

Transcript

April 10, 2025, 6:02PM

BC **Bob Cullen** 0:03

Three very distinguished speakers with from within our community who will be addressing today's topic just in terms of a of a quick background. I kind of had to go down memory lane just a little few months ago and back in November, Jennifer Herron and I had been in.

Contact with each other and Jennifer had had shared with me how.

There had been interesting discussion that came up during the course of at least.

One of the meetings of the library advocacy community of Practice group that's within the National Transportation Knowledge Network umbrella, she said that that particular group community practice this got into a conversation on the non-traditional roles that librarians.

Have ended up playing the number of hats if you will that they end up wearing just because of the.

Wide-ranging roles, responsibilities and needs that they are asked to help handle or to take care of so and Jennifer and I were most definitely in in agreement. This was back in early November.

We're definitely in agreement that this would make for a very worthwhile TLR and so here they are today along with Jennifer. Of course we have Rosalyn and Michael. Mike Molina.

To.

Just address this subject or very worthwhile 1.

A very interesting one and I'm glad that that they are providing the expertise and just the space here for us today to hear their own insights and information as far as that goes, as far as the various roles and responsibilities of librarians are concerned and I have certainly been looking forward to this TLR presentation, to start off what I'd like to do just in the interest of, I guess, in the interest of keeping things flowing as much as possible throughout the remainder of the hour is I'm going to go ahead and share the bios of each of our speakers right now, starting out and then they can go on with their presentation.

In other words, just so they won't have to keep pausing for me to share their bios at certain junctures throughout the hour.

I'll do it now.

And I know that just quite a few of us that know our three speakers today pretty well anyway.

But still I would like to share some background on each of them and you never know there might be something new in one of the bios that you never knew about before. So let me go ahead and start off with Jennifer first.

Jennifer Herron is currently the Transportation librarian for the Michigan Department of Transportation.

She previously worked in medical and Health Sciences libraries, and she just recently reached the seven-year mark with Michigan DOT.

Congratulations, Jennifer, and she can now say that she has spent most of her career in the transportation field. And if there's any wonderful field that's been for the longest amount of time, it should be the transportation one.

So, again congratulations, Jennifer and thank you for all that you do for our community.

Let me go ahead and formally introduce Roslyn as well, whom you just heard from of course, but here's some biographical background for her.

Rosalyn Alleman has been NTL's reference and outreach librarian since 2021. And the NTKN coordinator since 2022.

Before that, Rosalyn served as a reference team contractor at NTL from 2003 to 2012. In between, she jumped out of the library world for over eight years as a consultant to the Federal Motor Carrier Safety Administration, another DOT operating administration, where she assisted with customer service initiatives and a customer contact center procurement.

In a pre-DOT days, Roslyn worked in libraries and academic institutions, other government agencies such as the Census Bureau, and several law firms of quite a variety of experience there.

Finally.

Last but certainly not least, Michael Molina.

Michael is a senior librarian at the Oklahoma Transportation Library, a research library that provides resources and services for the Oklahoma Department of Transportation.

Michael also serves as workforce development coordinator and data manager for the Southern Plains Transportation Center, a USDOT Region 6 University Transportation Center that is dedicated to providing solutions to extreme weather related

transportation challenges.

Lastly, he serves as pooled fund administrator for the transportation research and connectivity pool fund study, an 18 state pool fund study dedicated to enhancing research capabilities and networking among state dot libraries and research centers.

In my opinion that in a lot of ways that really outlines how active and engaged Michael has been with our within our community.

I also think in some ways it's kind of skimming the surface.

I mean, Michael has done great work, as I'm sure all of you agree with respect to quite a few other initiatives and priorities.

Certainly with respect to MOP past TLR presentations he has given, he has been an outstanding member of the Special Libraries Association Transportation Community Board.

We're very fortunate to have him there and just a whole host of others things.

Michael has certainly, along with Rosalyn and Jennifer, has certainly been on one of the standout members of our community and I and I will go ahead and say we are lucky to have all three of them, and we're especially lucky to have all three of.

Them today, as our speakers, so without any further delay, enough of hearing from me. Let me go ahead and get this presentation underway.

And we'll start with Jennifer as our first speaker.

The floor is all yours, Jennifer.

HJ Herron, Jennifer (MDOT) 6:30

OK.

Thank you. And I'm going to share my slides.

I'm always the worst at sharing.

I've done this for a while, but just wanted to check is this. Can everyone see the slides

OK in normal view. OK, perfect.

BC Bob Cullen 6:44

Yeah, yeah.

HJ Herron, Jennifer (MDOT) 6:46

I always share these terribly, so I decided to name my presentation things I didn't learn in library school because that tends to pop up in my head a lot when I'm doing things that.

I feel like, hey, I didn't get this in library school.

And so just exploring the many hats a librarian can wear. And if anyone knows what this picture is on the left I. If you don't, I will share with it at the end what it is.

But a quick background.

I was a medical and Health Sciences librarian from 2011 to 2018. I was in a college library, hospital library and a university library.

I also worked as a transportation now transportation librarian now from 2018 to current.

So here's a quick little map.

Kind of pinged around Michigan, went down to Indianapolis and then came back up to Michigan to be in Lansing right now.

