



Marketing & Outreach for Your Collection

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Collaboration Across Campus

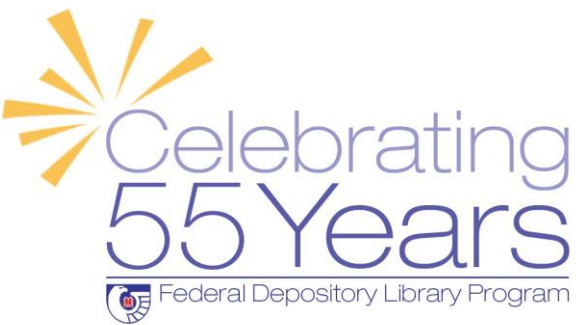
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Harford Community College Library

GODORT Assistant Chair/Chair-Elect

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Seek Out Partnerships for Organizing Events for Student Engagement Start as EARLY as you can!

- Library
 - Director for the Library
 - Marketing & Programming Committee
 - Librarians and Library Staff – collaboration between Reference & Instruction Librarians and Government Documents staff for displays in the cases, blocks, and panel boards
 - Digital Media Specialist
- Student Life
 - Director of SL
 - Student Wellness Specialist (who also chair of Staff Council)
 - Student Leadership & Programming Specialist & New Voter Coordinator (who is also Advisor to the Student Government Association)
 - Student Diversity Specialist of Retention
- Faculty – tie event to a class time, have faculty use event as their class, have faculty tie event to curriculum and give student incentives
 - Dean & Faculty of Arts & Humanities
 - History
 - Dean & Faculty of Behavioral & Social Sciences
 - Paralegal
 - Political Science
- Interested Community Borrowers
 - Hays-Heighe House Docents
 - Sponsoring community organizations – ex. Chair of Constitution Week Committees of Governor William Paca Chapter, NSDAR, Harford County Board of Elections, League of Women Voters, National Voter Registration Day for posters and stickers
- Event Space
 - Hays-Heighe House Coordinator & College Archivist – historic house museum and program space affiliated with Library
 - Dining Services for any food items
- Information Technology Services
 - Audio/Visual Technician



Marketing Events to Students

- Create Event Flier using information from all cooperative partners – yourself, in-house library marketing, campus marketing, etc.
- Need a logo? – Contact GPO, <https://www.fdlp.gov/file-repository/634/depository-anniversary-logos> , contact your campus marketing department
- GPO FDLP Promotional Materials and Pocket Constitutions make awesome swag! <https://www.fdlp.gov/promotion/fdlp-promotional-materials>
- Look for sales before or after Memorial Day and July 4th for swag, decorations, flags, paper products – Party City, Dollar General, Christmas Tree Shops
- Locate email contacts or responsible parties in campus Work Order ticketing system for following marketing outlets:
 - Create Event in Student Life Event Presence Calendar App
 - Weekly News & Whoos Newsletter for several weeks leading up to event – know weekly submission date deadline
 - Create Subject Guide that is easy to update - https://harford.libguides.com/Constitution_Day
 - Campus Office of Communications for Press Release
 - Student Affairs Newsletter email
 - Academic Affairs Newsletter
 - Office of the President weekend email
 - Event on campus OwlNet “News & Announcements” channel – campus Intranet portal
 - Event on campus Webpage Calendar and campus Digital Signs in Library, Student Center, and other campus buildings, campus Roadside Marquee
 - Share Event with Campus and Library Social Media admins
 - Share Event Flier with campus Administrative Assistants to post in campus buildings
 - Share Event with key outlets on campus:
 - CETL (Center for Excellence in Teaching & Learning)
 - Learning Center and Test Center
 - Research & Instruction Librarians to share in Embedded Classes



Marketing Events to Community

- Create Event Flier using information from all cooperative partners – yourself, in-house library marketing, campus marketing, etc.
- Need a logo? – Contact GPO, <https://www.fdlp.gov/file-repository/634/depository-anniversary-logos> , contact your campus marketing department
- GPO FDLP Promotional Materials and Pocket Constitutions make awesome swag! <https://www.fdlp.gov/promotion/fdlp-promotional-materials>
- Look for sales before or after Memorial Day and July 4th for swag, decorations, flags, paper products – Party City, Dollar General, Christmas Tree Shops
- If a big event like a milestone FDLP Anniversary:
 - What type of event?
 - Event Space? Seating Limitations?
 - Dignitary invitations – think BIG!!! GPO attendees, Local, State, and Federal Government attendees
 - Locate contact information at local, state, and government websites
 - Invite GPO to attend! Ask for certificate and plaques! Ask for copies of your depository designation letters! <https://ask.gpo.gov/s/>
 - Community invitations mailing list – used Hays-Heighe House program Constant Contact list
 - Proclamation requests – think BIG!!!
- Locate email contacts or responsible parties in campus Work Order ticketing system for following marketing outlets:
 - Campus Office of Communications for Press Release
 - Campus Roadside Marquee – Work Order ticket to campus Office of Communications
 - Harford Highlights Monthly E-Newsletter that goes out to Constant Contacts
 - Live at Harford Events brochure that goes out to Constant Contacts
 - Hays-Heighe House Events brochure that goes out to their Constant Contacts
 - Harford County Public Library contacts
 - Historical Society contacts
 - Postcards – I created, printed by campus Copy Services, used Hays-Heighe House program Constant Contact list

Linking Constitution Day & National Voter Registration Day

Constitution Day 2023

"Civil Liberties and the History Behind the Bill of Rights"

Presented by Dr. Stephanie Hallock, Professor of Political Science & Dr. James Kamradt, Professor of History

EVENTS:

9:30 AM to 11:00 AM at Hays-Heighe House Room 207 - Dr. Stephanie Hallock takes a closer look at the language and the process that Civil Liberties should make next time.

