



FEDERAL
DEPOSITORY LIBRARY

CONFERENCE

#FDLConference

2019

OCTOBER 21-23
ARLINGTON, VA



The next program will begin at:

3:10 p.m. Eastern

This silence is brought to you by the U.S. Government Publishing Office.
Because sometimes we all need a little bit of silence. 😊

The audio will resume when the program is about to start.



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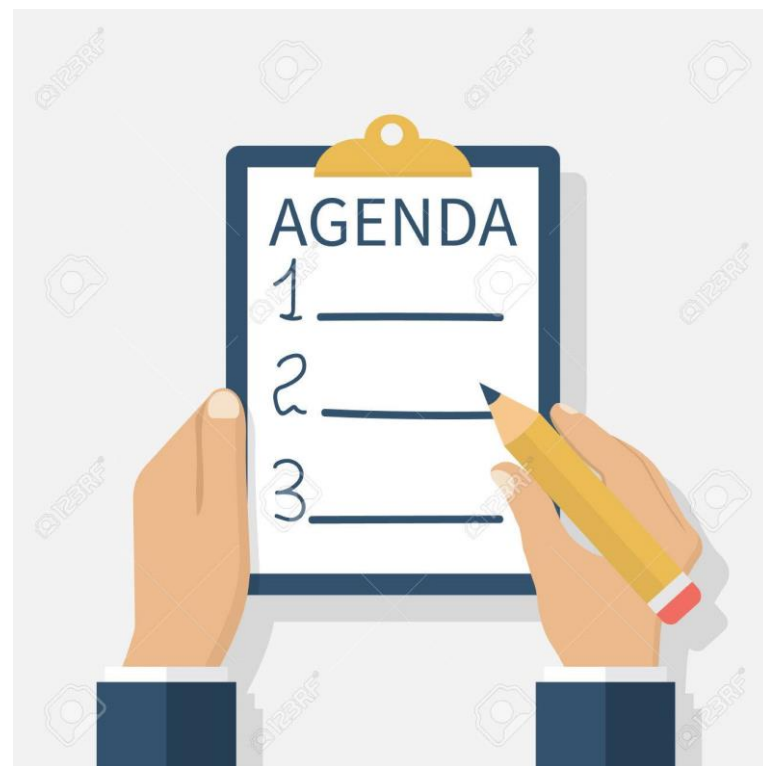


Fan the FDLP Flames: Innovative & Inventive Promotional Ideas

Kelly Seifert, Strategic Communications Coordinator, LSCM, GPO



- GPO's Role – We are here for you!
- Promotional Offerings from GPO
- Coming in 2020
- Promotional Ideas & Inspirations 





We are here to help!

- ✓ Create promotional tools and resources
- ✓ Provide guidance to libraries
- ✓ Facilitate idea exchange
- ✓ Utilize social media





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Sabes que...
¿Tienes acceso a los documentos oficiales de tu país o de otros países?
¿Sabes cómo acceder a los documentos oficiales de tu país o de otros países?
¿Sabes cómo acceder a los documentos oficiales de tu país o de otros países?

¡Mi biblioteca depository Federal está aquí!

¿Qué es?
Una biblioteca depository Federal es una biblioteca que ofrece acceso a los documentos oficiales de tu país o de otros países.

¿Cómo funciona?
Las bibliotecas depository Federal ofrecen acceso a los documentos oficiales de tu país o de otros países.

¿Cómo encontrarlos?
Puedes encontrarlos en la biblioteca depository Federal de tu país o de otros países.

¿Cómo usarlos?
Puedes usarlos en la biblioteca depository Federal de tu país o de otros países.

¿Cómo compartirlos?
Puedes compartirlos en la biblioteca depository Federal de tu país o de otros países.

ASK ME
what depository libraries can do for you!

ASK ME
what depository libraries can do for you!

ASK ME
what depository libraries can do for you!

GOVERNMENT INFORMATION AT YOUR FINGERTS
Finding government records

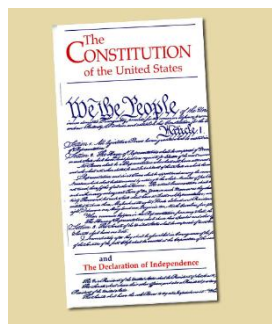
Looking for access to **official** Government documents?

You've come to the **right place!** Ask for assistance today.

This library proudly serves as a Federal Depository for official publications from the U.S. Government.

OFFICIAL | DIGITAL | SECURE

GPO



FREE access to information from the Federal Depository Library

Federal Depository Library

FREE access to U.S. Government information

Table 44, Section 1911

Library staff members are ready to assist you.