So this is just a campus map of Indiana University, so I'll kind of tie into that in just a little bit. But for my first library, I worked in, it was a small private college library. The primary user community with students and faculty.

And some of the user needs was information support, information literacy support, some of the students were adults that were returning that haven't been to school in years.

So they needed help just using word software, doing writing papers, different things like that.

It helped with collection development, so purchasing new books to support the different programs, copyright management and some of these.

I always felt a little bit guilty because I just don't remember explicitly learning this in library school.

But copyright management. So since we were a private college, we had to request permission to use materials even to show a website.

And so I think a faculty member wanted to share the Stanford prison.

An experiment website with students and I had to reach out to the researcher from that and ask for permission and I just remember he said Ciao. That's fine.

So I was like, oh, that was fun. As a newbie librarian.

Plagiarism reviews, something that I don't know, that we didn't have the software that students would use, like turnitin.com, and so oftentimes plagiarism can really stand out.

And so I think if a teacher suspected plagiarism, they would come and have me kind of confirm.

If I could find it usually.

You could Google and find what they used.

I was also a test patient, so this was a medical assisting school, so it was students learning how to be a medical assistant.

And I have apparently no self-preservation skills and I just said why not.

You can test blood draws and injections and all that stuff.

'Cause, I just really didn't care and students loved it. I guess about me.

So what I learned copyright intricacies. Building trust with users.

And so this is something that I didn't realize it at the time, but by volunteering to be a test, it made the students trust me a lot more.

And they came to me with more questions, teaching and presenting skills.

I did the online degree program with Wayne State to become a librarian and so I feel like I don't recall having too much of that experience. And so having this job, it kind of helped me with that.

Granted, I'm sure other people may have had this in library school. I just.

I don't recall it being too heavy on mine.

And also I had learned how to be a plagiarism detector.

So these are things that I think they were fun to learn, and it's one of the things where I was like you always.

Like to say yes to things just because I can learn something new that might be applicable somewhere else.

And so I moved on from there to become a hospital librarian.

And it was just me and one other librarian or head librarian.

So it's just the two of us and we assisted hospital employees. So that was doctors, nurses, staff, anyone in the hospital students.

They had just built the Homer Stryker Medical School across the street from us, and so the students came to our space for the 24/7 access. So we didn't turn them away. If they had questions.

And then I also assisted the general public.

And some of their user needs.

Where literature searches full text articles.

Book requests, reading Club support, health literacy and patient engagement.

This again, I always felt guilty.

We learned about health literacy, information literacy in library school, and I don't know how much health literacy is touched on.

I didn't take that track for Health Sciences librarians.

It could be in future schools.

Now they're teaching this, but this was something that it's a whole new ball game when dealing with health literacy.

And patient education and I'll kind of touch on that in the next slide and also the head librarian invited me to assist with reviewing documents that the hospital made for their communications.

So that's to make sure all of our users could read this patients, you know, their families. It could be understandable from AI, think it's a third grade level was what we were aiming for just so that they are understanding what we're putting out the hospital is.

And So what I learned in this role HIPAA training.

So that kind of ties into the health literacy.

BC **Bob Cullen** 11:43
Pleasure.

HJ **Herron, Jennifer (MDOT)** 11:43

That was something really important for hospital staff to know.

I know.

Public librarians especially know how they can't share user information.

Who's borrowing what?

So they are really well versed in this. So HIPA training was something that was nice.

I sometimes you know if users feel uncomfortable asking me for something, I'll just like, don't worry, I'm hip trained.

I know how to keep a secret.

On that note too, how to have sensitive conversations?

This was as a hospital librarian. I have it.

Definitely opened the door to how to handle.

A lot of different information, so I say if someone's telling me they have high blood pressure or they get headaches, I consider that sensitive. And so that's where they would I would get calls from a lot of people with different concerns and trying to make sure you.

Manage those conversations well.

It's something I had to learn very well and I used this picture of a phone because it's funny now, but at the time I was a little stressful.

The hospital accidentally misprinted the library's number.

My number is the mainline for the hospital, so that's something I joke about with people is like, don't worry. I've gotten all sorts of questions.

I joke that I was misprinted as a hospital's mainline.

I also learned a little bit about roaming reference. I think in library school we talked about roving reference where you go out in the stacks seeing if someone needs help. But being in the hospital, a lot of the our users weren't coming to the library, sometimes they were.

There, when we weren't, they were coming on a lunch break. They needed quick in and out.

So I kind of thought about roaming reference.

How do I help them outside the library? So I did things like I created QR codes for requesting literature searchers or requesting full text articles.

Our main librarian, we started getting more ebooks, but we lost the users who like to browse the shelves. So we actually had fake books that we would put up that we would kind of print our own little spine wikis for and also color, color coding the shelves people.

Wanted to come in quick and so that's where I kind of learned how you had to kind of sometimes.

Pick and choose what kind of library skills you're going to.

Kind of apply to this position, and partnering with local libraries was another big thing.

Western Michigan University was across the street and they gave us adjunct professor status.

I think so we could access their subscriptions so that was a big plus and a big benefit to partnering with them. And I also surveyed all the public libraries that I could in Michigan that had.