11:00 AM to 12 Noon in Hays-Heighe House Room 207 - enjoy a collaborative exercise "The 28th Amendment Interactive Project", where participants interact and discuss ideas for creating a 28th Amendment to the U.S. Constitution.

Student Life at 2nd Floor Library Patio: National Voter Registration Day - register to vote and update your current registration with the Harford County Board of Elections and the League of Women Voters while enjoying fun activities and giveaways!

Meet a "Founding Father" while he visits campus classrooms and hands out Pocket Constitutions!

All Day inside HCE Library & Open: Display on U.S. Constitution, Bill of Rights, and Voting. Many giveaways including yummy Cookies, Pocket Constitutions and Constitution Day Buttons at all service desks and tables!

Tuesday September 19, 2023
9:30 AM - 11:00 AM
Hays-Heighe House Room 201 (2nd fl)
401 Thomas Run Road, Bel Air, MD
Seating link: <https://www.hcc.edu/Events/ConstitutionDay>

Followed by "The 28th Amendment Interactive Project" collaborative exercise
Led by Carol Powers, Chair of Constitution Week Committee, Governor William Packer Chapter of the NSDAD (National Society Daughters of the American Revolution)

Tuesday September 19, 2023
11:00 AM - 12 Noon
Hays-Heighe House Room 101 (1st fl)
401 Thomas Run Road, Bel Air, MD

Free and open to the campus community. Virtual in which sites accessible but currently available to 2nd floor is in limited quantities. Parties requesting other accommodations must email: campusactivities@harford.edu

FDLP
FEDERAL DEPOSITORY LIBRARY

HARFORD
COMMUNITY COLLEGE
harford.edu



NATIONAL VOTER REGISTRATION DAY

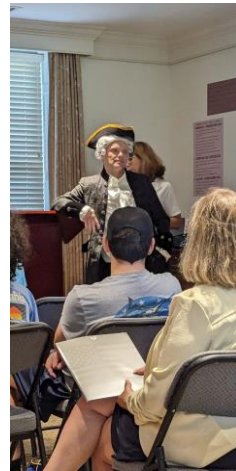
local info:

READY SET VOTE

TUESDAY SEP 19 2023

DATE: Tuesday, 9/19/23
WHAT: Student Life Activities
LOCATION: 2nd Floor Library Patio

- Register to Vote
- Update your Current Registration
- Harford County Board of Elections
- League of Women Voters



Celebrating 55 Years
of the Federal Depository Library Program

Constitution Day 2023

NATIONAL VOTER REGISTRATION DAY 9.20.2022

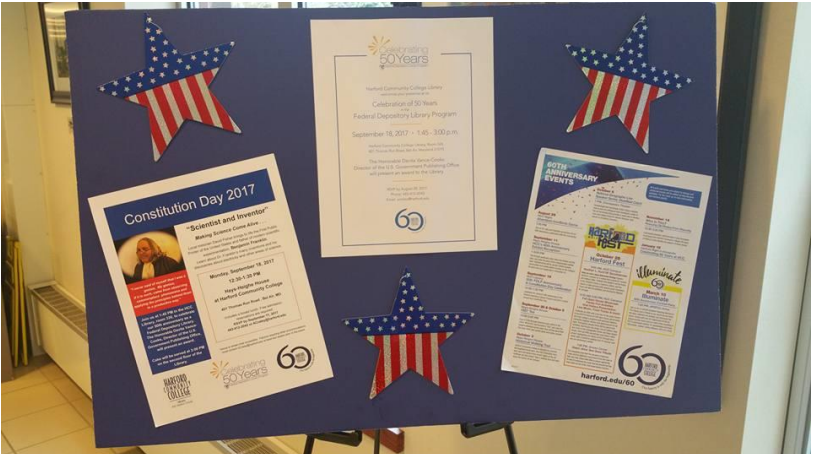
Join us for a virtual celebration of Constitution Day 2023 and National Voter Registration Day 2022.

DATE: Tuesday, 9/19/23
TIME: 11 AM to 12 PM at Student Life, 2nd Floor Library Patio
LOCATION: 2nd Floor Library Patio

Register to Vote
Update your Current Registration
Harford County Board of Elections
League of Women Voters

30 YEARS
of National Voter Registration Day

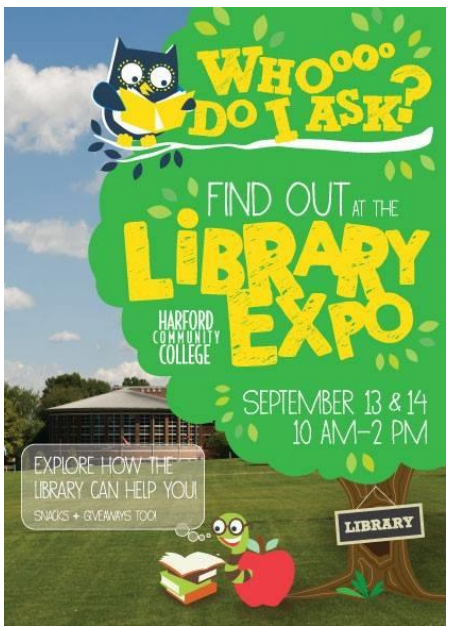
Linking Your FDLP Anniversary to Constitution Day or Other Events





- Annual ALA National Library Week in April
- Annual Library Used Book Sale in October
- Past Library Expos in September

Other Library Events




EXPLORE TREASURES
—AT YOUR LIBRARY—

Ben's Treasure Quest

Customers will get clues that lead them to library treasures. Upon completion, there will be a treasure waiting for them.

