or on the recording. Our goal is to encourage everyone to build relationships with the members of Congress and the decision-makers and their communities. We will talk more about how to do that and offer some suggestions but I think the most important thing is to do it and the second most important thing is to do it politely. When you are elected to Congress, you don't magically become aware of every single program in the federal government. There are a couple of very high profile things like Medicare or Social Security that any politician will be aware of. Then there are thousands of other programs and the FDLP is one of them, that most folks will not know about when they join Congress. For most of them the way they become aware of that program and understand what it does, is by seeing how it works in their community and their district. That is something that only you can do. Emily and I and other associations and the GPO government relation folks are here in D.C. the GPO government relation folks are here in D.C. We work with the Congressional offices and we tried to share what we know about the grid work you all are doing. You will always know more about what is happening in your library then we will know about it. You have an irreplaceable perspective about what is happening in your community and what is your member of Congress interested in. Those relationships that there is no substitute for. They are so incredibly valuable in helping folks to know what the FDLP is and why it is important and that is not lobbying. It is just relationship building. It is making sure that folks who are in public office are aware of the public programs that are in their community, and the resources that the federal government

supports. We will talk a little bit for those who are interested, in how this can segue into advocating for a particular public policy. It doesn't necessarily have to be so. I know folks who may be at institutions where they can't do that as part of the official position or you are not interested in doing that. Hopefully everyone will make sure that the members of Congress were aware of the activities that the FDLP is doing. And the FDLP in addition to being one of those thousands of other programs, in the majority of [Indiscernible] cases as I'm sure most of you know, the library actually was designated to be a depository by a member of Congress, and there is specifically a relationship between the depository and the congressional district. That does not mean that if you were not congressionally designated that you should not talk to your member of Congress. There is a special connection there in many cases. Of course, as many of you also know, most of those designations happen - - happened decades ago and it wasn't done by the person who was holding that office currently. It is something they need to be reminded about. Of course, the work you are doing today is different than the work your library was doing in the 60s or the 30s when you are designated. The staff in the Congressional offices will continually turn over even if the officeholder is the same person. There is a need to continually remind folks about who you are, what you do, and what you offer.

>> I am going to ask a couple of questions. I will encourage you with a show of hands - - I won't really be able to see anyone who is watching virtually but we will just do this in the room. Please raise your hand if you work at a federal depository library. Great. Please raise your hand if you are the coordinator for your federal depository library. Excellent. Please raise your hand if you have received a question like a reference request from the public office, a government office in your community in the past few years. I am seeing a couple of hands. Please raise your hand if you have had staff from your - - one of your members of Congress or a member of Congress into your library that you know of in the past few years. Great. A few hands. I think our hope would be over the next several years that we can work with everybody, not just in this room but throughout the community, so we have many, many more hands that are being raised. This is by no means criticism. I know that when I went to library school, I did not have a class on how to work with elected officials. No one said to me a part of your job if you work as a librarian, is going to be to deal with members of Congress. It is kind of a thing that you may not be told - - I think may be Celina will tell you as part of her story, how she got a little [Indiscernible] into doing this work, not realizing it would involve that. As I said, I think it is an essential part of the job because we can advocate for you. Your associations can advocate for you. The best way to do it is for you to show the work you are doing. One of the key ways to do that is working for the district offices. Every congressional office both House and Senate will have one or more district offices with staff in them. Their job is to be the presence on the ground for the member of Congress. They help folks deal with casework. They help folks navigate federal agency processes. They make sure that the member of Congress is aware of what is happening in the community. They get them out to ribbon cuttings and ceremonial event send anniversaries and that type of thing to make sure that they are visible and active in community events. They are really interested in knowing about what is happening in the community, and what resources are available to them, to the office, and to their constituents. If you reach out to them, you will not be bothering them. They will be happy to hear from you. They may be busy, they may not get back to you right away. They will be happy to hear from you. Let them know about the FDLP . Let them know that you are a federal depository library in their district. Let them know you are part of the program and you are the presence or part of the presence of that program in their district. It is always better to show and to tell if you can. If you can show them here something we have done recently where someone came in and asked for help and here is how we help them, or here is a project that we lead recently. Something that we are doing as part of our participation in this program, that will be much more helpful in helping them to understand what the program is and to say we provided permanent public access to federal information. They are not librarians, and they will not have any idea what that really means. If you can give them an example, preferably with a photo, it will really help them

to understand what it is. By the way, we will have our contact information at the end of the slides. We have some business cards appear. In my mind, this is the general outline of the useful activities. If you want to actually do any of this stuff, we will be happy to work with you individually in thinking about how to do this and what to say and how to find the person to reach out to. We are available to help. The way to find the staff is if you go to the website for your member of Congress, they will have a list of their office locations. For each of those, there will be at least a phone number if not an individual staff person listed. Just give them a call and say I am the federal depository library in the district. I would love to tell you what we are doing. How can I reach out to the staff in the office? In most cases, the person that answers the phone will be the person who you want to talk to. If they are not, they will tell you who it is.

>> Once you have reached out to them, and let them know what you do, you can continue to make yourself available to them. Once you have set this in a general way and tell them this is who we are and this is what we do and this is part of the program, we are available to help you, if you have questions and have comments from constituents that seems like they are looking for this information and they are not having a question you are prepared to answer. Or if you need information to do the work of your office, you need to find information about what is the history of a particular program or something like that. We are available to help you. When there are no -- new resources made available or you have new projects you can continue to reach out, because to build the relationship it means there will need to be multiple contacts over a period of time. A few times a year, a quick note to say here is something new and here it is how I can help. Here is -- please let us know if we can do anything. Here is a way to keep that relationship going. At times when a relationship is built hopefully it will come to a place where a member of Congress will be interested in coming to the library. Everyone loves library spec it doesn't matter the district or the party. That is what the polls show us. It is also what we see in the members of Congress newsletters. Their social media accounts, and they like to be in libraries. It is a great photo opportunity for them. They have to be out and visible in the community anyway. They are always looking for new places that they should visit and new events where they should be present. Particularly, if there is a certain activity you are doing in your library, yesterday we heard as part of the University of Mississippi's activities, leading up to their receiving the library of the year award that they had a big anniversary for the designation of their library and all the activities they did to be visible in their community around that anniversary. They had Constitution Day, Law Day, Independence Day, these are all things that are opportunities for programming. And in many cases GPO provides resources out to several depository resources. So if you are doing that kind of stuff, or if you have a special exhibit, a particular collection that may be of local interest, these are things to let them know about and show them on a quick walk-through of the library. Do make sure you get a photo when they are there. Post the photo on your social media, tag them so they see they are being seen and recognized and you are emphasizing that this is something that we do as a library. That we serve everyone and we want to have this relationship and be a resource to our public officials. Not just for a visit, but after any meeting or any interaction that you have with the office, make sure you send them a follow-up note. Not that we are not all incredibly special and charismatic people, but the meet with dozens of people every day. They might not remember exactly that they talked to you or exactly what they talked to you about. A quick follow-up email that night or the next day to say it was great to see you and talk to you about whatever. Here is what we do, and here is how you can reach out to me if we can be helpful. That is really useful to the staff and making sure they remember the interaction, and if they want to get in touch with you that they can find you again.

>> I don't want to spend too much time talking about the next two things not because they are not important but because I really want to get to our speakers who can tell you some great examples. Just a few other points I want to make in addition to the ones by Gavin which is a lot about relationship holding and outreach in bringing folks into the library. As you know, there has been a bill circulating in the last year or so. We talked a little bit about it. This is not a test, if you don't raise your hand I will not

mark you. How many of you in this room have taken some action this past year on the FDLP modernization act? That means reaching out your member of Congress or sending a tweet with a hashtag or something. I saw most hands go up. That's fantastic. This is been the first opportunity and decades that we had an FDLP bill and the library associations have come around and United. There are other opportunities to take action with FDLP. One of those is through appropriation. That process typically kicks off in February of this year. The legislative branch subcommittee and both the House and Senate is the committee that has jurisdiction over GPO and that is the FDLP and has the public information programs that count which funds the FDLP. Particularly important is the members that serve on the House and Senate appropriations committee and particularly the subcommittee. Make sure you know that and use that as you reach out to your member of Congress through these communications throughout the year or at appropriations time. It is important to make that connection. There are lots of federal programs out there. As Gavin said, your members may not be aware of them but it benefits your constituent. When they are making decisions about where the money is going they are taking your library and program into account.