Download PDFs, full-text, audio, video, and more from the U.S. Government Publishing Office's digital library.

Access a comprehensive catalog of reports and hearing transcripts published online at <http://books.gpo.gov>

Participate in U.S. Government Publishing Office's <http://books.gpo.gov>

Learn about the website at <http://www.gpo.gov>

Visit to learn more about the FEDERAL DEPOSITORY LIBRARY at <http://www.gpo.gov>

on the go on the shelf.

GPO U.S. GOVERNMENT PUBLISHING OFFICE

How to Locate a U.S. Government Publication

U.S. Government publications in this collection are arranged by the Superintendent of Documents classification number. Publications are grouped together by issuing agency. To ensure that you find all of the materials available on a particular subject, be sure to check the databases or indexes recommended by your librarian.

The numbers below show the Superintendent of Documents classification number (PDS) in which it is contained for the publication "The Great Fishhook".

FREE	5	16	2024-16
Executive Order of the President	"Congressional Reports"	"Public Reporting Burden Statement"	"Law of Jurisdiction"
	50	50	50

Here are the prefixes from the Superintendent of Documents classification numbers for some other agencies that you may find of interest:

- A Agricultural Department
- C-3 Census Bureau (Commerce Department)
- D Defense Department
- E Energy Department
- ED Education Department
- ESP Environmental Protection Agency
- GA Government Accountability Office
- GP Government Publishing Office
- HD 20 7500 Census for Districts, Counties and Precincts
- HS Homeland Security Department
- I Interior Department
- I 19 U.S. Geological Survey (Interior Department)
- J Justice Department
- JP Judiciary
- L Labor Department
- LC Library of Congress
- NAS National Aeronautics and Space Administration
- S State Department
- SSA Social Security Administration
- SSS Smithsonian Institution
- T 22 Internal Revenue Service (Treasury Department)
- V Veterans Affairs Department
- T 4 Congressional Committees

Your librarian will be happy to provide you with the prefixes for any U.S. Government agency and any other information that you may need. Not all materials are available online. Many U.S. Government publications are available online, and some are issued also in other forms. This list is meant as a guide only. For more information, visit <http://www.gpo.gov> and the Catalog of U.S. Government Publications at <http://catalog.gpo.gov/>.

Did you know...
You have ready access to a vast collection of U.S. Government information from the Federal Depository Library. Visit to find it!

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Search ...

Search ▾

COLLECTION TOOLS

REQUIREMENTS & GUIDANCE

PRESERVATION

ABOUT THE FDLP

CATALOGING & CLASSIFICATION

Promotion



Details

Last Updated: July 05 2019
Published: April 14 2016

This section contains information about how to promote your Federal depository library within your community.

[FDLP Guide to Social Media](#)

[Order FDLP Promotional Materials](#)

[Promotional Tips and Ideas](#)

[FDLP Digital Marketing Toolkit \(for download\)](#)

[Celebrating Depository Anniversaries](#)

[Anniversary Celebrations](#)

[Celebrating Constitution Day](#)

[Celebrating Halloween](#)

[Celebrating December Holidays](#)

[Celebrating Valentine's Day](#)

[Obsolete Promotional Items: What to Replace!](#)





New in 2020

- Targeted brochures:
 - Students
 - Researchers
 - Library Admin & Staff
- New promo items (tchotchkes)
- Revamped Digital Marketing Toolkit
 - New images
 - New logo options
 - PSAs
- New poster(s)
- Feasibility examination:
 - Traveling GPO exhibits





Coming Soon: Census 2020

New promo packets coming: Winter 2020

- 9 total brochures
 - 2 in Spanish
- 1 poster





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Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place. An estimated 3 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.

Common situations where young children aren't counted

- The child splits time between two homes.
- The child lives or stays with another family or with another relative such as a grandparent.
- The child lives in a lower income household.
- The child lives in a household with parents or a young, single mom.
- The child is a newborn.

How you can help?

- Emphasize that the census counts everyone where they live and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on Census Day, April 1. Coordinate with the other parent or caregiver, if possible, to be sure the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.
- Explain to service providers and families that responding to the census helps determine \$275 billion in local funding for programs such as food stamps (also called the Supplemental Nutrition Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs lose out on funding that is based on the number of children counted.
- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should only take about 10 minutes to fill out and can be done online or over the phone, in addition to making it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.
- Emphasize that parents should include babies on census forms, even if they are still in the hospital on April 1.
- Encourage facilities providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can fill it out online or over the phone in addition to paper at a time that works best for them.

Connect with us @censusbureau

How the 2020 Census will invite everyone to respond

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker knocks on their door. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker. Instead of being invited to respond on their own, we do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Connect with us @censusbureau

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think! Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It's in the constitution.