Tuesday, April 11 from 10:00AM-2:00PM
Library, 2nd Floor



NATIONAL LIBRARY WEEK
APRIL 10-14


**Participate in this event and have your name entered to win 2 memberships to Ladow Topiary Gardens.*

HARFORD COMMUNITY COLLEGE
Library
Ad. Explore. Create.

Check out our new **Curves** @the Library Expo

Library Expo
Sept. 8 & 9 | 10 AM-2 PM

Explore our library services & fill out a "Library Passport" to receive a FREE study kit full of goodies! Snacks and giveaways




Library Involvement with Student Life Events

- OwIFest – annual welcome back to campus Fall Festival in Quad with food, live music, and lots of free swag!





CPL's Government Documents Department

Ensuring Cleveland's access to federal documents since 1886.
....without a budget.while competing with other departments.with a (relatively) tiny collection.

Sarah Dobransky
General Research Collections Manager
Cleveland Public Library



About us – We Are A Research Library!

- We're an old depository (older than FDLP) and an even older library
- 27 branches* plus the Main Library downtown
- Over 600 employees
- \$66M budget for 2023
- Main Library –
 - 13 subject departments across 2 buildings. With conference space and a garden!
 - Ohio Center for the Book in Literature Dept. (LoC)
 - Patent and Trademark Resources Center in SciTech Dept. (USPTO)
- Branches
 - Verizon Community Forward Learning Center
 - Best Buy Teen Tech Center
 - Ohio Library for the Blind and Print Disabled (LoC)
 - \$3.25 million grant for a Digital Innovation Center

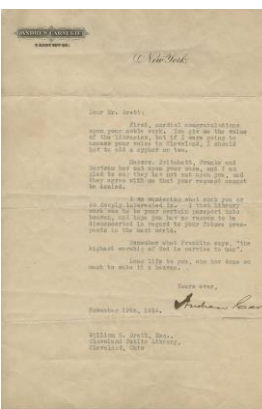
*Some locations are temporarily closed due to capital projects plan



The rest of CPL



CLEVELAND PLAY HOUSE 2013-14 SEASON
Inspiring performance.

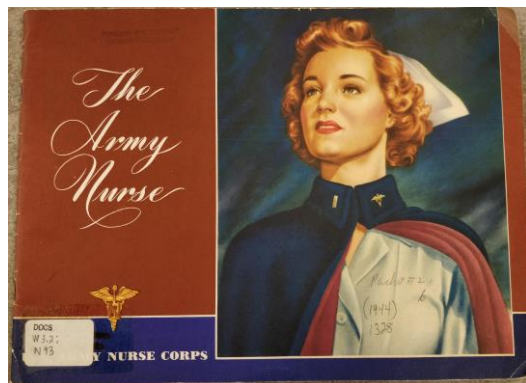


What is Superman's
Cleveland?