Abilities to receive a form, and I did a conference poster just talking about.

About how health questions are something that public librarians don't feel sometimes that they're equipped to handle.

And so that's where I was definitely looking at bridging that and making a connection that we can help train them or they can send people our way just to kind of facilitate that.

The university library.

I was at a medical school so I my user community, grew a little bit to students,

faculty, staff and then the general public.

I did literature searches, systematic reviews which are like lit searches on steroids.

Citation tracking. Scholarly publications.

I did more teaching and grading. We did something about evidence based medicine kind of set up a pico search online services.

So this is where that map of Indiana that I showed that had all those campuses we were trying to make sure the library was accessible and available to all students even if they weren't coming to Indianapolis.

And so that's where I started to live streaming events. And so that's something that. I definitely didn't learn those skills in library school, and it's a stressful thing to think you're broadcasting out and.

We make mistakes, so that's always fun. Marketing and communications. I think this is stuff that.

I'm trying to think outreach librarians.

Kind of are good with that data management. We had a data management library that I assisted and then we also started a 3D printing service, a modeling.

So I had to do modeling for some 3D stuff there, which was always fun and interesting.

Mobile app reviews. This was something our students were interested in.

They were visiting clinics and they wanted to recommend some apps to patients, and this was back in 2013.

Things have gotten a lot better, but it was kind of a crazy world with mobile apps that anything could be labeled a health app.

So that's where I kind of helped them find genuine apps and then virtual and augmented reality.

I didn't do too much.

I did more with augmented because I was not.

I'm not good with virtual reality, but augmented reality was something we kind of dabbled in as well.

So I had to learn about that and kind of how we can provide that service.

And So what I learned at the University library, they were the wild world of mobile apps.

So how to kind of review apps and use the same kind of credibility and authority with those so that they can actually recommend these to patients and not be causing any kind of problems for the patients?

I learned about predatory publishing, which I'm sure is being taught in library school now. 3D printing and modeling. This was something that.

Could be potentially in library schools now, but I had to learn how to find credible.

Sources for models, so it's almost just like we treated it just like information, we just had to kind of figure who's going to give us the best information, the most authoritative, also intellectual property, right?

So something I learned about proof of concept burst prototype.

So I think MIT was creating a makerspace or something similar.

I always say you're doing proof of concept, never a prototype, and also partnering with others. So having a 3D printing support group faculty we found out there was a whole underground network of.

People 3D printing one faculty member had a printer named Prince Charming.

So it was really fun to kind of just get outside of the library and see what others were doing.

And so now in the government library we had two user groups.

I'm helping out which is employees and the general public.

So same kind of needs.

Literature searches full text.

Now they have P/E exam support, research reports or support which was just distributing reports and then included accessibility. A few months after I started.

So that's something I had to kind of pick up and learn.

Also, online services and availability.

I wanted to reach and got employees across the state and across the bridge into the up.

So I had to.

Kind of beef up my presence online, so that involved creating some power apps for the catalog for P/E exam materials and Astro Materials beefing up digitization.

And I've also just stepped into more of an information management role with helping our research project.

BC **Bob Cullen** 18:13

Good.

HJ **Herron, Jennifer (MDOT)** 18:13

Development and program development.

So I've made some apps for them as well, and so the government library really came full circle. I took pieces from each of the libraries I've been to kind of put together this role. And so it kind of cobbled together some nontraditional things with traditional librarianship to.

Make this So what I learned accessibility in section 508 and WCAG compliancy. And building my own solutions and utilizing tools available to me and the picture on the left last November.

I actually had a award celebration and won the Directors award at MDOT, so that's one of the things is sometimes as a librarian, you're like, is this really helping my users or am I just spinning my wheels?

And apparently they were happy with what I was doing.

And I found out I won that award.

So I just thought I'd throw that out there because I was not expecting it.

So it was really a nice treat to kind of reinforce that I'm doing something good for them. And So what I've learned pretty much as my career as a librarian is.

Information. There's a lot of things that can fall under the umbrella that I think a librarian can work on.

There's also a lot of stuff outside of that, and so that's where you have to kind of try to figure out is this under the information umbrella.

Is this not and kind of try to gauge your shift your career in that way?

And so at the very end. So at the very beginning of that slide, I printed a lot of Phineas Gage skulls.

He was a gentleman in the 1800s, a railway worker of all things.

And he had a rod shot through his head.

Unfortunately, he survived.

It changed his personality, but that's something.

He was a HIPAA free patient to discuss, so that is just a little fun tidbit there.

So I will stop presenting and hand things off to Rosalyn now.

AR

Alleman, Rosalyn (OST) 20:08

Thanks, Jennifer.

So in 2012, when I left the National Transportation Library, I was talking to our former director of the Bureau of Transportation Statistics, Steve Dillingham, who had moved to the Federal Motor Carrier Safety Administration at also here in dot. He was taking on a new project, which was.

The Office of Registration and Safety Information.

And he started that project in July. That office in July of 2012. And I came on board in October after I left NTL.

BC **Bob Cullen** 20:50

I mean.

AR **Alleman, Rosalyn (OST)** 20:56

So what was going on there at that time?