The U.S. Constitution mandates that everyone in this country be counted every 10 years. The first census was in 1790.

It's about \$675 billion.

The distribution of more than \$675 billion in federal funds, grants, and support to states, counties, and communities is based on census data.

This money is spent on schools, hospitals, roads, public works, and other vital programs.

It's about fair redistricting.

After each decennial census, state officials redraw the boundaries of the congressional and state legislative districts to account for population shifts.

Taking part is your civic duty.

Completing the census is mandatory. It's a way to participate in our democracy and help 1 COAST.

Why We Ask

The 2020 Census is easy. The questions are simple.

The census asks questions that provide a snapshot of the nation. Census results affect your local government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:

- Understand how many seats your state gets in Congress.
- Guide how more than \$675 billion in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

POPULATION COUNT (NUMBER OF PEOPLE LIVING OR STAYING)

We ask the question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each household, census taker, determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for districts like congressional districts, state legislative districts, and school districts.

ANY ADDITIONAL PEOPLE LIVING OR STAYING

Our job is to count people once, only once, and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask the question to ensure that everyone living at an address is counted.

OWNER/RENTER

We ask about whether a home is owned or rented to create statistics about homeownership and renters. Homeownership rates serve as an indicator of the nation's economy and help administrators design programs and inform planning decisions.

PHONE NUMBER

We ask for a phone number in case we need to contact you. We will never share your number and will only contact you if needed for official Census Bureau purposes.

Shape your future. START HERE >

United States Census Bureau 2020

The 2020 Census at a Glance

Counting everyone once, only once, and in the right place.

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all individual responses to the Census Bureau's collection.

The U.S. Constitution requires that each decade we take a census—a census of America's population.

The census provides vital information for you and your community:

- It determines how many representatives each state gets in Congress and is used to redraw district boundaries.
- Redistricting counts are sent to the states by March 31, 2021.
- Communities rely on census statistics to plan for a variety of important needs including new roads, schools, and emergency services.
- Businesses use census data to determine where to open places to shop.

Each year, the federal government distributes more than \$675 billion to states and communities based on Census Bureau data.

In 2020, we will implement new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. We will use data that the public has already provided to reduce follow-up visits. And, we are building an accurate address list and automating our field operations—all while keeping your information confidential and safe.

United States Census Bureau

Connect with us @censusbureau

KEY MILESTONES

- 2018
 - 2018 End-to-End Census Test
 - 2020 Census questions sent to Congress by March 31, 2018
 - Six regional 2020 Census offices and 40 area census offices open
- 2019
 - Partnership activities launch
 - Complete Census Committees established
 - Census takers solicited address list in person
 - Remaining 248 area census offices open
- 2020
 - Advertising begins in January 2020
 - Public response (online, phone, or mail) begins
 - Census takes online April 1, 2020
 - Census takers visit households that haven't responded
 - Apportionment counts sent to the President by December 31, 2020
- 2021
 - Redistricting counts sent to the states by March 31, 2021

Connect with us @censusbureau

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.

The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau is prohibited from releasing any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by the U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

United States Census Bureau

Shape your future. START HERE >

2020CENSUS.GOV

Hiring and Background Checks

When we hire Census Bureau staff, we are mindful of two critical objectives. Most importantly, we want to protect the public's safety and trust. Secondly, we want to give every applicant who is fit to serve a fair opportunity to do so. This decade, we have worked with legal experts, law enforcement officials, and advocacy leaders to make sure our hiring process for the 2020 Census meets both objectives.

Every applicant selected for a job goes through an independent background check.

- Applicants for temporary census positions apply online and are selected based on their answers to assessment questions and how well they meet the job requirements.
- Once selected for a position and made a tentative job offer, applicants must see their fingerprints taken for an FBI fingerprint check. This check looks for arrest records.
- Office staff clerks, recruiting assistants, office operations supervisors will also go through a background investigation with the Office of Personnel Management. OPM's background investigation verifies education, employment history, residence, etc.

We worked with legal experts, law enforcement officials, and advocacy groups to design a process for resolving issues identified in applicant background checks. The process is designed to be fair to the applicant and to protect the public.

- Depending on the results of the fingerprint check, we may ask selectees to provide additional information.
- We will notify the selectees if they need to provide more information and will give them 30 days to respond. We will also send them reminders throughout the process and notify them once a final determination is made.
- To respond, the selectee will need to provide a final court disposition and an explanation of the circumstances.
- The background check process is tried to allow applicants enough time to resolve any issues before moving on to the next step of the hiring process, such as participating in required job training.

The results of the background investigation determine whether the applicant will continue in the hiring process.