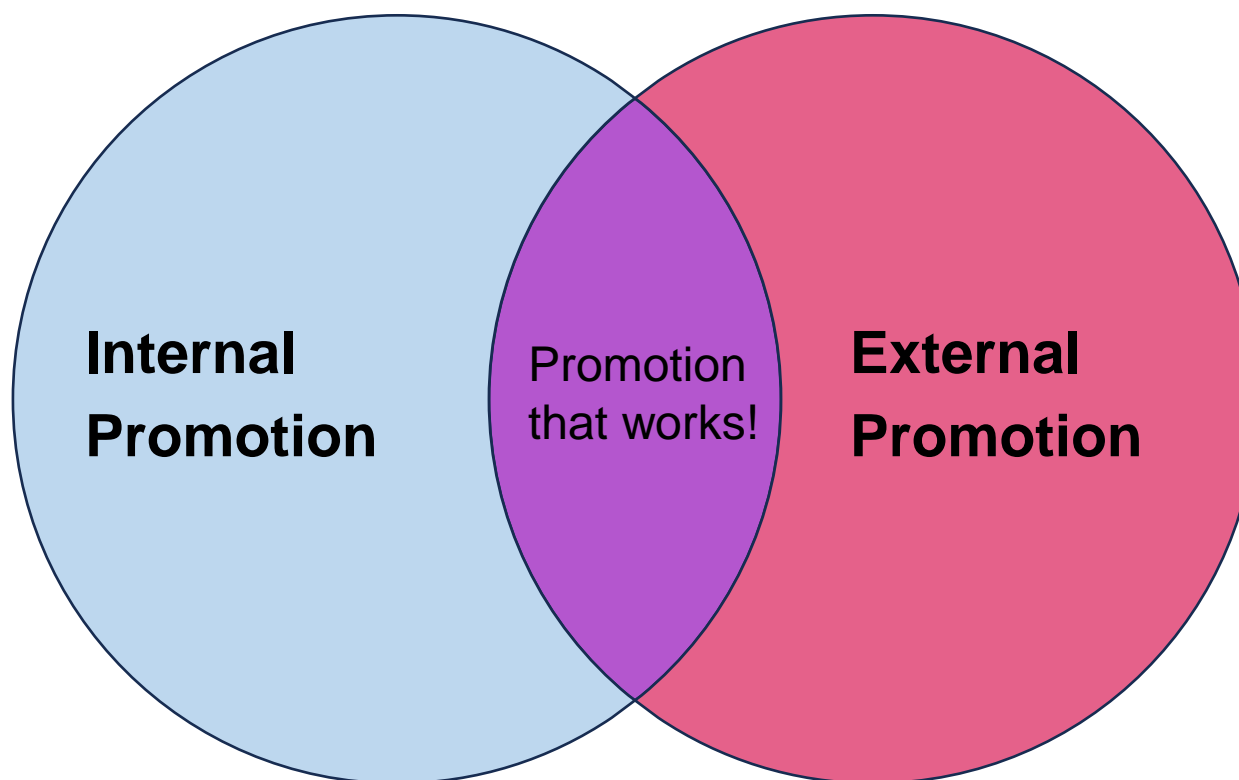


Gov Docs





Getting the information out





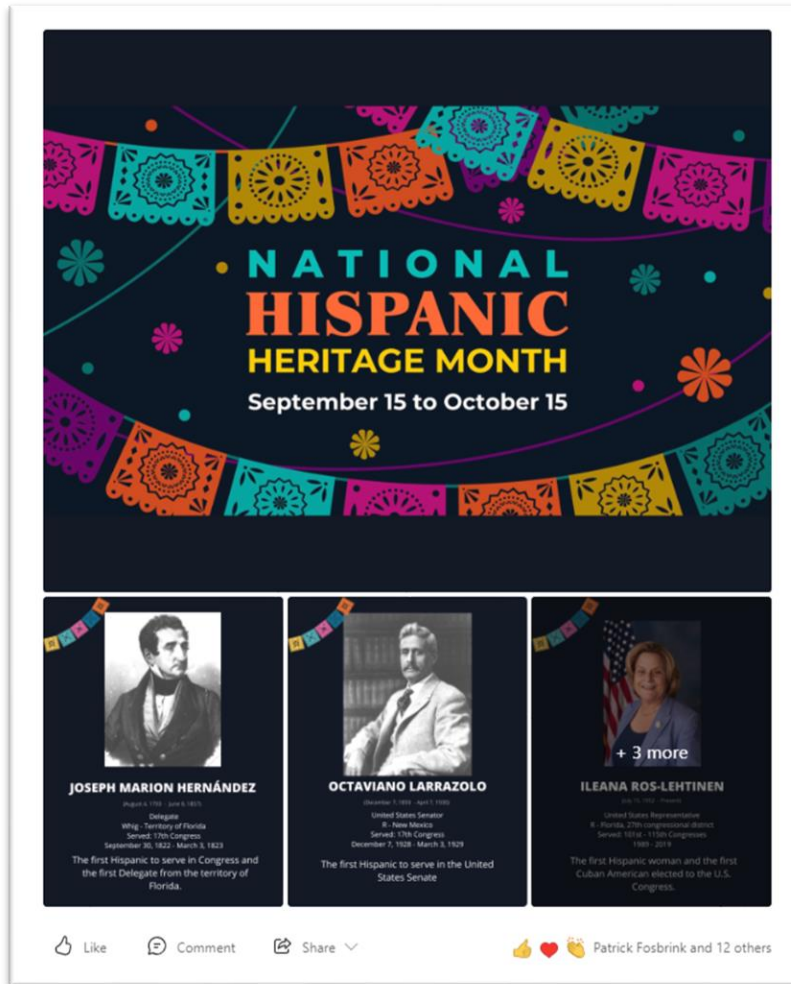
(Shameless) Internal Promotion

Microsoft Engage (formerly Yammer)

- Share monthly displays with CPL staff
- Post new titles that can be checked out
- Offer free publications to branch staff for programming

Programs in other departments

- Curate recommended resources for National History Day students
- Offer books for displays or to have on hand to check out at another program



September is both **Suicide Prevention Month** and **National Recovery Month**. By now the branches and most public services subject departments should have received some magnets, business cards, and stickers featuring the 988 Suicide & Crisis Lifeline. If you have not received them yet, please let me know. If anyone would like a magnet for themselves, feel free to reach out to me for one. I have some extras available, plus the ability to order more.

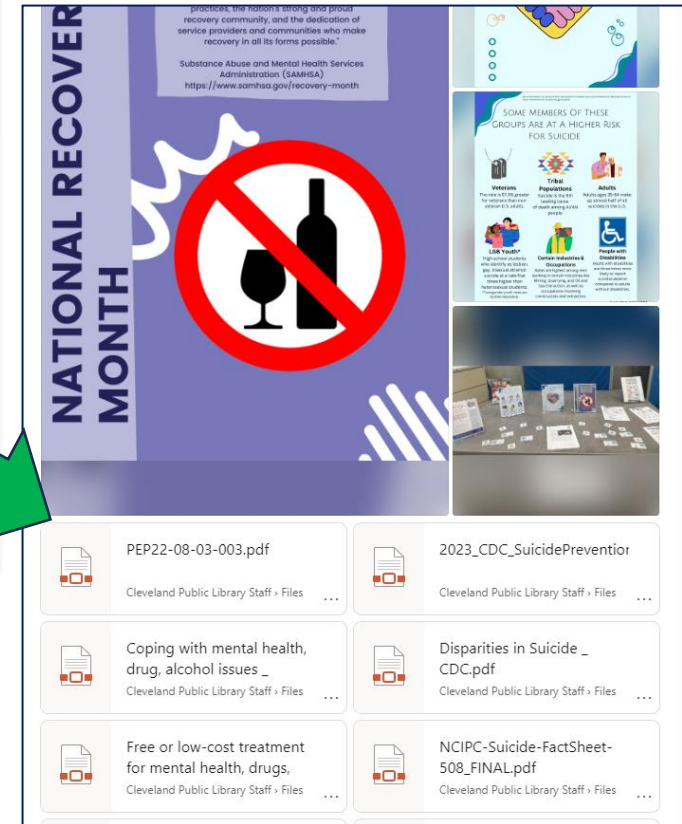
The following agencies have resources to assist in finding help for someone in need, as well as educational information and social media infographics. *@NIMHgov is hosting a Facebook Live event on youth suicide prevention on September 19.*

Substance Abuse and Mental Health Services Administration (SAMHSA)
<https://www.samhsa.gov/recovery-month>

National Institute of Mental Health (NIMH) <https://www.nimh.nih.gov/get-involved/digital-toolkit-for-su...>

Centers for Disease Control and Prevention <https://www.cdc.gov/suicide/ind...>

The first 3 graphics were made by me, so you are all welcome to use them alongside the official ones.
see less



“Engage” posts by out department Library Assistant



External Promotion (kinda)

CPL (Clevnet) Catalog

- Circulating titles can now be checked out!
- Sometimes a title is mentioned in the news, and we have a copy (hello Mueller Report!).
 - CPL gov records come from Marcive. All materials are processed in the department, not through Technical Services.
 - Because of this, our records don't often have pretty book covers in the catalog.