>> One more thing, other advocacy activities which is building on what Gavin and I said. There are other opportunities to be visible in your library. Whether it is highlighting the collection on a special day like Law Day, Constitution Day, or being visible on social media that your library has through twitter or Facebook. And then being visible in the communities. Look for opportunities to write letters to the editor. Connect those that think about ways you may connect them to things happening in your community and happening nationally around transparency or trust in government. How may you bolster those issues and those arguments with what your library is doing? The op-ed page is one of the most widely read a newspaper. It is a good way to get your name out there and your library's name out there to your community if that is something you are able to do and also your member of Congress to make sure they are looking at the pages or at least the staff.

>> The last point I want to make is that you are not alone in this. As Gavin said, he and I do this as professionals for a living and we want to hear from you and help you connect with members from Congress and gain the confidence that you can do this on your own but with our help. We have many resources with ours and other associations have lots of advocacy resources. We have been doing a lot of this for years and we know many who can inspire you and make fewer you feel comfortable -- sure you feel comfortable you can do this on your own. There are others in your community might be able to help you in your advocacy and that can be trustees and friends or the administration of your library and other local leaders. With that, the lobbyists will end their speaking portion and I will turn it to the panelists. First we will start with Celina.

>> Hello, everybody. [ Indiscernible-low audio. ]

>> As Gavin alluded to this earlier but as I was speaking about this I was thinking about how [ Indiscernible-low audio. ] that is very true in my case. [ Indiscernible-low audio. ] I was located at the University of Maryland and I interact with agencies and Congress people but it kicked into high gear last September [ Indiscernible-low audio. ] I got a call on my home that says do you want to testify. [ Indiscernible-low audio. ] when that happens, they happen all the time. The same week [Indiscernible] so it was like [ Indiscernible-low audio. ] just look at your time and talk to your supervisor and talk to -- to them and let them know there's a lot to do. When it is time to interact, with Congress people and staffers, the next thing is to be calm, introduce yourself and that was common ground. I know a lot of people say they hate Smalltalk. That is common for a reason. It is something we can relate to. You're saying something about the weather or the office or I was talking [ Indiscernible-low audio. ] let's talk about food. We can relate to that. If you think you don't like it you can still complain about it. That is one thing I always aim for. That is the key part. When you're trying to find time and interact with people to figure out the common boundaries. For example he, -- [ Indiscernible-low audio. ] I voted for him. He knows I am one of the constituents. It's important to do this work. That was key. Talking with other

people even if you are not in their area if you can relate to them. For example, a number of people [ Indiscernible-low audio. ] some of the times - - I would never use social graces but some of the social rules and niceties you want to exchange. That made it a lot easier for me to interact. And the biggest thing is, I said it before and will say it regularly. Take a deep breath. If you are really nervous, I try to think of something that looks hard. It always puts everything in perspective for me. I say at least I am not trying to accomplish this. By the time I testify [Indiscernible]. This is one of the few times in your life where you can say I did something. Later on you can brag and embrace it and have fun.

>> Good morning, everyone. I am Stephen Parks of the state law library of Mississippi. Earlier this summer, I gave a short chat about this topic. I would say what I would talk about may work in Mississippi but not your state. Mississippi is a smaller state so it's more like a large town. Also I mentioned that talk that I felt like I had been stocking Congressman Greg Harper for the past year. I came up with an acronym to talk to about today how to stock, league really - - legally. The one would be to seek a connection with the staff or a member of Congress. Personally I have a law school classmate that works in and - - one of the offices I regularly contact. A colleague of mine, his father is in the same turkey hunting club as one of our senators. He has a connection like that. That may not work in the 49 other states but it works in Mississippi. Do seek out that connection and go that route. Last week at the Mississippi Library Association, Congressman Harper did tell attendees that the most important relationship you will have with the congressional staff is with a staffer or not the individual member. To use that staffer to get a way into the office. You can talk at the issues that can be with a staffer to shoot them an email. If you see them in town or if you are here in D.C. talk about what issues you are facing in your library. A would be attending events. Anytime I saw where Congressman Greg Harper was at an event in Mississippi I made sure I was there. I put my face out in public where he could see me. Just a few examples of that, the Mississippi civil rights Museum opened up this past year. It is - - he was a speaker I made sure to attend that. He was at the book festival this summer I went to that as well. I normally would. Last week he was at the State Library Association meeting. I normally would not go to that as it's more focus for public libraries and school libraries. I did go as he was a keynote speaker. I was able to talk to him about the modernization bill. It was a great way to be there and get my face before him. Because of that now when he sees me he recognizes my face and he knows my name. I don't have to introduce myself anymore. We have developed a relationship I guess you could say. Look for partners. In Mississippi we had to law school libraries. The state law library and a few county ones. I contacted him about the modernization bill to get them and contact their individual representatives. So don't feel like you have to take out all the legwork on your library. Lastly keep them informed. That could be keep the staff informed or the member themselves. Just a few pointers, last week with the Association meeting and converse - - Congress, he did tell us if you want to get something in hands of the individual member send a handwritten note. If you do an email most likely a staffer will read that and respond. If the office sees a handwritten note they will put that on his desk. He will see that and respond himself. That is one way to do it. Keep the staffers informed like I mentioned. One way we will continue to keep ours informed is we decided our library would host a holiday open house in December. We will invite the local district staff in Jackson, Mississippi to visit with us and tell them about our library. I am also planning to invite Congressman Harper's most likely replacement. He is retiring this year and not running for reelection. I will send out an invite to his staff. He may not end up being on the House administration committee but it would be a good step for me to reach out to them and hopefully get his attention. That is how I have been doing this the past year. It just so happens if the modernization bill does pass the house and go to the Senate, there are some senators on the committee that may process it. I can continue to process with our two centers. - - Senators. It is easy to do once you get into the habit of it. I did not do this last year when he first reach out to me about the monetization bill. I didn't even realize Congressman Harper at first was the chairman of the committee. I did not do research on my own as I should. But just over this past year I got to learn a lot and thankfully have Emily

support. To reach out to Emily and Gavin if you have any questions. They are willing to help you. I also testified last year with Celina and I had no idea how to plan for congressional testimony but with Emily's help she helped us get through that lead to the relationships we developed with our congressional staff. With that I will turn it to our next speaker, Mr. Mark Miller .