- If an applicant ultimately passes the pre-employment checks, they continue through the hiring process and are viewed and treated as any other employee. Census Bureau hiring officials and supervisors do not see the results of the fingerprint check.
- If the applicant does not pass the background investigation, the selectee will be notified that they are no longer eligible for the position.

Shape your future. START HERE >

United States Census Bureau 2020



We keep your data like you keep your kids. Safe and secure.

All 2020 Census responses are kept confidential and private. It's the law. Your responses cannot be shared and cannot be used against you by any government agency or court in any way.



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WHERE YOUR
CUSTOMERS ARE...
THERE... MUST YOU
ALSO BE...

JED:
TALKS

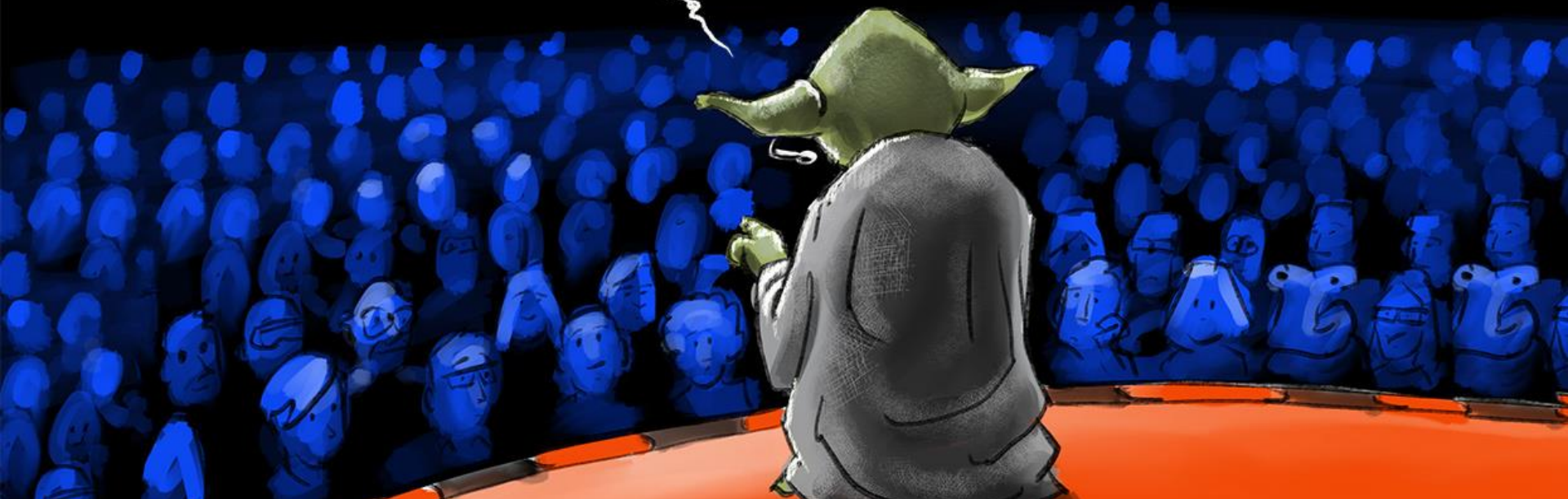


Image courtesy of SmarterCX



Where are your patrons?

- Community/Public Library
 - Farmers markets
 - Block parties
 - Town fairs
 - Health/wellness fairs
 - Small business counseling
 - Citizenship events
 - Senior events
 - Ancestry events
 - Family events
 - Financial planning/counseling events
 - Community book festivals
- Campus Events
 - Welcome Back events
 - Activities fairs
 - Voter registration events
 - Club meetings
 - Floor meetings in dorms
 - Job fairs
 - Direct to professors
 - Student Union presence



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Where are your patrons?





- ✓ Communicate, engage, be responsive
- ✓ Videos!
 - ✓ Opt for captions
- ✓ Fun, action-oriented photos
 - ✓ With people!
- ✓ Follow and repurpose
 - ✓ Sharing not stealing!
- ✓ Link content to current events, holidays, commemorations