Programs in other departments

- Curate recommended resources for National History Day students
- Offer books for displays or to have on hand to check out at another program



Challenges

- The name Government Documents Department* doesn't scream "we have super cool books!".
- Without a budget, we can't order anything from the GPO bookstore that could complement our collection.
- Only one copy = no ability to share in multiple places or for multiple events.
- We don't really know what monographs we're getting.

*It does, however, attract lots of conspiracy theorists.



How to get to the sweet spot

- Letting internal staff know about your collection could lead them to checking out the materials.
- Our super shoppers are children's librarians who check out books for storytime at their branch.
- Some books are also available to anyone for free from Pueblo or a specific agency. Sending out the handouts has led those librarians to order a free copy for their own branch.
- Play favorites – know what books or materials are the most requested or needed (SSA, Medicare, WWII & Vietnam military history) and sell what you know they'll want.



Super secret tips.... Shhh!



Good customer service!

If someone wants to use something from your collection, making sure to offer them additional assistance, ways to make their research easier, etc. goes a long way! They're more likely to recommend you to their colleagues and suddenly you've got yourself a new set of regular users.



Super secret tips.... Shhh!



Show off the collection – in context!

- Offer to present at a conference, workshop, or professional development event.
- Find outside partners who need what you have - offering things that are *not online* will make you popular! (not really, but one can hope)
- If you're listing "library resources" make sure that *government information* is included (government data, resources, etc.).



Enhancing the collection on a nonexistent budget

FREE is my favorite F word.



CDC Publications On Demand

What most children do by age 5

Milestones matter! How your child plays, learns, speaks, acts, and moves offers important clues about his or her development. Check the milestones your child has reached by age 5.

Social/Emotional Milestones

- Follows rules or takes turns when playing games with other children
- Sings, dances, or acts for you
- Does simple chores at home, like matching socks or clearing the table after eating

Language/Communication Milestones

- Tells a story she heard or made up with at least two events. For example, a cat was stuck in a tree and a firefighter saved it
- Answers simple questions about a book or story after you read or tell it to him
- Keeps a conversation going with more than three back-and-forth exchanges
- Uses or recognizes simple rhymes (bat-cat, ball-tall)

Cognitive Milestones (learning, thinking, problem-solving)

- Counts to 10
- Names some numbers between 1 and 5 when you point to them

OTHER IMPORTANT THINGS TO SHARE WITH THE DOCTOR...

- What are some things you and your child do together?
- What are some things your child likes to do?
- Is there anything your child does or does not do that concerns you?





IRS – specialty tax forms

The screenshot shows the IRS website's 'Forms & Instructions' page. The navigation bar includes 'File', 'Pay', 'Refunds', 'Credits & Deductions', and 'Forms & Instructions'. A search bar is present. Below the navigation, there are language options: English, Español, 中文(简体), 中文(繁體), 한국어, Русский, Tiếng Việt, and Kreyòl ayisyen.

The main content area is divided into three columns:

- Current Year**: A sidebar menu with options like 'Prior Year', 'Accessible', 'eBooks', 'Browser Friendly', 'Mobile Friendly Forms', 'Post Release Changes to Forms', 'Order Forms and Pubs', 'Help with Forms and Instructions', and 'Comment on Tax Forms and Publications'.
- Need Products to Complete Your 2022 Tax Return?**: A section with a paragraph explaining that users can place orders for tax forms and instructions, which will be shipped by U.S. mail. It also includes a 'How to Order' section with instructions on using the search box and a 'Quantity Limits' section listing 20 forms per order and 5 instruction copies per order. A blue button labeled 'Order Tax Forms' is circled in red.
- Download a Form or Instructions**: A list of links to various tax forms and instructions, each with a PDF icon, including Form 1040, Form 1040-SR, Form 1040 (Schedule A), Form 1040 (Schedule B), Form 1040 (Schedule C), Form 1040 (Schedule D), Form 1040 (Schedule E), Form 1040 (Schedule SE), Form 1040-ES, Form 1040-V, and Form 8949.

Order 990s and any other carbon copy forms as early as possible!



Advance Care Planning: A Conversation Guide



Aging and Your Eyes

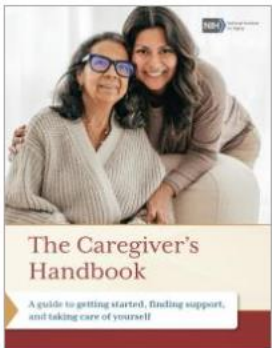


Alzheimer's Disease Fact Sheet

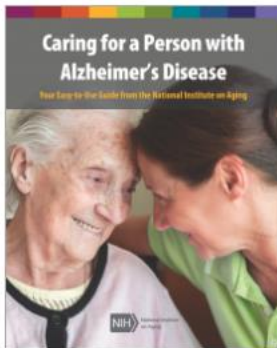


Alzheimer's Disease in People with Down Syndrome

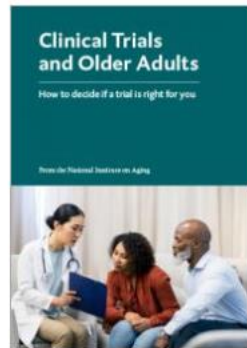
Español



Caregiver's Handbook



Caring for a Person with Alzheimer's Disease: Your Easy-to-Use Guide



Clinical Trials and Older Adults (easy-to-read booklet)



Comer saludable después de los 50 años (Healthy Eating After 50)

Romance Scams Bookmark



Language: English
 Topic: Scams
 Format: Bookmark
 Dimensions: 2.5"x8.5"
 Pages: 2 pages
 Published: August 2022

This bookmark gives you quick advice about romance scams.
 You can order this print publication in quantities from 100 - 200. All publications and shipping

Quantity

[Add to cart](#)

[View PDF \(323.16 KB\)](#)

**Cómo evitar las estafas
 de inmigración y obtener
 ayuda real**



Tips!