>> I'm glad that microphone doesn't work as well for the folks online because I am better on my feet. In a way I will summarize what everyone else is chatting about with my spin on it. Interestingly, two days ago, I was with my wife and my 11-year-old son and we were talking about the upcoming week and I mentioned that Tuesday morning I would be in Arlington. I live 40 miles away from here. I would be at the Federal Depository Library program conference. My 11-year-old says a suppository? No. Depository. Not suppository. Well what is a suppository? I said is something you put in your tush. And he said why would you go to the library to do that? I thought it was very clever of him and we say my son is a polite and congenial kid. He is around the politic side of the world's whole life. And I was thinking that for me, I am not a librarian. I am one of the few if not the only one in this room that is not a librarian. I realized that essentially when you're working with members of Congress or someone like me who is just an advocate, we could all use a suppository. We are all full of crap. As a - - an advocate any member of Congress. That's in a good way. We don't have to worry about what they think. I don't have to worry about that. A lot of people are hamstrung or tongue-tied when getting around Congress especially librarians because there's no class. Gavin didn't have a class to say this is how you do with Congressman. I don't have to worry about it because it is not my job. You can be worried about it because you are like if I screw this up, I could be out on the street. My boss could fire me. That won't happen but it is in the back of your mind. You are not trained or skilled in that world. It is difficult to get up in front of people and talk. Where we are able to be successful here, is that we have built relationships with our Congresswoman, Barbara Comstock. She is in her second term. Unlike Gavin and Emily said she had no idea what the federal depository Library program was. In fact, our library director who is been a librarian for 30 years, she had an email from Gavin in March and called me up and said what is this? That is a challenge in the federal depository Library world. If a 30 year veteran of the industry has no idea what the depository library is, what chance do you think a member of Congress will? What chance do you think a member of the staff will correct - -? I had a chance to chat with Gavin and we realized the 10th district of Virginia which is a very, very D.C. centric congressional district, had no library in it. How could that possibly be? Our previous Congressman had been there for 32 years? It turns out, this is where the challenge comes in in the depository library role. The 10th district used to have libraries in it, and those libraries are still part of the program. They are just no longer in the 10th district. Every 10 years a census is done and we redraw the lines. You will find yourself no longer in your congressional district. That is why there are some parts of the country that have more than two or more than four in a particular district because of the way things have moved and boundaries have changed. It becomes incumbent upon you and us as advocates for you to work with your advocates if you don't feel comfortable enough to go to them and say can you reach out because we are no longer in our particular district. Now there are new opportunities for us. The library where I am from, I think we are the absolute newest member of the program. I think 10 days ago I got a call or email from Gavin saying you guys made it. Then on Friday, I got a phone call from Jeff [Indiscernible] who is someone who means nothing to you except that he is a deputy Congressman. He called me to say I don't know if you heard, but you are approved. GPO let us know that the library is now part of the program. The value in that was that Jeff called me. To reach out to us. We built a relationship over time that said let them know that you have to go and show up and be where they are. One of the differences we faced and we have here in the capital area that Celina has also, is that there are seven congressional districts I think that essentially touch Washington, DC. The rest are all across the vast swath of the United States of America. Our Congressman, are always here. They are always, always here. Your Congressman, Greg Harper in Mississippi, four days a week he is in Washington, DC. He doesn't have to deal with any of this. He gets

to come and be a Congressman. It is when they go home that the schedule is to be out in the community. As hard as it is to talk to them - - sometimes, for better or for worse to put them on the pedestal, they are one of 435 members of Congress and one of the 100 members of Senate and they are important people and big shops - - shots and we are just too we are. They are there because we the people put them there and they want to stay there. It is important for them to understand what it is that libraries do and what they provide. The more we get to visit them at the meetings or the county fair or whatever it may be, the Fourth of July parade down Main Street, they will be there. We have to continue to go up to them and say this is who I am. Stephen did this for your. It took Amir to get Greg Harper know who he is. How did he think him? He quit. [Laughter] on January 3 of next year, he's going to have to start all over again. When I first talked about presenting here I said to Gavin, who am I presenting to? Virtually everyone here is that a library that is part of the program. You won't always be, if your library gets moved around, and your Congressman will not always be a Congressman. That has been the change. Half of the United States Congress was not there in the 1900s. Half of them was not there in the year 1999. That is just 18 years ago. 18 years from now it is safe to assume that half of Congress will be a whole new breed. We can see 30 or 40 of them in two weeks. They are not going to know what you have done. The more opportunities you have, we have, to get in touch with our Congressman and staffers, the more likely we are to be able to call them up and call that staff are up to say this is what is going on. They say I need the member to write the lever so we can get the ball rolling. We have to talk about what committees your staffers may be on. There is an app that I use called Congress in your pocket. They updated every six months or every year. It will list every member of Congress, the Chief of Staff, the press agent, and one or two other staffers. It will list all the committees and subcommittees they are on. It is helpful to search your senators and congressmen to figure out where they are and their adjoining jurisdictions to know who you can reach out to that can help benefit you when the time is right. Once you get in front of your Congressman for FDLP's stuff, that opens the door for you to deal with other things . It may be an opportunity for you to do more to help benefit where you will go from a library and point. This is on the federal level. The state level is the same thing. I want to sum up now. Keep focus on the people you need to see on a regular basis. Keep reminding them of the good work that the libraries can bring to the community and also, finally, keep up with the people like me in the community and your advocates and people that can take the burden on for you. If you are not comfortable, reach out to them. We are happy to do it. Thank you.

>> We heard about fun, crap, and says - - and the 24. I think it's a good time for us to turn it to you to see what you may bring to us. And I think if there are any questions. Larry

>> Thank you. My name is Larry Meyer. I am the director of [Indiscernible]. I want to emphasize some things. One thing is before you meet with them know the person. When I say no the person, look at the website and things of that nature. Especially find out if they have an interest. [ Indiscernible-low audio. ] I thank them for what they've done. Just like a parent or anyone else you don't always want to be asked. [ Indiscernible-low audio. ] we have new carpet or we started getting [Indiscernible]. Just to update everything so it is a continued relationship.

>> Other questions? Do we have any virtual questions at this point? Okay. Great.

>> Thank you all. A couple things. I have found it is useful especially during an election cycle [ Indiscernible-low audio. ] I am wondering, have you ever had problems with that?

>> In what way do you mean backfiring?

>> Where once they get elected they don't want to talk to you?

>> I would tend to find that that will be pretty rare. Most members of Congress, have one of two things actively in their life. Either minor children or minor grandchildren. You will find that many times when politicians will tell you a line and when they feel like nothing happens. For something like the library I don't think they will go back on that. They may talk to you about it and that may be a challenge for them. As Gavin said following up and reminding them what you talked about. I think if you are on the

campaign trail a few things to note when they are there. There will be a lot of people around that one moment. At a campaign event it becomes harder and harder to get them there. A lot of times you will find it's easier to get in touch with the Congressman on a campaign trail. It might be blasphemous but at a fundraiser event where there is few people. If it is a town hall or a speaking engagement, good luck navigating the process. I would tend to think that if you can focus in on what you are doing with libraries and that you will find that it will not backfire.

>> I would just say be aware of the policies that your supervisors may have. The state law library falls under the state Supreme Court. I can't really get out on the campaign trail this year. Both of our senators are running for reelection or it's a special election. I would love to meet with them and talk about the issues on the campaign trail. Just keep aware of the policies.

>> I would just add, one theme I think I have heard from the panelists and the questions is that there is a spectrum of how people can be involved and - - maybe it is better to say there is a menu of options where people can be involved. From the level of two or three times a year. I send a quick email update to the staff to let them know about what is going on. Up to the level of Sen. Stevens being invited to testify before Congress or Mark having the congresswoman's personal cell phone number in his phone. Those are spectrums of activities and there is room for everyone to find the places that they are comfortable with. Certainly I would want to ask anybody who doesn't like to go to the parade or doesn't like to go to the fundraiser to feel like they have to go to the fundraiser or parade or the town hall because they have to be seen there. If you don't like it, don't do it. Find what works for you. I also, specifically when it comes to elections, certainly all of these folks are elected officials. They have a side of them that is a public official and a side that is a candidate. If like Stephen Parks said by the way I voted for you, that is a nice thing to say. If you didn't vote for them, don't say that. [Laughter] like Larry said, if you have the interest and the time to keep up with them and see what are there particular interests and what are the backgrounds and what are they working on, that is great to do and mention. If you don't have the time or the interest to do that, it is okay. Don't feel like you have to be an expert on them or you have to be an expert on the legislation or an expert on how Congress works. You are all already experts in what you're libraries are doing. And the most important thing is to let them know what that is and to tell your story.