**BEST
PRACTICES**





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Shine a Unique Spotlight

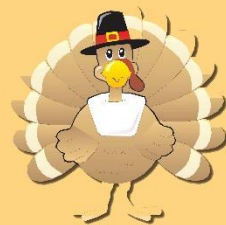


Shining a Unique Spotlight

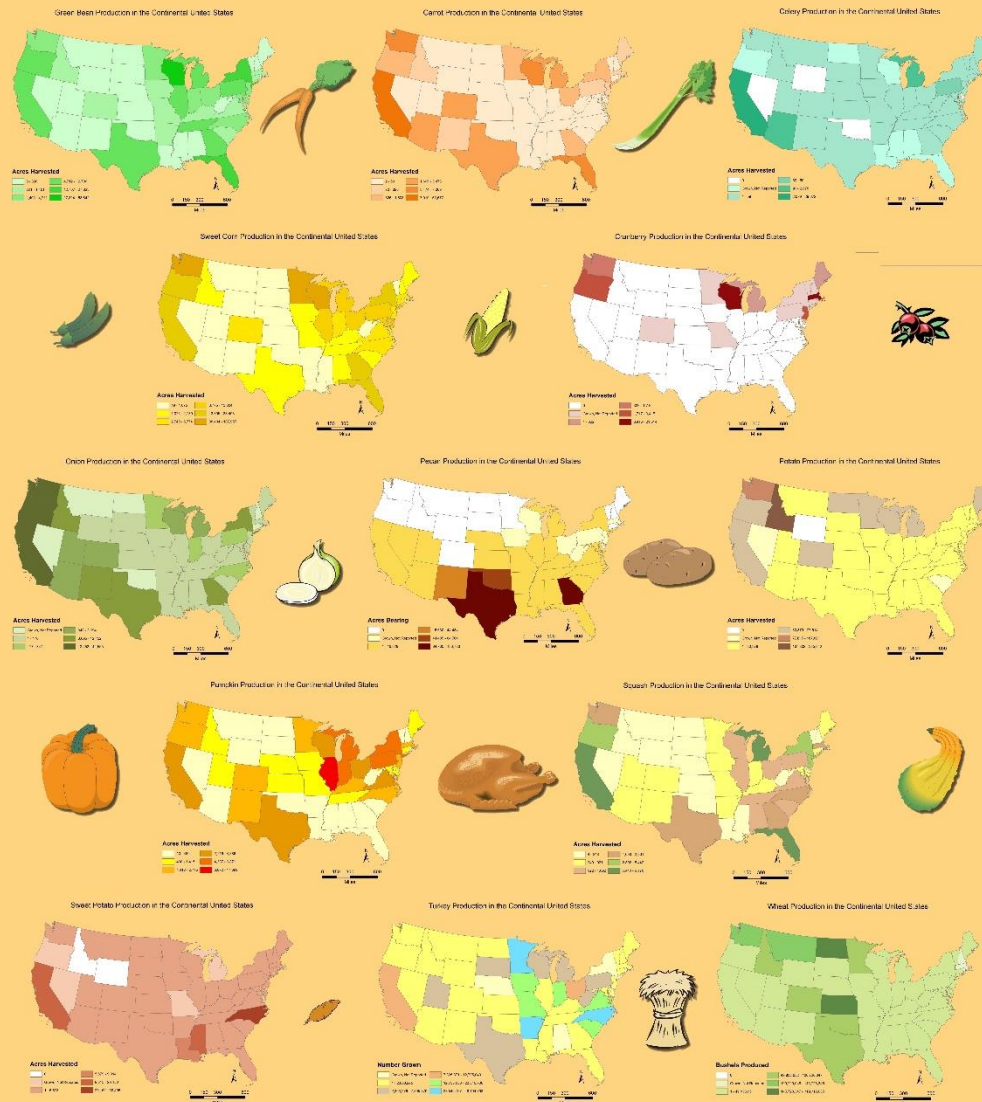
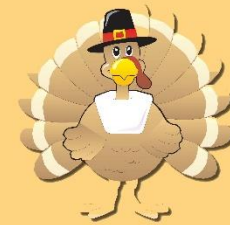
✓ WIU uses data from the Census of Agriculture and produces maps showing where Thanksgiving dinner grows using GIS

<http://faculty.wiu.edu/LR-Zellmer/thanksgiving.html>

Western Illinois University Libraries,
Depository Coordinator Linda Zellmer



Where does Thanksgiving Dinner Grow?





Shining a Unique Spotlight



hermanbwells • Follow



hermanbwells Our #mapofthefmonth for April is a peculiar find! Illustrated by Dr. Seuss (Theodore Geisel) and printed in 1943, this map shows where malaria was common at the time and issues some warnings from "Anopheles Mosquito." #wellslibrary #gimms #iulibraries #drseuss