- Use “site:gov” in your online searches (publications site:gov or health publications site:gov)
- Search for publications on the agency website
- Be open to “online only” materials – sometimes you may need to print off a coloring page for the crying toddler whose parent just needed to stop in “really quick” to find a book

Look out for duds – or call it “history”

The screenshot shows the EPA's National Service Center for Environmental Publications (NSCEP) website. The page title is "Document Display" for the document "Life Cycle of a CD or DVD {Poster}" from 2003. The page includes search filters, navigation buttons like "More Like This" and "Get This Item", and a sidebar with navigation options such as "PRIOR PAGE(s)", "PRIOR SEARCH TERM", "ENLARGE", and "REDUCE". The main content area displays a colorful infographic titled "The Life Cycle of a CD or DVD" with seven numbered steps: 1. Purchasing Decisions, 2. Materials Acquisition, 3. Four Feet (referring to the thickness of a CD), 4. Recycling, 5. Reuse, Recycling or Disposal, 6. (partially visible), and 7. (partially visible). The infographic includes illustrations of a person listening to music, a factory, a recycling bin, and a person using a CD player.



Fall 2023
Federal Depository Library
Conference

October 16-18 • Virtual • #FDLConference



Thank you!

Sarah.Dobransky@cpl.org

FDLP Academy Presentation (2020)

<https://fdlp.gov/training/no-budget-no-problem-how-stock-your-library-free-government-publications>



Gov Docs: The Not-So-Boring Collection

Thoughts from a Public Library

Whitney Gerwitz, St. Charles City-County Library





Displays: Make Your Docs Visible

- Location, location, location
- What big event is happening or coming up either at your library, locally, or nationally?
- Do you have a program coming up that you want to promote?
- Is there a certain theme for the month?



Programs: Participate with the Docs

- Use library programs to promote your Government Document collection
- Active Programming vs. Passive Programming
 - “Attendance” tends to be bigger for passive programming
 - More flexibility with passive programming
- Active Programs Examples
 - Ukraine and Russia, May 10th at 7pm
 - Selecting Judges in Missouri, October 4th at 7pm
- Passive Programs Examples
 - Constitution Day
 - Presidents’ Day



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1790 CENSUS
FIND THOMAS JEFFERSON!

1810 CENSUS
FIND JOHN ADAMS!

1830 CENSUS
FIND ANDREW JACKSON!

1910 CENSUS

1920 CENSUS

CENSUS 2020 *Are you ready?*

2020 Census of a Glance

2020 Census and Confidentiality

1980 Census of Population

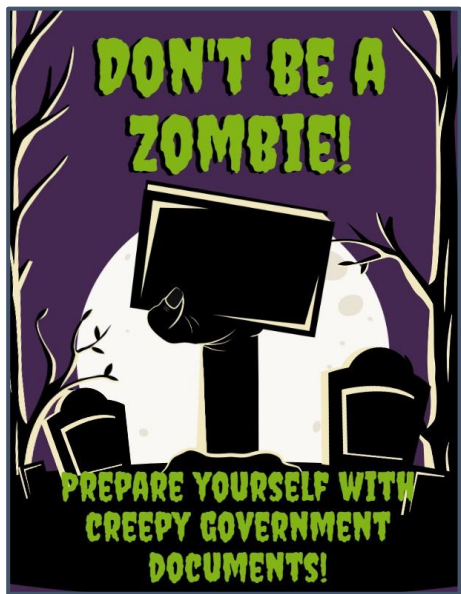
Everyone Counts!