This I came on Aceo support contract with the consulting firm. A bunch of business management consultants on the team and me.

And I was Steve had been had talked to me a couple times when I was still at NTL.

About hey, I'd really like to do a customer service improvement initiative in this new office that I've started up.

They combined a couple other offices and I was like, well, I love my job at national.

And then I was, like, getting laid off.

BC **Bob Cullen** 21:25

Yeah.

AR **Alleman, Rosalyn (OST)** 21:26

So I found when I found out that I went back to him and he got me on this consulting contract.

So it brought together a couple different offices, one that handled registration of motor carriers that is issuing dot numbers.

You know, like you see on the door of a of a semi-truck.

This is USDOT, and then MC. Sometimes the safety registration or USDOT number is one thing.

And then there's a separate office that would issue handle licensing for hire motor carriers, brokers and freight forwarders and for hire carriers.

Basically somebody who hauls other people's stuff for money. If you're just a regular motor carrier, you haul your own stuff, like maybe your giant foods, and you handle giant merchandise.

Or, but if you're like a moving company.

Then you handle you whole other people's stuff for money, or you're a broker that

that arranges the shipment of goods or freight forwarder who takes the goods and repackages it and sends it out by some other way.

So they handled all of those.

There's also a team that that handles vetting for people who applied to be for higher motor carriers before they could get that authority, they had to go through this process because we had a problem with a lot of motor carriers.

Whether they were Chinatown buses.

Or dodgy moving companies they would you put them out of business or they would just disappear and then they pop up again under another name or under their wife's name or their brother's name or something like that.

So this was basically sort of investigating all the people involved to see if they were trying to get around being put out of service in some other way.

They also had.

This big customer service center off site, where contractors would handle processing forms.

That came in by mail and fax and also answering the phone calls so they didn't have there wasn't e-mail.

Even in 2012, that was kind of, you know, kind of behind the times and they just wanted to see how they could improve it.

So the way we did that, the first big and I should mention that at the time that this was happening, they're also getting ready to do a new online system that would combine these two legacy systems, one for registration and one for licensing.

And they also this customer service contract was about to end after 17 years and they were going from a they're going to a fixed price contract instead of the time and materials contract that they had before. They also didn't have a customer relationship management system that they could.

That that the headquarters staff and managers could see into from the outside so. We started out.

Getting people from that office. It was an office of about 25.

People finding people who are interested in being part of this customer service initiative.

We, with the guidance of my project manager who was a real a real business consultant and knew all the jargon.

I didn't really understand a word he said for about the first three months that I worked there, but I learned a lot from him.

We chartered a working group and then that working group well mostly I tried to gather statistics on the functions, but they weren't really tracking things like how many forms they processed and.

Go on at headquarters, because.

There were certain functions that were done at headquarters and certain functions that were done at the at the customer service center, and there was a very little in the way of statistics. We identified the main issues that they were facing, things like needing up to date, FAQ's, needing better.

Ways for customers to contact them.

Needing up to date procedures and things like that, when we prioritize them red, green, yellow, we also rated them by.

How big of a deal it was and if we could do it ourselves or if it was going to require like a new registration system, which is as at last I heard still in the works.

After all these years, so this was 2012.

We created action plans like proper action plans and then we started implementation and we started documenting, you know what, how things were going.

We had a lot of people who've been doing things the same way for a very long time. And a lot of people agreed that things needed to change, but they didn't necessarily mean that they wanted to change.

Or maybe the people on their teams didn't.

Other people on their teams didn't want anything to change, so there was a lot of resistance and in getting buy in could sometimes was complicated.

Plus, you had these two teams that had just been stuck together in this new office that weren't really used to working together and.

So yeah, there was a lot of.

There were a lot of complications. Let's put it that way.

And we also had a lot of people who are close to retirement who maybe weren't looking to learn a lot of new technical skills in the time that they had left.

So besides the customer service initiative, a big part of the job between 2012 and 20 and like late 2020, early 20/21 was knowledge management.

There were one of the teams had a good well documented SOP.

It was a couple years old and hadn't been touched since it was created and also documenting FAQs.

Things like using SharePoint.

Using Acrm, a customer relationship management system, systems analysis, those are

some things that I had learned.

You know, especially at NTL, using SharePoint and documenting procedures and things like that. We had done a great deal of that here.

So those were areas that I was able to use my library skills or at least what I had learned in the library.

So one of the first things I did when I got there was set up SharePoint folders for the office and the different teams.

Teams, you know, gathering what content we had in the way of Sop's, which is very little.

Sort of organizing that, letting people know where we put it.

It was a constant struggle to not just be the person people send stuff to and they want you to put it in in SharePoint, but actually get people to put things in there on their own and look for them when they need them instead of just be like.

Roslyn, where'd you put that thing?

I also did a website inventory just to say this is what all we have on our website.

These are the different in the information that we're providing access to and so on for the registration team specifically, we created an SOP tracker that had the dates of you know the titles, the dates of the recent revisions, which team was responsible for them.

So we could look at the whole thing and say, OK.

Here's one that hasn't been updated recently. Has anything changed?

I worked with individuals and teams to document their sops, so I would this is one of the things I started early on that sort of went on through the whole 8 plus years that I was there.