26w



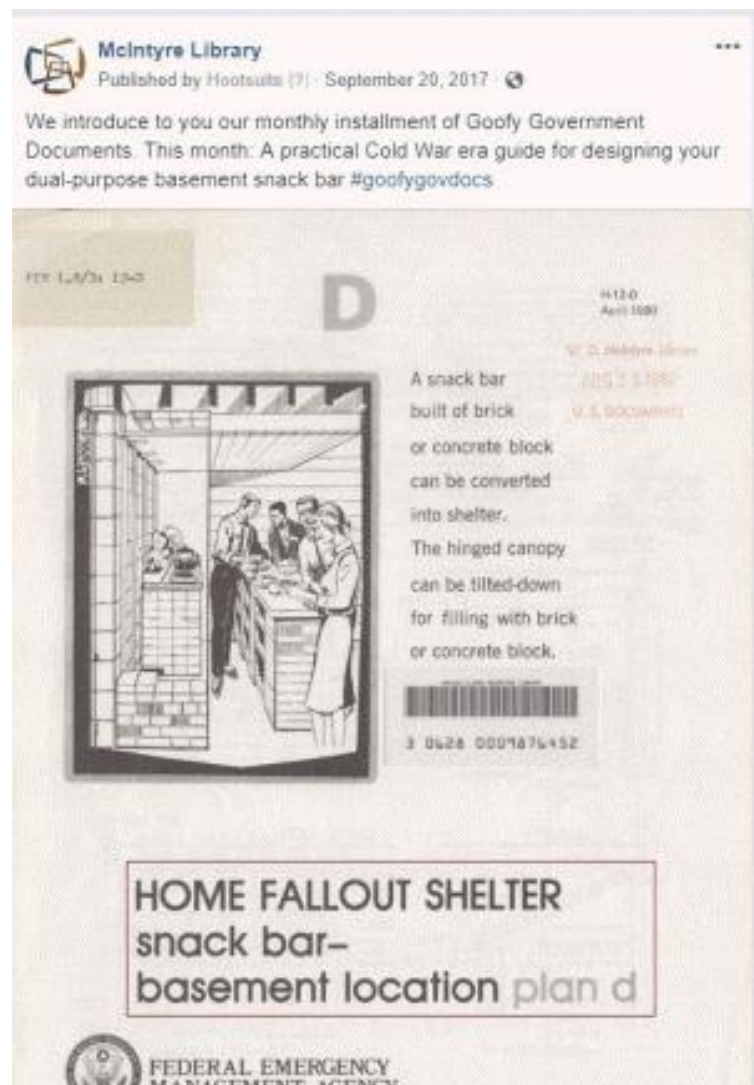
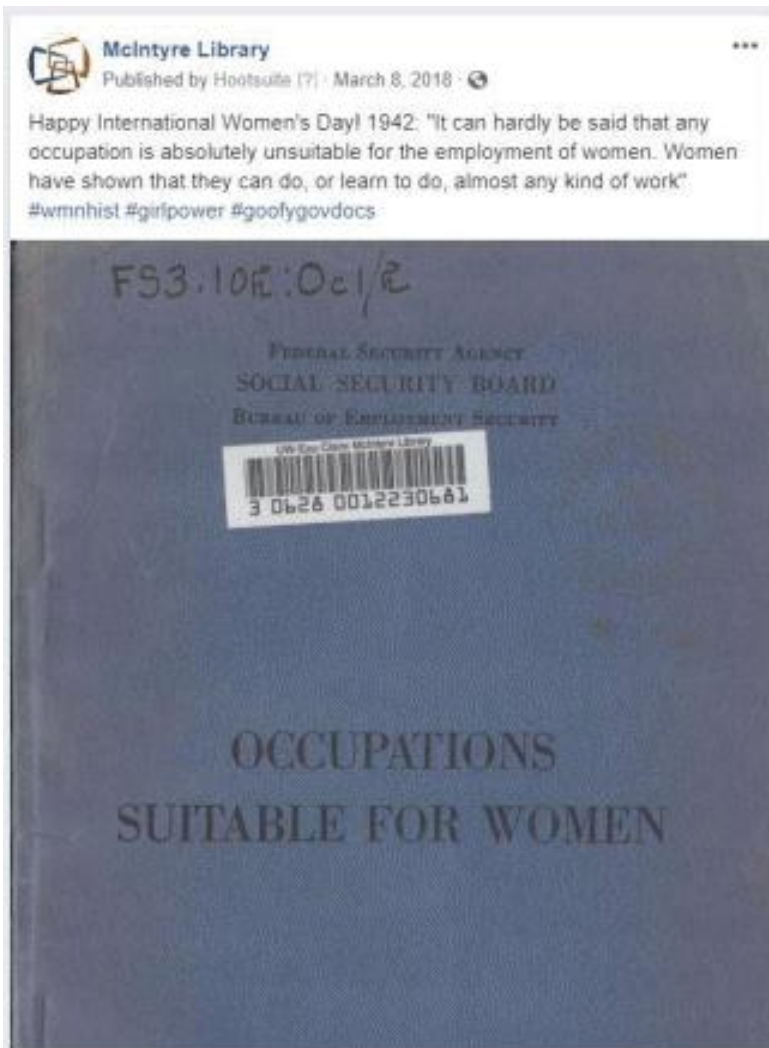
49 likes



Indiana University, Herman B. Wells Library
 Depository Coordinator, Emily Alford



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McIntyre Library, University of Wisconsin-Eau Claire
Depository Coordinator, Robin Miller



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Shining a Unique Spotlight

Stephani (Nia) Rodgers of Virginia Commonwealth University partners with a political science expert at her university, chooses a document, and explores the ways Government can work with her conversational podcast.