>> [ Indiscernible-low audio. ]

>> I work for a private, Catholic University. Which is the best way [ Indiscernible-low audio. ]? Who would I talk to in my administration? I have no clue. We don't have a director now so I cannot even go that route. If I want to do something, who would be the first person to find out which way I can go with this?

>> Hello. I have an interim director. And I was very much - - the University of Maryland is a huge place. When you're in a university there are layers of what you can and cannot do. For me, [Indiscernible] and I said to them I don't know I have to ask first. I think it was a little offensive to I spoke to. I had to figure out who to talk to. The first person I went to was my supervisor. Immediately off the bat I went to them. They weren't sure who to go to. The key thing was to notify everyone in the library. Like the higher admin. If you don't have that, I also notified campus. I went to campus and legal counsel for the communications and the PR office and I notified them. To make sure everything was kosher. And to make sure I was allowed to do that. What they told me was make sure it is explicitly clear you are speaking for yourself and from your experience and you are not speaking on behalf of the campus. That was the big take away everyone gave me. If you don't have leadership, in your library or if you have a supervisor go directly to them but also talked to campus. If you can talk to some people and make sure the higher-ups know you can cover yourself in case that there is any blowback that happens. Does that answer your question?

>> [ Indiscernible-low audio. ]

>> I went to them first.

>> Yes. Take it up however that goes.

>> I would add quickly, while St. John's is a small, private Catholic school it is a major institution. All major higher education institutions I am almost certain, St. John's has a vice president of government relations. If you need to learn anything about what to do in any regard to that, it would be an office I would look at.

>> My problem is I don't want to go to the main university [ Indiscernible-low audio. ]

>> I would think - - Celina said that's probably how Gavin would advise you. But you are trying to find out - - if it's through the law school it's through the law school. Maybe even the municipality has advisors.

>> I've been told we have time for one more question. I know Gavin and I could stay to answer any questions after the program ends.

>> [ Indiscernible-low audio. ]

>> That is my life. You are giving me flashbacks. When I first started working at Marilyn. My Dean came to me and said we need a vision plan for the government document. I didn't want to hear vision plan ever again. Ever again. The key thing is essential. The pain of that vision plan is what I learned from everything. When I have people in GPO because they come when their training or someone needs to do [Indiscernible] they come because if they want to find out if there is PII in those military records. Every time you get those recalls I apologize. They are checking my collection. The key thing is to kind of - - when you deal with all of that, communicate with them. You are new to the role and find out if there is anyone who was there before you. I have been very fortunate in that I have had some really great supervisors and a mentor. If there is someone friendly in the library you can talk to who was around for a while and have had success talk to them. Find out how you communicate with the library administration and how you develop that vision plan. They have a specific way to develop that plan and vision and go ask before you do the draft. You don't want to end up like me. Communicate with whoever is near you. Who has been there longer? Your predecessor? Communicate with them. Then talk to the community. I find ever since that there is a very, very friendly nice community. When I have a question or problem I immediately go running to them some of who are in the audience today. I asked them questions. Once you felt the vision plan and you talk with your administration, try to build in this legislative aspect into it. If you want to make that a piece of what you are doing with the government documents collection. I would go to them and talk to them about that. As for the downsizing, talk to people about - - I know we are running out of time so I won't go far into it but the key thing is to say how it helps the library and the public at all times. I hope that answered it. [ Applause ]

>> Thank you for coming and for your question. Feel free to reach out to Gavin or myself. I will be outside the room for a few minutes after as well. Thank you.

>> [Captioner is on standby]

>> Good morning, everyone. We will get started with this session which is three steps to FDLP promotion success. Before we do, I need to review some housekeeping items for our virtual attendees. If you have any questions you would like to asked the presenter or if you have any technical issues feel free to use the chat box located in the bottom right-hand corner of your screen. I will keep track of all the questions that come in. At the end of the presentation, I presenter will respond to each. We are recording the session and we will email a link to the recording and slides to everyone registered for the virtual attendance at the conference. If you need to zoom in on the slides being shown by the presenters you can click on the screen button in the bottom, left side of the screen. To exit that mode, mouse over the blue bar at the top so it expands and click the return button to get back to the default view. This morning's presenter is Kelly Seifert. Who is the strategic communications coordinator at GPO under LSCM. Let's hear a nice round of her - - applause.

>> [ Applause ]

>> Thank you, Corey. Good morning everyone. If you haven't met me, my name is Kelly Seifert. I am the strategic communications coordinator. What that means is I do things like help run the conference and send out the news alerts you get via email and do the FDLP promotional efforts and social media. Every conference I present some type of FDLP promotional session. Usually it revolves around introducing the new items that we have and getting some tips and tricks. As I was thinking about what to do this year, I was thinking about the questions that I often get. A lot of the questions are where do I even start when it comes to this? Or the age-old question, I have zero staff and zero money and fewer resources what do I do? Then a lot of comments were we did will just put out bookmarks which is okay. It got me thinking about how we can structure a session that would help you discover where you can start.

>> The three steps I will break this down into are basically your strategy, your story, and your community. Originally if you have seen an earlier version of the agenda there were 15 steps to FDLP promotion. It was in the weeds and getting complicated and I said this is ridiculous let's try to simplify this. The latest version of the addenda - - agendas three steps. Let's take a look at the three elements. For the folks online, the folks in room we have a handout that will be coming around right now. For the folks online, if you haven't pulled up the handout that goes along with this session go to [FDLP.gov](http://FDLP.gov), the main page there is a conference banner and a blue button with slides and handouts. The handouts are elements of your marketing strategy. Corey if you are able, will you chat the link to that. If you just go on the 20 and pull up the slides and the handout. I will give everyone a second.

>> From my perspective your starting point should be your strategy. You can't really do anything until you identify specific goals when it comes to promoting your library. Even if you think you have everything mapped out in your head, it is good to go through a little exercise and map out exactly what your goals are. Sometimes after you jot down and go through the exercise you discover they are different than you thought they would be. I'm going to look at the handout now. This is cliche; but your library's mission statement. That is the first thing you should jot down on your worksheet. What is it? Any activity or strategy you develop, really has to reflect back to the library mission statement. You need to be doing these activities to contribute to the success of the mission statement. Second, it seems obvious but who are your patrons? How can they be categorized? Get very specific when you do this. Think about a brainstorming event. My patrons are students. What kind of students? What majors are coming in here most often? What areas of focus? Professors. Professors of what? Researchers. Researchers of what? I gave other examples on the worksheet just to get you thinking about your own community and your own set of patrons and who they are very specifically. Make a list of those because later on we will come back to it. Number three, is there a segment of my community that should be using government information but isn't in the community, who were you not greeting? Brainstorm that with your colleagues. The number four, where are these individuals currently going for needs that can be met by government information? Some of these would be surmising what you are good at your job so I think you have a hunch that you will go to search engines to fulfill your needs instead of coming to you. Are they going to other libraries? Are they not getting to you? In some cases none of the above. Number five, what do we want to retrieve overall? The most important thing is we want to create more awareness of our library. Here you get specific. Are you looking for more online interaction? Are you looking for more traffic? Are you looking for more complication at your reference desk? More referrals to your depository? The answer may be all of the above. They may have specific strategies that go along to list all of those things out. The number six, what do we want to achieve for each patrons segment? This one will take some time. This isn't something that happens overnight. This sheet isn't something you can jot out. It will evolve over time and as you talk to your colleagues and your friends and your patrons, go back to number two. Get a chalkboard or dry erase board, and list each patrons segment you identified, and think about what is lacking or what you can do better for each group. What you are trying to achieve for each group. And then I listed a couple of examples to get you thinking. If you are at a university with a huge healthcare, professional or major group. Maybe general awareness where