And I would sit down with an individual person, they'd say.

I'd say, what are all the things that you guys do that are important that we need to document and a lot of people would say, well, we have somebody new, we just have them sit down with us and we show them how to do it. And I was.

Like, well, that's great.

You can still do that, but wouldn't be even better if they had it all written down too.

And so when after you show them, then they could just refer to that first.

Thing, how much more efficient that would be.

Plus, I had just come from a workplace where.

Where we had had a coworker die suddenly.

And there was no debriefing, you know, to find out where that person had put

everything and how they did all the things that they did.

They were just gone and that was it.

And I'd also had a job earlier where the first thing he wanted me to do was redo all the library brochures and I was like sure where are the files.

Well, they were on somebody's computer and they left.

It took a computer back and they lost all the files.

Because they were just on the person's PC and not on a shared drive at all.

So those were a couple of awful warnings that I would tell people about.

This is why we document stuff and we put it in a place where we can all access it.

So at that point.

That was the big.

That was a big job.

I also helped them to update the FAQ content that we had on their old website before they moved to Drupal. We had to put in tickets for each and every change we wanted made, which was incredibly complicated and slow.

We had to put a ticket with the IT department every time we wanted to make a change.

I also had to reach out to other departments because attorneys and so on, because they had a history of whenever there'd be a new regulation, the attorneys would issue a bunch of FAQs that would answer questions about just those that regulation and then no.

One would ever look at them again, so we had to go through and update everything and.

We also.

Implemented an FAQ knowledge base later on.

On in the process, when we got to the point of actually having a full customer relationship management system.

So as that wet process went on, we worked with the subject matter experts to keep updating that content and also with the customer service people because they would say hey, I see that this, this FAQ, I think we need to update this or this is a little.

Unclear or we would find areas in our sops where we had said do this, this, this and this and every week literally we would have these.

Calibration sessions where we would listen to customer service calls and read the emails and we would say no, that's not how you're supposed to do this thing.

And they would say, well, this is what the instruction says.

And we're like, well, there's these five or ten exceptions to each of these steps.

So we had by the end of the time I was there just processing the most basic form we had like A10 page FAQ, A10 page SOP because there were so many exceptions and the customers were so incredibly creative in finding ways to.

Do it wrong.

Or illegally, as the case may be.

So their customer contact center was really the for the whole dot even though it was mostly for registration. We got questions about all the other programs. And so I started reaching out to other programs and saying, hey, can we sit down and look at your FAQ as we?

We were getting ready to do the switched over to Drupal content management system in 2014.

I was like, we do not want to put any of these old FAQ S up there that no one's looked at in five years.

So we just went through the entire FMCSA.

And talk to everybody about updating their content and met with them. And I would go through do an initial run through and I'd be like, what does this mean, you know, or what does this?

What is?

What are they talking about here?

Or is does this need to be updated and we'd make a lot?

A lot of edits when there was a SharePoint implementation or upgrade program they didn't do like training or anything like that.

They basically would like try to find some office that would just do it.

Switch the new version.

And then they would sort of train people. And I was working with the Webmaster on a lot of those kind of things.

So our office that I was working with ended up being one of the first offices that implemented the new SharePoint program and we documented a lot of the issues that we were facing and we had groups get together to discuss, you know, what they understood and what.

They didn't understood understand which really helped a lot.

We created an inventory document that described all the different teams in the office.

What capabilities they had and then what systems the technology that they needed they used for that, whether it was like internal systems or external and it just sort of we had some charts and we just sort of documented everything and it was the first sort of like office.

Wide.

System that our document that anybody could look at and understand what they did and how they did it.

I also did a little library systems analysis.

I had a whole semester on library systems analysis in library school where.

You identify all the different actors, the different types of information, how they are exchanged.

I did that in at NTO when we were implementing a customer relationship management system and I did it again at this office and it was really useful.

So that was one thing that I learned in library school.

That that it came in very handy. The other part was.

Procuring and implementing a new customer service center and that kind, that was like an \$8 million contract.

And I wasn't experienced in that part of it, but I was there, partly to socialize. The idea of a customer relationship management system that allows you to answer emails and enter phone calls and manage an FAQ.

Knowledge base and do reports and all kinds of things all in one system and you can just do reporting on absolutely everything.

So that was something that we had implemented.

We had an older system before, but in 2008 at NTL we had.

Implemented the right now CRM which is now called Oracle is.

They're bought by Oracle.

It's not called Oracle service cloud and so I had a lot of experience with that part of the process on a much smaller scale than a whole contact center.

So that was one way that one of the things that I worked with, the team that was that was writing this statement of work on how and look we look for language on like how to say you know we you have to have acrm and we have to.

Have access to.

We have to maintain access to the information that's in it, even after even if the contract changes hands.

So it's absolute.

Those were some of the basic requirements that we had.

We also talked other government contact centers about how they did it and I got included in the procurement training week long procurement training that they had for a bunch of people at FMCSA. And I got to serve on the as an advisor, not a voting member since I.

Was a contractor to the Technical evaluation panel that was evaluating proposals. Which was incredibly educational.