Statistics in Schools and the 2020 Census



Fall 2023 Federal Depository Library Conference

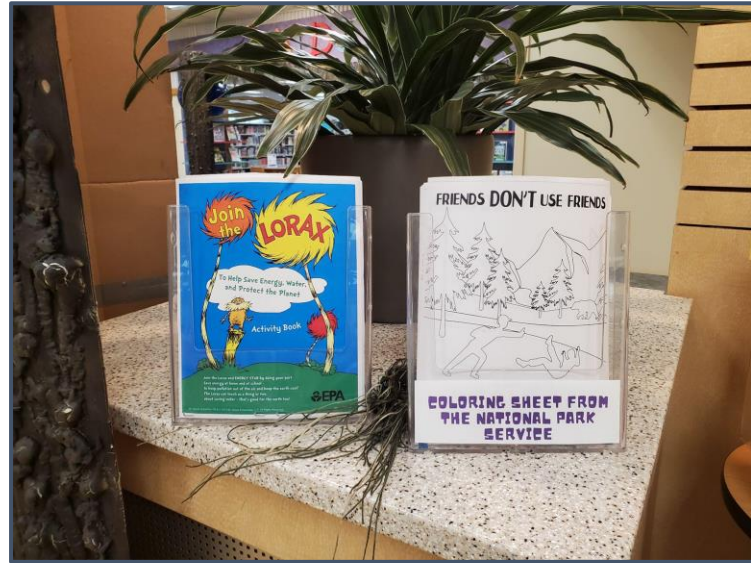
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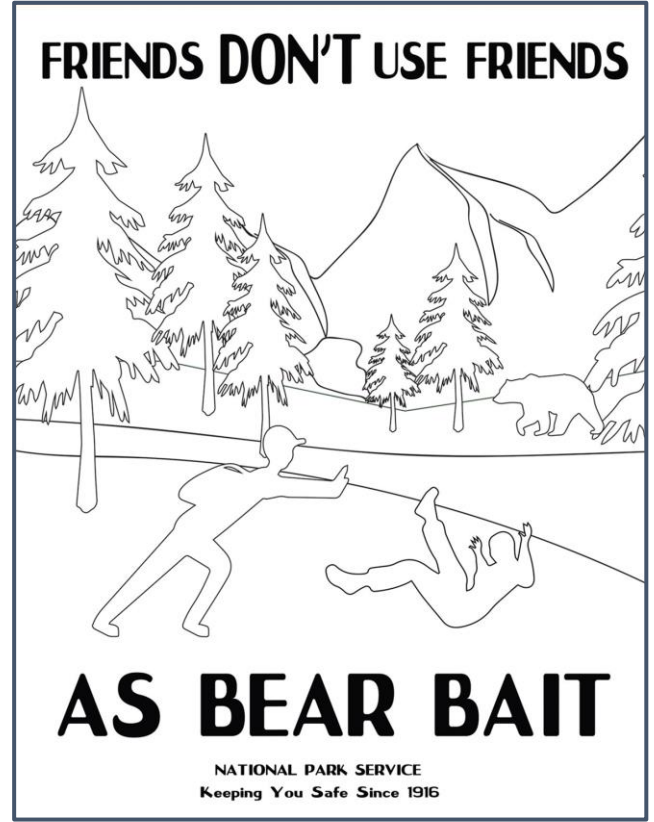
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Tails & TALES

SUMMER CHALLENGE
June 1 - August 8



Constitution Day



Scavenger Hunt

FIND 4 SIGNERS OF THE CONSTITUTION

in the Government Documents section.
Look for the star!

Once you find the answers, bring your answer sheet to the Information Desk and pick out a prize!

SIGNER OF THE CONSTITUTION!



Social Media: Post the Docs






Get Those Clicks!

 **St. Charles City-County Library** · Follow
Jun 14, 2021 · 🌐

Give the glory to Old Glory on June 14!
Celebrate the Stars and Stripes with #FlagDay trivia, compiled using information from the library's Government Documents collection. Let your flag (knowledge) fly high:
<https://bit.ly/3vehxqV>




 **St. Charles City-County Library** · Follow
January 20, 2021 · 🌐

Which U.S. president gave the shortest inaugural address?
Who was the last president to wear a stovepipe hat to his swearing in?


The library's Government Documents collection offers a peek at the past, with photos of memorabilia <https://bit.ly/39LS8w8>, original speech drafts <https://bit.ly/3p6h9bQ>, and details about every president's inauguration day <https://bit.ly/39LS67u>.

George Washington delivered his inaugural address in just 135 words, the shortest to date. And John F. Kennedy was the last president to take his oath of office wearing the traditional stovepipe hat. Surprised?






E-Docs

 **St. Charles City-County Library** • **Follow**
May 26, 2019 · 🌐

Government documents can be fascinating reading. Did you know that you can check out files that the F.B.I. kept on famous Americans? Take a look: <http://bit.ly/2EnrBpL>





Marilyn Monroe
Errol Flynn
John Dillinger
The Duke & Duchess of Windsor
Elvis Presley

 **St. Charles City-County Library** • **Follow**
Mar 4, 2021 · 🌐


Did the #Perseverance rover landing on Mars spark your interest in NASA? The Government Docs collection at the Middendorf-Kredell Branch contains a geological map of Mars <http://bit.ly/3aUHWP> and a game that simulates a trip to the red planet <http://bit.ly/3aXputH>. Intrigued? Check them out!