there is numb that you have lots of government documents that can help in their study. Or professors in a certain major and you want to show them specific, historic publications from a specific agency. Now I am going to my slides for moment. The next element we want to look at are your specific stories. This is where you can't be modest and think about your value and what you bring to the table and what you can offer your patrons that others don't at all. That refers to the flipside of the handout. This is where you think about what you do best. What is your story? What separates our library from others. What you need services and go through the elements. Do you have services ? specialties? Expertise? Programs? What are you offering? The answer for most of you is all of these thing. Here are some examples. US specialized selection? Do you have historic depth? Do you have specific expertise with a certain agency contact? I always say you are the service, the library is the product. You are a major strength of your depository. Your expertise in guiding your patrons to this sometimes confusing and murky world of government documents is a huge strength. Very often we find you are too modest and you are not recognizing what a value you are as a depository library. If you are struggling coming up with your strength, your patrons will tell you what they are, even if they don't explicitly state that. Take notes and jot down items. What are people asking for? What did they come back time and time again for? What are you helping them do or achieve or find? Then ask around. Talk to your colleagues in the library and your patrons. You will have no trouble finding a long list of strengths. Next what are your marketing strengths? That is something very specific from number seven. Think about what you are doing well and what areas you need to improve in. And then I gave some examples here. Are you excelling at social media. Meaning you are posting often and you get a lot of engagement in that. You are having a lot of conversations and interactions that come out of that. If you are posting and not getting it, that is something you want to tag us something to work through. Are you lacking in outreach to Mann depository library's? Do not have good relationships with your local branch and other libraries around you? Do you host a lot of events but don't get a lot of attendees? That is something to think about where you are excelling and where you can use help. A number nine is what strategies can we develop? Maybe you want to focus on educational opportunities. Because you work in an institution at a university and you want to work with professors to be a guest speaker to talk about what you have to offer. Maybe you want to be a presence at events in the community or on campus. It is really just a laundry list or another brainstorm where you don't think about the resources you have or the time or the money. You are brainstorming potential strategies you can use. And then next what communication channels can you use or do you have at your disposal to help you spread the word? Where do you reach your patrons? Are you reaching them online? Are you attempting to reach them online? Are you succeeding exceedingly about reaching them online? Are you a presence in the larger community? Are you a presence all over campus? And then are you using consistent, active, and repetitive messages. There have been a lot of examples of different library websites I have looked at where the social media doesn't reflect the amazing things they are putting on the website about all the services they have to offer. Or even the section of social media accounts should have anything that is obvious to you like your hours of operation and how to find you and links to virtual reference chats. All of these great things you are offering are not always reflected in the communication channels that you have at your disposal. Look at every way you are indicating and making sure every message is consistent with one another. And then number 11 is evaluate, adjust, and improve. The cycle could be a year, six months, or when activity you try that you brainstorm and when it's over take a look at how it worked and what worked great and what didn't work so great. Start over and keep refining that. My hope is that maybe you will take this back. It is not an over night situation or a lunchtime situation. Get together with some folks in your spare time - - I know that's funny and jot down some ideas and keep it handy and keep adding to those ideas as you go. I promise you things will evolve in your mind and come out of this that you had not thought of before when you put all of this together. That was part two of your three steps to success.

>> The next element is your community. How can you leverage the help of your community in achieving your promotional success? What tools do you need? In many cases, your community is actually the answer. What my defining is your community? There are four different parts. The literal community, your library community, your FDLP community and your GPO community. Personally and talking to others, your community is way bigger than you think it is. Let's take a look at each one of these. The last session was an unintentional great lead up to this session. We did not intentionally put these sessions together. What Gavin Baker talked about was a perfect link to this. The FDLP is good PR. What bad thing can you say about a free library program that helps link the American public to the documents of their democracy? Shame on these people for making this free, amazing program available. It is great PR. Anyone that is a pillar of the community, a local politician, anyone with any type of reach or audience that you can get in contact with about your library, and get them to be a champion of your library, it is a win/win for everyone. He will not be a hard sell. Any person in a position of influence. Local politicians up from any level. Think about local newscasters and people that have a following that you can get in their ear and talk about the program. Another great idea I did not come up with but I was told about and it is such a good idea is to partner with other community services. I was talking to a library that they jointly hosted a community day with the local police and fire department and they were able to exhibit about the depository and they have firemen show up where kids could touch the truck and it was a really cool event. If you are having things like that reach out to your local other community services and get them involved. Those are all great social media opportunities. Those things lead to other things that generate greater awareness of you just like that.

>> Your online community. Think about user generated content. Things you don't have to do to promote yourself. I saw this months ago and I searched and searched. I didn't want to grab a screenshot and put it up there but there is a photo a mom took of her toddler in her local library - - surrounded by books having a complete meltdown temper tantrum on the floor and her caption was my toddler is melting down because there are too many things to choose from at my local library. The library jumped on that and reposted it with the caption of you can take them all. You can get up to 100 books at a time. If anyone ever happens to be tweeting or tagging your library in a post related to something you can latch onto and relay that back to government information grab onto it and use it and you don't have to do hardly any work to get a nice promotion out of it. Also Pinterest. Have you guys looked for library marketing ideas? There are a ton of already created license free means that are out there and charts and tables and interesting and eye-catching images you can freely use to capture on your own. It is called sharing not stealing. [Laughter] use that. That's what it is therefore. If you haven't looked through Pinterest, I've searched great marketing ideas there is tons of stuff out there. And then finally your patrons. A satisfied patron is great PR. Are you happy with what you saw you should post it on your Facebook page. Your next community is your library community. That includes the branch library, other local non-deposit libraries and other parts and then I shouldn't have just put that here because any of the library organizations are great for this type of thing. I will start with the branch library. I have our newest brochures that go along with this. So we have two new promotional FDLP brochures. Before I go on, let me say few have ordered this and did not receive the correct quantity you were supposed to, reach out to me and I will have it corrected. We had a little snafu when I launch these. If that is you come talk to me afterwards. We have two handouts. They look similar. This one is to promote the FDLP. It promotes it from other libraries. The idea is you create a sticker and personalize it with your library's information and put it in the white space and send a batch to a branch library or a local non-depository. It says you have nearby access to this collection of government information. It talks about what is available. If you can get your local libraries to promote you and you can scratch their back and help with them they can send you some collateral and you can help promote each other. That's a great thing. The other version has a similar message but it is for your library. It is for other parts of your library that you can go and pass out and say can you leave some of these brochures allow them to help patrons become

aware they have access to this federal depository library right here. And then finally I listed ALA and I meant to say all the national library associations have great access to marketing ideas and marketing webinars and slides and handouts and things that you will find very fascinating. And your FDLP community is your third community. Follow your fellow depositories or some have their own channels. Follow the channels of your fellow libraries. They have great ideas and remember I said sharing not stealing. You can help promote each other. You can reach we - - retweet. It can help promote ideas or get inspiration. We created many online galleries at the request of many libraries. What are the other libraries doing what it is hollowing time? We have created all of these galleries of images and ideas you can freely look through and use to help inspire you for what you are doing. This is a great opportunity, the largest gathering across the country. Talk with each other and see what you are doing and talk with your regional. They have lots of ideas and they can link you to other libraries in your region that may be doing cool things. And your GPO community. We have put together a laundry list of different promotional resources and ideas on FDLP.gov. If you didn't look through their take some time to do that. I am just going to pull up - - on FDLP.gov, - - where did the navigation go?