And I was really glad that I was there and I could sort of they didn't really have anybody that was familiar with the crm's in that part of it who could help answer questions about that and make sure that people understood why that's important and, you know.

Evaluate the proposals accordingly.

So the other thing that we did was we had the CR implementation and use portion of it starting in 2014 into 2015.

We've been socializing the idea around F and CSA since 2012.

And we evaluated a bunch of different options.

We sort of knew. Like what?

The main ones were that did all the things we wanted and we had in the sow that they had to propose one it could be any of any of those, but they just had to propose one of them and say how they were going to use it. So once.

That was done.

You know the offer that was accepted.

We were involved in the process of setting that up.

Even they managed it and everything but a lot of it is done in the cloud.

It's managed by the by Oracle, so you don't have to have.

You know the people who actually run the nitty gritty parts of it. We also use the analytics once it was set up and we got people trained more or less.

We use analytics to evaluate the contact center to see how they're you know, how what they were getting done and how well they were doing it. We also.

Used it, we could see the headquarter staff and the contact center staff, and they could.

The contact center could escalate things to headquarter staff, and they could send it back down.

If you if somebody called you, you could look up a ticket and tell them what the status was, which they hadn't been able to do before.

That had been a huge problem with people trying to figure out what was the status of their request.

So anybody could do that at that point because it was all in one in one system.

So as far as you know, what I just realized, I forgot, this is not the first time that I've done this.

People forgot to advance the slides while I was talking.

Oh my goodness.

Anyway, I just wanted to say that I learned a lot of jargon from the business management people, but I also learned some really excellent techniques.

I learned, you know, to do a SWOT analysis and things like that.

I knew how to do, you know, communications plans, things like that, that had not crossed my path before. I learned a lot about a new industry, the trucking industry and motor coaches.

And moving companies and so on. I learned a lot about that industry.

Could answer questions about a wide variety of topics, and I learned about deal with different kinds of customers than I dealt with in most libraries. But in the Intel we had gotten a lot of questions.

About motor carrier issues. So I was at least a little bit familiar with the topics and what the hot issues were before I went there because I had been having to answer those questions at my last job.

So that's pretty much all I have and I will hand it over to Michael.

MJ **Molina, Michael J.** 38:10

All right.

Thank you.

Great job, Roslyn.

Great job.

Great job, Jennifer.

Those are great presentations.

I know I have some questions for you guys afterwards, but I'll go ahead and share my screen.

Let's see, hopefully.

All right.

Hopefully that is invisible to everyone.

Everyone can see that first.

I wanted to talk a little bit about the library, what we do and kind of dovetail into some non-traditional services that we offer.

So Oklahoma Transportation Library, we are the Department of the Oklahoma Department of Transportation.

Official library and we're uniquely positioned in that. Our dot contracts, the University of Oklahoma for Library services and we are located on the campus of OU.

So while our main client is O dot, we're still employees of the university, giving us a lot of access to a lot of resources that maybe other state dot libraries may not have. That gives us some unique opportunities we can leverage that has definitely turned into some N.

Services that we're able to offer.

You can see a picture of myself on our other outstanding.

Librarian Katie Wigman, as some of you may know, that's our building there.

Carson Engineering center. I wish we were the whole building, but we're actually a tiny little room on the 2nd floor. If you walk by on any given day, you can see our, you know, our little faces in there, screening around trying to get stuff done. So I always.

Like to say we are small but mighty so, but we do have around 19,000 items in our collection.

You know, the usual. Our dot research reports.

Research reports from across the country.

We also have a pretty good historical map collection and if anyone attended one of the SLA Tran collection showcases, we actually did a collection showcase on that map collection, which was pretty cool.

So I'm going to talk about 3 nontraditional services that we offer and kind of how we got there as well, because it really leverages a lot of skills that you may not think you have as a librarian, but you for sure do because, well, we're librarians and we know. Quite a lot so.

All right.

Very quickly moving through hopefully the screen.

Transition is working. One of the first projects we did was helping our dot with the knowledge management project like Roslyn.

How this came about was our the manager of our Research Office was invited to an AASHTO meeting in Oklahoma City, and one of the topics was knowledge management, and that got them thinking, well, what is this km stuff?

How can we leverage this?

Who would know about km?

Ah, maybe we can ask our librarian.

And sure enough, you know, they came to us and asked. You need to look more into this km stuff and maybe how it can make things more efficient at our dot.

And so we were tasked with.

1st starting a literature review, finding out what KM is being done in other states.

Regions and see how we could transfer that to our DoD to help leverage things and make things a little bit more efficient.

Because I think I don't think we are dissimilar in that we're facing a lot of brain drain, a lot of older employees are retiring and taking all that tacit knowledge with them like the kind of things that they know how to do from years of experience but a.

New employee coming onto the scene.

It may take them years to get back up to that level of where that older employee already was.

So we started off with, of course, a literature search, getting a survey of the land and. But also we found there are a lot of different definitions for knowledge management, so we kind of synthesized our own definition and we came up with a variety of techniques to help workers quickly find accurate subject matter information and expertise to more efficiently answer a question solve a problem.

Or complete a task. We felt that kind of encompass everything that we wanted to do with this km initiative.

So we began working with a team involving representatives from ODOT's Office of Innovation, including a consultant working on Cam.