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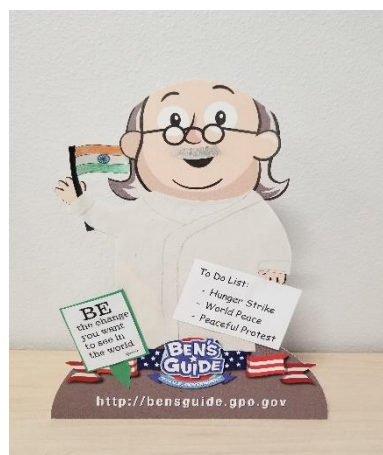
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Eastern New Mexico U, Golden
Student Success Center
Depository Coordinator,
Paul Moore

<https://enmu.libguides.com/c.php?g=916230&p=6602649>



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Shining a Unique Spotlight



The St. Charles City-County Library
District's Middendorf-Kredell Branch Library
Depository Coordinator, Whitney Gerwitz



Shining a Unique Spotlight

- ✓ Jefferson College Library lures them in with food!
- ✓ Once they are in, they get hooked with Government information!

Jefferson College Library
Depository Coordinator Lisa Pritchard





Shining a Unique Spotlight

ACTIVITIES!

- ✓ Photo booths
- ✓ Voter registration
- ✓ Puzzles
- ✓ Life-Sized Word Searches
- ✓ Scavenger Hunts
- ✓ Poetry/Essay Contests
- ✓ Best Photo/Video Contests

Inglewood Public Library
Depository Coordinator Shelley Werts





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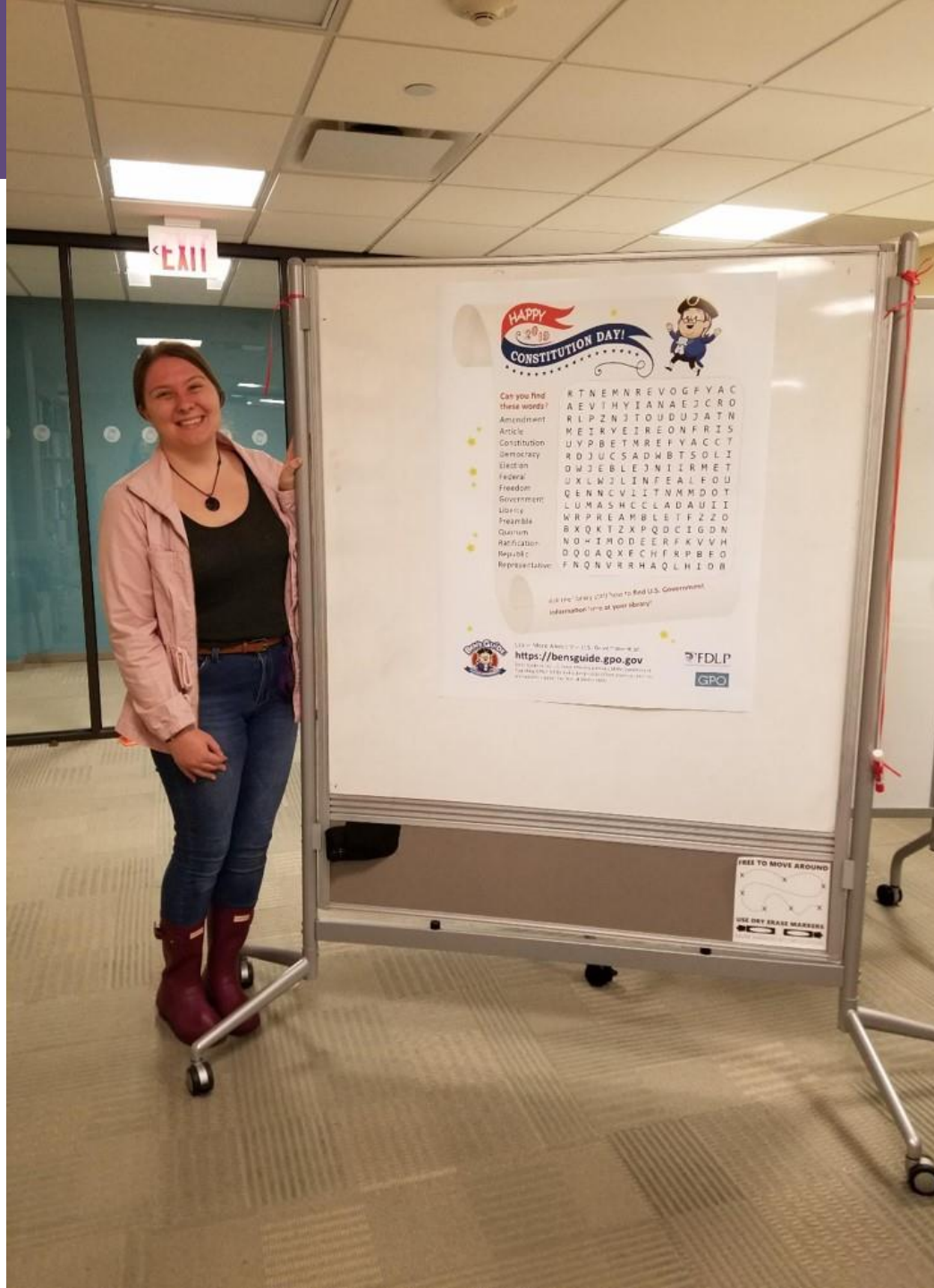
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Shine a Unique Spotlight