>> Under requirements and guidance. You can link - - you can click on promotion. On that page, there are links to the FDLP guide to social media. We are about to update this coming year. We put it out about a year and a half ago. This has ideas for how to create your social media post. It has examples of posts and commemorations and holidays you can play off of to promote government documents. Also from that page, it is where you order your free promotional material. You also have access to a list of promotional tips and ideas which is a laundry list of different hints about how to enhance your promotion. You have access to the FDLP digital marketing toolkit which we revised earlier this year. That is where you can download images you can use on your library's website or social media and it includes logos. It also includes an audio public service announcement you can share with if you have a campus radio station or local a.m. station. It is a 32nd promo for FDLP. There is a page for celebrating your anniversary. I know that sounds similar. The anniversary celebration is a gallery that gives you ideas that other libraries utilized in their anniversary. The celebrating anniversaries page - - please click on that. If you have not been there recently, also in the past year, we launched a few new things. We have a list of downloadable logos that you can use based on your library's milestones. If your milestone you are approaching isn't represented here, you can reach out to us and we can get you a custom logo. We also have templates for press releases. A lot of libraries reached out to us to say they aren't quite sure how to write a press release. We have made a mock sample that you can use to write your own for when you have your anniversary and your celebratory event. You can also request GPO participation at your event if you want someone to come and speak at your celebration.

>> From here, you can access all of those holiday related galleries that I mentioned. Then at the very bottom, we have a list of promotional items that are obsolete, meaning they reference old URLs. It is really an image gallery you can look at and compare it to what kind of collateral you have at your library and determine that you need to maybe reorder something.

>> Aside from the website, we are aware level [Indiscernible] available for consultation. When you have library visits you can have a promotional seminar or you can bounce ideas off of us, one-on-one consultation. All of the ways your GPO community is available in your promotional efforts. This is my contact information. I will open it for questions now.

>> [ Indiscernible-low audio. ]

>> My colleagues are in the middle of correcting my Spanish simulations in brochures. Because they were horrified and they said you will do what? My boss will have the final word. Just a couple of comments. One of the things I do is [Indiscernible] [ Indiscernible-low audio. ] I've been trying to really get to at least [ Indiscernible-low audio. ]

>> Awesome. Thank you. I should've mentioned that Jane did translate both of our brochures into Spanish. They will be produced in Spanish and be available in the coming months.

>> One thing to say to the audiences you should have a new tag that says [Indiscernible]. When people come in the library I [Indiscernible]. I work for a government entity. I said do you know about this? They say no. I said you will. For GPO you can help on your website right now for a lot of things you can only ask for 25 at a time. If there could be a way [Indiscernible]. [ Indiscernible-low audio. ] we were talking about communities and we think about outside of your library, homeschoolers, educators, everywhere in your community.

>> Thank you. I shipped Kathy's several boxes. When I go to our distribution area in the building, and they pull up the UPS label maker. As soon as they type my name it populates. If we have to stop I am willing to give you more of something. Usually we limit the quantities on the website because we are limited in what we can order at one time. We want to try to give every library an opportunity to get a stash of them. Very often there is a small majority that are the big orders. If you have an event and you need more than you have. If we have it I'm happy to share with you. Just reach out to me.

>> [ Indiscernible-low audio. ]

>> Sure. We often shared -- libraries will reach out to us if they are doing an event and they want to repurpose something. I am happy to share different files and things like that that they customize with your designers.

>> My second question is about the marketing strengths and what areas [ Indiscernible-low audio. ] if you try something and is not going as well as you want, where [ Indiscernible-low audio. ]

>> Sure. The outreach librarians are available for consultation. They can be reached online. I am available for consultation. You can reach me at my phone or by email. Also in ask GPO there is a marketing strategy or a so either using that or the email I will get it. I have some of my cards. We are always available to bounce ideas or give you I'd -- give you ideas.

>> Good morning. [ Indiscernible-low audio. ]

>> Orders?

>> Yes.

>> Talk to meet the end and we will get you straightened out. Especially with the new brochure there was something with the ordering. Several libraries reached out to me and I could rectify the orders. If you have an issue let me know.

>> We have one question from the virtual audience. Conservatives work to figure out a marketing strategy?

>> Sure. Surveys are always an option. The challenges are getting folks to complete the survey. If the survey is too long you can glaze over it. Whether you are trying to do it online or through Facebook you can give it a shot to see how it works or a paper survey. It is hit or miss because people are easily surveyed out. You are always getting surveys in your emails from vendors. It certainly couldn't hurt to try. I am interested to see if you try that to let me know how it goes.

>> Any other questions?

>> There are lots of promotional items that are free on the back table. Feel free to take some samples. You can order all of those through [FDLP.gov](http://FDLP.gov). I will be here throughout the conference. Thank you. [ Applause ]

>> Thank you, Kelly. Actually we have our break now and the next session will be the GPO library update at 11:00.

>> [ Session is on break. The event will resume at 11:00 ET. Captioner is The event will resume at 11:00 ET. Captioner is on standby.]

>> [Captioners transitioning]

>>We're going to get started with our session. We're going to review some housekeeping items. If you have any questions, use the chat box located at the bottom right corner of your screen. I will keep track of all the questions. At the end of the presentation the presenter was response to each of them. We are recording today's session. We will email a link in the presentation to everyone who registered at the

conference. If you need to zoom in on the slides, click on the full-screen button on the left side of your screen. To exit, mouse over the blue bar so it expands. Click on the return button to get back to full view. I will now and the microphone over to Fang H. Gao .

>> Good morning, everyone. My name is Fang H. Gao . Welcome to our update session. Presenting with me today is our development librarian, Megan Myers Minta and Caroline Hassler are supervisor librarian and also Stephen Kharfen are supervisory librarian. These are the topics that we will touch upon although we may not cover them in this particular order. I will start and then Megan will talk about collection development activities and then Caroline Hassler will provide updates and changes to classification deadlines. And last but not least Stephen Kharfen will share with you our GPO cataloging guidelines update and also new collections project.

>> I would like to start by saying thank you to all LTS staff for their dedication and hard work in the last year . Look at these impressive numbers. I wanted to show them again because these are impressive numbers. I'd like to show them here again. We catalogued almost 34,000 titles and we have records available. And also look at these numbers for our cataloging program. As you know, GPO is the PCC member. Let me explain briefly. It stands for program for [ Indiscernible ] cataloging. Under the library of Congress it has a monograph series. They call for name authority records and subject authority records. So PCC members have high-quality records and subject proposals conforming to approved standards. So here are the numbers that you can see. We are not only producing impressive numbers but also our records of -- are of high quality.

>> Let's put aside the numbers and look at the topics I'm going to cover today. Looking back in FY18 it is a year of not only high protection but increased awareness. We made a special effort of looking at our metadata and also, let's see. Increased awareness of equality. So we look at our metadata and also strategizing our approach for quality control.

>> In FY18 we hire two more data integrity librarians. We have three metadata integrity librarians. They work closely with me and also three supervisor librarian's to increase data integrity efforts. They investigate and articulate strategies for QC related requests with findings for investigation and educate staff based on findings from vendor reports and internal investigations. They also use data integrity tools to communicate with staff and track investigations and actions taken.

>> Here are some examples of recent investigations and actions taken. One of them is for environmental [ Indiscernible ] statements. The subject headings are marked to the general library of Congress form. LC GFT so that it will more appropriately code environmental impact statements. We also look at [ Indiscernible ] and staff catalogs these records. And also we make sure we identify that has records for the government documents in them correctly for the audience. For the BRM series there is request -- requests for investigation and created a new series of records and updated the related records also. Here are some examples that we look out for the quality control. And yesterday I mentioned for the web archiving LTS web archive we collected more for the web archive collection. And now it allows more generous selections. We have created more records not only for the collection but also created records for the sub collections also. And we have more technical librarians assigned to help with cataloging of these websites. I also wanted to mention for the staffing, Lori mentioned yesterday we are doing planning for, to look at our business needs and staffing planning. With hiring technical service librarians and we have more staff eligible for retirement, we need to look at our work processes and look at RPD's and planning for our future needs. If you are interested in those positions, look on USA jobs and we will be posting them there.

>> Yesterday I mentioned we have a lot of partnerships working on different projects. Here are some of the numbers. If you're interested, talk to me and we can work together on those. The other thing I wanted to mention, we have all these records available. We do have the program and you can get our records at no cost to you. If you are interested, talk to us and we have more information listed on our website. I also wanted to mention these records, we have them posted on [ Indiscernible ]. We started

this last October. We have new records posted there. And also we will have accumulated records posted there. If you are able to get these records and do something with them or repurpose them, let us know and we will be posting more records to it. These are some of the things I just mentioned. I am going to turn to Megan to talk about collection development. Thank you.