It works closely with us and we've had a lot of projects related to that and spoken several times like AASHTO and TRB about our experiences. But some of the new things that we're working on I'll get into in a second.

You can see below how km kind of helps.

That's kind of just basic information, you know, sharing experience across the organization, reducing rework, mitigating risk of organizational memory loss.

And so how do we accomplish that?

How do we do that?

Well, as librarians, we are knowledge managers by trade.

Everything we do and everything we deal with every day is institutional knowledge.

Information rather if it's written down in as an SOP or if it's something contained in,

you know the noggin of a 50 plus year old, you know, person who's getting ready to retire and take all that knowledge with them.

So the activities that we've been working on with the Otlkm group, including creating a lessons learned document, conducting the social network analysis, creating a nomenclature.

And taxonomy for searching. Working on draft video scripts for km, topics for ODOT staff. Talking about articles, FAQs and interviewing employees to conduct knowledge capture to discover. You know, how do you do things?

How do you accomplish things in your everyday work and also what issues are you having in trying to find and access information? So first I wanted to quickly go over the video topics that we've been working on.

Again, we're working on scripts right now, kind of drafts of these.

Videos and this is kind of basic user level entry level. What is km?

Why is it important?

Why does it matter? You know, a lot of things are people are already doing knowledge management every day and we just need to make them aware of that.

Because anytime you bring something new into a department, everyone is always so overloaded.

It's like, oh, great.

Another thing I have to do, but if you let them know, well, you're kind of already doing it.

Maybe how you're naming a file or storing something you know? Just kind of leveraging that a little bit.

To make it more in line with the best practice and you're going to help the whole organization and also kind of demystifying it to let them know that no, you're not going to be less valuable because you're sharing your information.

I know a lot of people like to gatekeep thinking that, oh, if I'm the only one that knows this, I'm more valuable to the organization.

But you know, in the end, everyone likes a sharing community.

I think that's why we all come together, you know, within TKN and with the Transportation Librarians Roundtable is to share each other's stories and successes.

And even our failures to let us know what works, and so helping you know, with these kinds of terminology, with videos and with things like that to demystify km, just let everyone know we're kind of all in this together. And if you share with us, that's going to make.

The whole organization a lot more agile.

So that was kind of long and short of our videos.

The next idea was a social network analysis, and if anyone isn't familiar with this, it's kind of a topic of finding.

Communication notes like, imagine you're in an organization and there's someone that everyone is going.

Into it. Everyone is talking to and we like to use since we're in transportation, we like to use the hit by a bus analogy like if someone is taken out by a bus, you know, and the very next day everyone was talking to that person, that node kind.

Of falls away. And then people don't really talk to each other anymore.

And so how we accomplish this social network analysis was conducting a series of interviews of.

New engineers who are new to the department. They were doing their rotations across different fields.

Divisions. This example in the image was from the Materials division.

So who are the new engineers talking to?

Who's the main focal point? For example, in the top right?

That Big Blue square, the larger the square, the more people are talking to that person, that individual parks.

Everyone is going to them.

Everyone is talking to them and you can see the communications from them to them going out to different people.

So if Parks was taken out, all those person that he's linked to.

They may not have a replacement.

They may not be talking to each other.

Each other similar with Ryan. You can see in the left hand corner the Blue Square labeled Ryan. If Ryan is gone, if he, heaven forbid, gets taken out by a bus or let's say leaves the organization, those other little knows.

Kind of drift away and may not be communicating. They might.

They may not have a focal point, so we found this social network analysis to be very handy of identifying who the key people were in the organization the people were talking to and hopefully using that to identify people to interview for knowledge capture. You know, you're obviously the.

Person that people are going.

To let's talk to you and see what you know and maybe write some of this stuff down.

So that was one of the things we did with knowledge management, one of the other things we like to do is partnership with the university organizations. Since we're on a camp.

We are uniquely positioned to leverage a lot of the goings on in different faculty like engineering department, you know, construction architecture, you know anything tangentially related to transportation.

We try to wedge ourselves in there and say, hey, we exist, you know, let us know how we can help.

So that includes tracking down different professors.

Who's teaching what course on transportation.

Maybe there's a grad course that is doing a seminar, and maybe they need resources or research and you don't have to be located on a university to do this.

You can just cold call or send out emails and you know you may have a 50% success rate, but at least as long as someone responds they you know what I would like you to come visit our class.

Or maybe you can do a webinar or do a guest virtual lecture to talk about your library.

Usually every.

At least has 5 minutes to spare at the beginning of class to let you come in, introduce yourself and talk about the library and what you can do for them.

We're also located colocated in the same building with the Southern Plains Transportation Center.

That's a region 6 University Transportation Center comprising 11 universities across five different states.

And the great thing about this is there are always PIs with research projects, and if there's something they need help with some research they need, maybe they need a literature search done.

Maybe they need assistance in another area.

Or even better, maybe they need a Co PI or someone to help them with their project, or even help draft a project, because as librarian in your dept you are Privy to all the goings on and everything that's happening in the world of research in your department. What?

Are the trends?

What are the topics and you can leverage that you can use that to help bring people together maybe.