Discover other Mars-related materials at the library: <https://bit.ly/3dl7zsP>



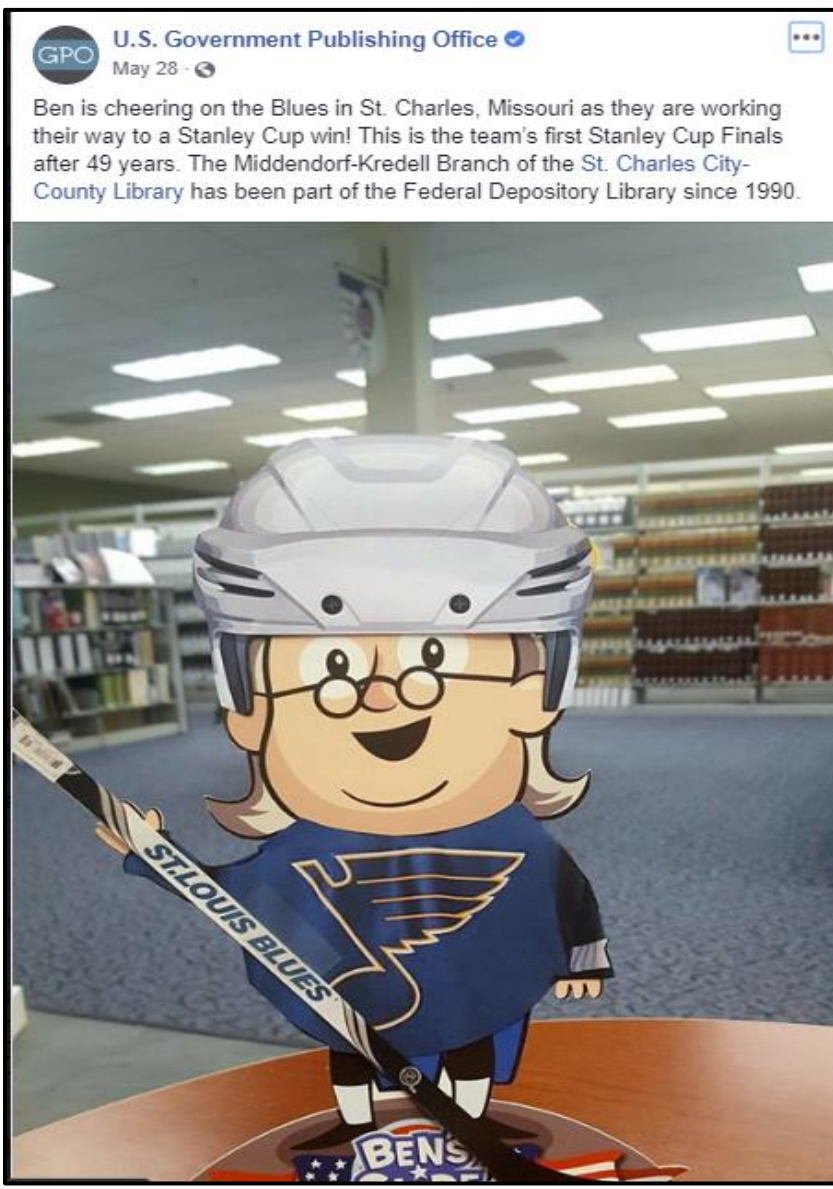
 **St. Charles City-County Library** • **Follow**
Dec 8, 2021 · 🌐

Tired of the same old holiday music? The library's Government Documents collection gives you access to traditional tunes from all over the world, courtesy of the Smithsonian National Museum. Take an audio tour this month and find something new for your holiday playlist: <https://bit.ly/3Ey84jr>



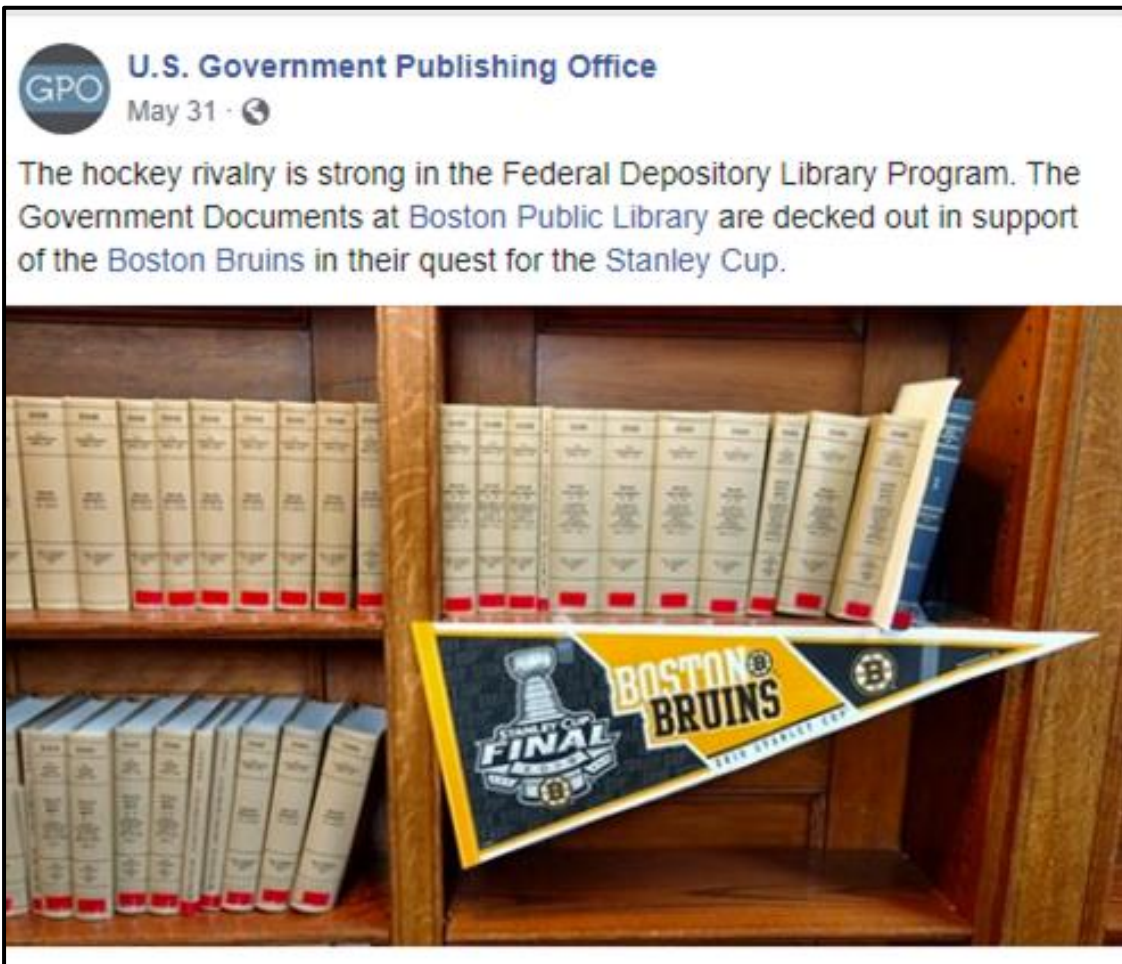


Have Fun!





Have Fun!





Questions?



**LET'S GO
ON A LEARNING
ADVENTURE!**

Source: Ben's Guide <https://bensguide.gpo.gov/>