>> [ Applause ]

>> Good morning. I am Megan Myers Minta, collection development librarian and I will provide an update on LTS activities.

>> I serve as chair of the collection development working group charter to coordinate the discovery of new and historic fugitive content and scope to the FDLP's and LTS of online access. The working group as a primary body that is working to implement GPO systems and development plans. We have representation within LCM we have representation from library technical services, preservation, policy, outreach and support and representation from the office of program strategy and tech knowledge he wished develops and supports GPO.gov. The working group is a venue where they share information about new content or new collection and that gives the time to catalog the content and advertising availability. The working group recommend to increase his store content and this is also the group that reviews partnership proposals which are an important way we are making access to content. Membership ensures all program areas are aware of current and developing projects.

>> On the previous slide I mentioned the collection development working group is charged with implementing online access for the plan. Hopefully everyone saw the news alert. It was released on September 28. The annual revision updated appendix B current collections in appendix C for the system of online access for the content added in FY18 as well as content made digitized and available in the last fiscal year. At this time our highest priority is still to add current and historical content in those collections. I want to emphasize that just because the content has been digitized does not mean we do not intend to digitize or adjust that title in golf info at some point. There is no free public access at this time. If it's digitized, titles that exist in existing collections we would be interested in discussing this with you if you read the collection development plan you know we are dreaming and we will not be able to do this alone. There are many ways for the libraries and federal agencies and other institutions to get involved. One way to participate is enter into a partnership with GPO . Digital content contributor in digital preservation Stewart. As a content contributor, content that needs GPO's specifications contributes the content to in just into GOV INFO. This is a good option for organizations interested in digitizing that Mehmet -- may not have public access to the content. The second category is where an institution has or is building a preservation repository for digital content. By entering into a partnership with GPO, increasing traffic to your repository and in the event your institution stops being able to host the content GPO will serve as your backup and take custody of the content at that point. Another way to keep an eye on what content GPO was looking for is to use the exchange. I maintaining a needs less in exchange and have met with several libraries for the volumes that GPO needs. I'd like to encourage libraries that are not already doing so to offer nationally. That will be the only way you can match to my needs less. If you know you are leaving something on the list you can use the message function in the exchange to offer that material to me after you have completed the time period for your region. You can email that outreach that's monitored by the support team. I'd like to encourage libraries embarking on projects and not using the exchange to keep GPO in the loop.

>> In FY18 I had an opportunity to make some presentations. Chief technical services and I had an opportunity to speak. Federal agencies can contract for pending to the main GPO or through our regional offices located throughout the country. They rely on those regional offices to notify if the content is in scope. This presentation gave us an opportunity to remind representatives that directly interface with federal agencies of the types of content and scope for a programs and remind them they need to do that regularly. The second presentation was the open house which is something they host annually for federal agencies to highlight services. The senior content acquisition specialist and I served

on a panel highlighting the different services offered by GPO. Our presentation focused on under title 44 to notify GPO of new information dissemination products and mechanisms they should be using. I routinely attend several interagency meetings. One group is a federal web archive -- archiving working group. They exchange information about what other agencies are doing around web archiving. Participation has helped us focus the development of our collection targeting agencies that are not doing their own archiving.

>> We are in the middle of a withdrawal action. For historic registers of the U.S. Coast Guard contain personally identifiable information. It was announced on October 15. Depository libraries have until December 9 to finish and notify appropriate action has been taken. I wanted to take this opportunity to review the process on how they are withdrawn. Withdrawals are relatively infrequent. For the those of you that are new, this may be the first one that you have seen. There are a limited number of reasons we will consider withdrawing publications from the FDLP. They could be production errors, content or editorial errors, the presence of classified information on materials that a federal agency designates sensitive but unclassified and it could include information covered under the privacy act or something for official use only distributed in ever. If we can determine there is educational value, we can overrule that. The withdrawal process starts when an agency contacts GPO about a publication they believe needs to be removed from the FDLP and catalog of U.S. Government publications. I determine the parameters of the request identifying titles or years and review every publication either online if it's on the servers or from the depository library. Special thanks to you who have been able to supply that when I have requested them. Once the research has been completed, I present options for how we can handle that requests. The superintendent of documents will then approve or deny the request. When the request is approved, I began the process. This includes distributing an official notification letter to all depository libraries which provide instructions for what to do. I respond to any questions that arise as the depositories work to comply with the request. I make sure they complete that form that notifies GPO they have taken action. At the conclusion of the withdrawal event I provide a summary report to the agency that includes the [ Indiscernible ]. If you have any questions, I will be happy to answer those during the Q&A portion or feel free to chat with me afterwards. I will turn things over to Caroline Hassler .

>> [ Applause ]

>> Good morning. I am Caroline Hassler a supervisory librarian with LTS and speaking about the superintendent of documents guidelines to new web-based publication rolled out this summer. You can find the superintendent guidelines right underneath the cataloging and classification tab on the right-hand side. Right below the cataloging guidelines. The release this summer was a result of two years of background work, editing review and more editing by many members of -- in addition to that almost every member of LTS was involved in additional reviewing as well. Thank you to everyone involved. I'd like to share history of the various manuals that are been used for classification over the years. Us are probably aware the superintendent of documents classification system which organizes publications by the issuing agency was developed at GPO between 1895 in 1903. Manuals for the system that have been used to GPO include the explanation of the superintendent of documents classification system. The earliest of which was from 1955 and came out periodically through 1990. I have on the slide a picture of the cover of the 1990 addition which use this theme throughout including here on the front cover where a person is seen entering the labyrinth. By 1990 the classification had gotten a bit complicated. Perhaps requiring meditation.

>> Other predecessors to the current guidelines include the practical guide to the superintendent of documents classification system. It was lastly the GPO classification manual which was last revised in 1993. It was made into a PDF and that is the document that has been used since that time until now. The new superintendent of documents classification guidelines is the first digital manual and bills from

these earlier publications, some of which are linked to from the resources section which appears on each page of the new guidelines.

>> The path -- the guidelines are used by GPO staff and also intended for the use of staff at depository libraries and they are at their own libraries. This is a screenshot of class stem chapters. There's a dedicated search box, the ability to print and email articles. There is a navigation menu on the right side which is very much like to feature we have on the cataloging guidelines. It has a responsive designs that revises the content of computers or tablets. There is a small technical difficulty with cell phone screens. Is tempting but please don't try to read them on your cell phone. That is going to be resolved in the next generation of FDLP.GOV. There to be resolved in the next generation of FDLP.GOV. There is a session about that later this afternoon

>> As you can imagine there are many aspects of classification practices that needed to be updated. A few updates that arose because of the digital era listed here. We now have a policy for classing publications from one agency posted on the website of another. These are class with the original agency. We have a policy for classing digital reproductions. Our general guidelines have the original publication using that same number. We have a new section on cost of failing and integrating resource it -- we have a new section on integrating resources. We also have reduced the list of abbreviations because the need to abbreviate was based on keeping numbers shorter to facilitate labor -- labeling of publications. The majority of those are electronic. A lot of the abbreviation used were not that helpful. We now have a more flexible policy that allows the use of whole words and maximum clarity in many cases.

>> I wanted to address a bit about the relationship of the classification guidelines. The list of classes contains category classes used for monographs of various types. Series classes for series and cereals and integrating resources that have received their own stem.

>> The classification guidelines established for certain situations when a serial does not get his own stem such as cereals or of -- of short duration. If it doesn't have its own stem its title will not appear in the list of classes. The same title in different formats will receive the same classification number the tangible and electronic formats receive different item numbers. That is a practice that supports all electronic depository libraries. We no longer use the same item number for print and electronic formats.