- ✓ Enlarged the Ben word search
GPO offered for download



Rice University's Fondren Library
Depository Coordinator Jian Xiong



Need Inspiration?

February 1	National Freedom Day
February 15	Susan B. Anthony Day
February	African American History Month
February	American Heart Month
March	National Women's History Month
March	American Red Cross Month
March	Irish-American Heritage Month
March 1	Peace Corps Day
March (early)	National Consumer Protection Week
March 14	π Day / Pi Day
March 16	Freedom of Information Day
March (3rd week)	National Poison Prevention Week
April	Money Smart Week
April (2nd Thursday)	National D.A.R.E. Day
April 22	Earth Day
April (last week)	National Volunteer Week, National Park Week
April (varies)	National Library Week
April (within Nat Library Week)	National Library Workers Day
April	Cancer Control Month
April	National Financial Literacy Month



Use Cool, Free Resources!

- NASA Selfie App
- Mapping Congress
<https://history.house.gov/Map/Mapping-Congress/>
- Legislative Explorer <http://legex.org/index.html>
- Find National Parks:
<https://www.nps.gov/findapark/index.htm>



Promoting Digital Resources

- ✓ eBooks
- ✓ Websites and databases
- ✓ eMagazines
- ✓ Videos





Promoting Digital Resources

Two Ideas - **sometimes in opposition**

- Patrons don't always visit the library.
- Not all patrons are digital natives.

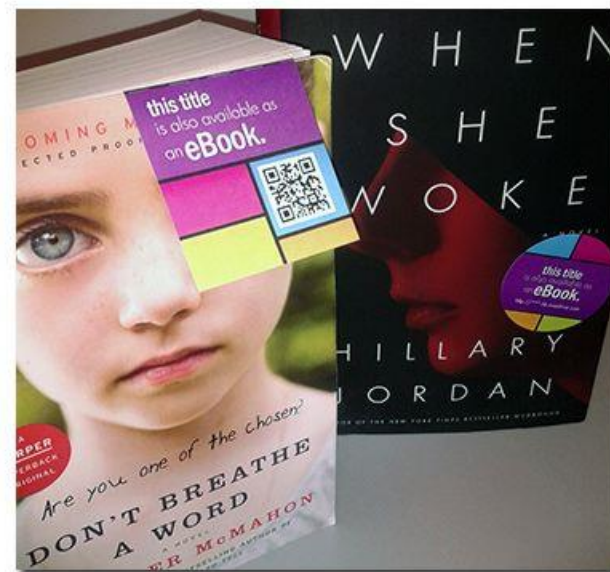




Promoting Digital Resources

Inside the library:

- List of digital resources
- Cheat sheets
- Stickers/signs on or near print publications
- Staff / professor training
- Patron training
- Signage





Promoting Digital Resources

Beyond the library:

• Websites

- PDFs (cheat sheets, lists)
- Homepage feature
- Integrate with other features

• Social Media

- Digital feature
- Did you know?
- Top 10 lists
- Videos (1 min review)





Promoting Digital Resources

Beyond the library:

- eBlasts
- Newsletter
- Library app





kseifert@gpo.gov

askGPO >

Ask A Question >

Federal Depository
Libraries >

Marketing
Strategies / Radio
Spots