>> There are a few tricky situations. They arise when -- tools series from different agencies. The general guideline is to determine the issuing agency usually but not always the agency prevent -- presented first. And then reprints where the agency has changed. The class reprints with the original publication even though the agency has changed. Cereals previously classes monographs. This is an example where we have the option to not create a new class stem to continue to use the class number usually a category class use from the monographs and this avoids reclassifying. And commissions and boards are particularly complicated. From the first publication needs to be classified we must both consider the origin of the Commissioner board and the suspected longevity and productivity. When a Commissioner board is presented by the president, it will be with the presidential publications. If it's an act of Congress, it will need to be reviewed. Typically they are classified with congressional publications for boards of limited duration. However if the legislation places the board within the executive branch, it may receive his own office symbol or be place within an existing department class. And we just created through our SuDocs subcommittee , we approved a new umbrella author symbol of the X and 1.2. It will be used within the executive branch that are short direct -- short duration and a small number of publications. We will be putting out an announcement about that soon.

>> I will conclude with an illustration from the 1990 explanation. Hear the person on the front cover has made it to the center of the labyrinth. This represents their successful [ Indiscernible ] into the system. I feel that they still look a little bit trapped in there. Perhaps this also illustrates that SuDocs classification is still complex . With the new web-based guidelines we will be able to update whenever it is needed very easily. And with that I will turn it over to Stephen .

>> [ Applause ]

>> Good morning, everyone. I would like to thank you for joining us today and also say we greatly appreciate all the wonderful work that you do in your libraries to keep America informed for your patrons in your communities. I'm going to talk a bit about our revision of the GPO cataloging guidelines in an exciting and challenging project we have been working on with a set of national Institute of standards and tech knowledge he records.

>> We do our revision of the cataloging guidelines in our group that has been mentioned, the cataloging policy and documentation content he -- and I want to acknowledge and express our gratitude to all the members of the committee. They have done wonderful work. What we are doing now is we have accumulated a great body of expertise to provide access to government documents. What we are doing now is pursuing the goals and enhancing the usability of our documentation by implementing some of the principles of plain language.gov. The government website which supports the use of clear writing in government communications. We have distilled the concepts and prescribed actions in our guidelines. We have organize the information in an outline form and highlighted them with bullet points. We have vetted many cross-references -- we have added many cross-references to our RDA, our main cataloging guidelines that we use in other cataloging and metadata documentation. Instead of repeating relevant information in multiple sections. We have also started to specify instructions that are related to GPO local practices. There are circumstances when RDA presents multiple options. We have to decide whether we will apply that option or not. We are specifying actions that we take that are specific to our practices for instance, in the physical description field, the [ Indiscernible ] field, we work with a lot of PDFs. Sometimes the resource doesn't have its own pagination. We use the PDF pagination. We recently reviewed our practices and decided to use a fairly standard form of using the PDF pagination and indicating that approximately. Here is an example of that. So once we complete the revision we will republish three main chapters shortly. These are the three chapters. Some of the highlights of the general MARC field chapters are the principal creators, unique titles for words and expressions, series transcription and tracing decisions. The monographs MARC field policies chapter we address report numbers which is a very important metadata element in government publications. We provide extensive details about when and how to enter report numbers and catalog records and mainly the 088 or 588 field. Once we have finished those three chapters we will move on to more sections of the cataloging guidelines. The next two we will probably start working on is the chapter that deals with congressional publications and the electronic location and access field the 856 field which is what we use for pearls. I don't want to spoil the surprise of seeing these new revised chapters. I have not shown you any examples. I also did not show you where to find the cataloging guidelines. Fortunately Caroline showed you. We are just above the SuDocs classification guidelines .

>> The next topic I'm going to talk about is a project we have been working on regarding the NIST collection. This has been a wonderful example of a collaboration at GPO and we wish to acknowledge and recognize the great work and accomplishments of all the GPO staff members who have contributed their expertise to the project. I want to point out a typo and I apologies -- and I apologize. The two LTS have played a major role in our NIST project. The great work has been critical to all the progress we have made in the project. I would like to give you some brief background on this collection. These materials were adjusted in 2016. PST provided us with records and NIST provided us with MARC records. We started off at the last -- about 11,000 records to work with. They are divided into 13 series by SuDocs number. They cover a wide range of technical and scientific topics. We have undertaken this project to test a number of new cataloging processes for LTS and experiment with new distribution. We are examining these areas again to test records from federal depository library agencies and possibly other sources into the CGP. We have been testing batch creation of pearls and we're looking at testing the single distribution posting fires and we are maximizing the use of automated and batch processes and minimizing manual examination and editing of individual records. Obviously our key question is how

do we balance the need to add a huge number of records and the need to maintain the highest levels of accuracy and reliability of our metadata? So how do we approach this endeavor? We use various tools to analyze the record set such as Excel and regular expressions. In order to get a good overall understanding of the character of the metadata in the record set. We based our processing and in just plan on those findings. And we and ratified a number of issues we need to address in the next steps of the project.

>> Through batch processing we have made a number of additions to all of the records in the record set. We added SuDocs numbers in the authorized forms of the series titles. We also added a 500 notes to indicate that GPO's treatment of this record has been through batch review and batch enhancements.

>> We have completed those stages and created a draft record set. We ran more analytical procedures and tests and spot checked the records and the records were loaded into the database. We did samples searches and that is where we are at right now. We are nearing the completion of her testing phase.

>> Some of our takeaways so far, they have many Ben questions and more questions. As we all know, metadata can be unpredictable unstable and surprising. More analysis is always better. Matching and de-duplication of records can be problematic. We are dealing with multiple records for the same publication. How do we know that they are the same thing? When there is no common unique identifier, how do we match those records? So we have learned a great deal about these different processes, de-duplication and comparing records.

>> What our next steps? -- What our next steps? LTS has started to test OCLC collection manager for creating record sets to compare with the CGP to identify records that should be added. And then L SCM management will weigh whether to continue the pursuit of this approach to build more content in the CGP.

>> And that is all I have. Thank you very much.

>> [ Applause ]

>> This concludes the presentation part. We are open for questions.

>> Throughout the conference you probably heard about topics about comparing records, sharing records and nobody can do things alone. We will look for collaborating with all of you. We want to establish the national and comprehensive collection. We cannot do it alone. If you have unique questions, you can talk to us and we can put things together. We will continue with all of these efforts. This is our first pilot. We are wanting to see, traditionally we have been doing one record at a time so what is the best way to explore new options it's a pilot we want to see how we can move forward. If this proves successful maybe we will continue when we compare records for example regional libraries. They completed their projects. They have some unique collections that we can compare our records. Maybe you can share what you have with us and we can share what we have with you. We can build a comprehensive collection faster. If you have any suggestions or if you have projects you've worked on, let us know. If we don't have any other questions I think we will conclude the session.

>> One question.

>> [ Indiscernible -- speaker too far from mic ]

>> Is there a list for the cataloging?

>> Yes. There is a website for all of that. [ Indiscernible -- speaker too far from mic ]

>>

>> Thank you for that.

>> [ Indiscernible -- speaker too far from mic ]

>> Yes. We are very interested in projects like that. We have been doing some investigation and research. We haven't really worked on specific projects yet. We have been exploring the concept and doing some research. If you have a project you'd like to collaborate, talk to us.

>> I didn't realize you were collecting now. That's really exciting to me. Where are you taking the documents? I know you don't really have a library. I'm curious to hear about that.

>> Predominately we are collecting things that we intend to digitize. If there is some things that we cannot take it all, we have some libraries that are drastically -- were going to take a large collection. We are working with several different places you can store things. It depends on how quickly you can work through it.

>> Are there any other questions?

>> Okay. Thank you very much.

>> [ Applause ]

>> [ Event Concluded ]