A faculty or API needs a connection at a dot.

Or maybe you're that that glue that.

Brings people together to help enhance the research or the output or the project.

You know, maybe there's some outreach, maybe there's some research that can be refined based on what you have in your library or things that you've been noticing, you know, in your position so as a.

Librarian you encounter so many people across so many different spectrums, you can be the glue that helps bring people together and also help support you because a little extra funding doesn't hurt.

Maybe you can find API that has a project with some funding.

Maybe they have some funding to support the library.

To support something, maybe it's purchasing equipment for them that you can use as well.

You know the the odds the sky is limitless when it comes to working with faculty, with their research projects.

And you never know until you get out there. Put yourself out there and try and see what other people are working on. Also on campus, there's university libraries.

That's the conglomeration of all the different libraries on campus.

And they host an annual university Library's day where they come and talk about the different libraries and everything that the libraries do.

Campus and we were invited recently to present on our library last year at University Library days.

So honestly, find the organizations on campus at your local universities.

Maybe it's the flagship university.

Or maybe it's a smaller university that could really use the extra help in putting on either program or finding research, or connecting with the faculty.

Usually there's going to be a lot of folks who need help, so I think we're in a great position.

As a dot library or even if you're not with the dot.

If you're even in the corporate world, if you're a library or librarian of some caliber, we dealing with transportation, there's somebody who needs that unique set of information and skills that you possess.

Lastly, I want to talk about conference planning and webinars. Since we partner with the university, we do a lot with our conference planning. We get invited to a lot of things to help plan. For example, Oklahoma Transportation and Research Day.

Usually it's the committee of this is made-up of a board.

Of dot folks and our university partners to plan the big research day.

What are the big research topics you know in Oklahoma transportation and we've been invited to participate in that because of our work helping all the P is and the dot.

And so being serving on those committees providing input also you tend to get asked to present at those conferences you can see under technical session two at 1:05 PM you can see Oklahoma Transportation Library.

We're on the schedule.

So again, see what conferences our webinars are being planned in your area and see if you can help out with that.

You know, lend your services and maybe you'll get invited to present as well.

This is an excerpt from our program. The first page of the program you can see OTRD 2024.

And their little old me presenting in my big, you know, 10 minute showcase of the library.

So again, even if it's just 10 minutes of a full day program, that's 10 more minutes that you wouldn't have otherwise had. One of the other big events we did last year was transportation industry and Workforce Development Symposium we got in on this. We heard about it and.

We're excited to help and plan it since we've helped so well with the research day events and this was a big event bringing together.

Students.

Industry and TOT partners and it also coincided with a visit from the Office of the Secretary of Transportation for Research at USDOT.

So that was I'm not going to say it wasn't stressful, but that was a very exciting time for us out plan and host and prepare that event.

So we helped on the back end of that helping with the off audio technical issues.

I was in the back with my laptop making sure that this hybrid event went well. You know, on the team side, you know, with our Web links and everything.

And luckily, you know, wiping the sweat off our brow, it went pretty well.

So the last event I wanted to talk about was most recently this April, a transportation Extreme Weather symposium.

Again, we helped out with that.

We helped out with registration.

You know, no task is too small when you're volunteering and helping out with events like these.

And so we helped man the registration desk and we also helped with the ideation session.

Ideation session was sitting around at a table bringing together interdisciplinary. Practitioners from transportation, engineering, weather, climate and then stakeholders and rights holders.

I'm talking about what your needs are. You know? How can we help?

And so we were representing the library at that event and also helping talk about workforce development issues because as a transportation librarian, you are most connected to the transportation workforce in your communities.

We also help with webinars.

These are low cost, generally free events that you can put on.

Do you know a faculty member?

Do you know someone in your dot?

Odds are, if they're working on a project.

They want to talk about it.

So leverage those contacts, you know, invite them to present on something co-sponsored by your library.

It's free to do.

Usually people want to do this for free, so let them you know leverage that.

See if there's a webinar program already at your dot or universities. If there is, see if you can help.

But they always need help. Co-hosting this or moderating it. If there's not a series offer to host one, you know, it's really easy to do, to be able to say, yeah, I can do this. I can help out with that and.

Most people are excited to have that help.

So very quickly, wrapping up some lessons learned again.

Cultivate relationships from your network, from library school, universities, state TUT industry.

You're connected with so many people, and I'm sorry they need help with something and they know people that can help you as well.

Find out where the meetings and events are happening and grab a seat at the table at your dot or university. I'd like to say a small seat is better than no seat.

We'd yourself in there, you know.

Oh, there's a meeting of this division.

Can I sit on this?

You know, always be on the lookout for that and never be afraid to volunteer if you're hearing about an event, be at a conference, be it a symposium or webinar volunteer.

It doesn't hurt.

And then you get to know people who remember you and be like, oh, yeah, they were great to help with. And I always like to say everyone needs help with something, no matter how big or small that you can be the bridge that can link that person to.

Person or help that person find what they're looking for.

So a lot of people don't know what librarians do, and it's your job to sell yourself.

So like with knowledge management.

Enforce development. You can do all those things, creating portfolios and catalogs of services. You can show off using the tools at your disposal.

Don't be afraid to cold call interview people use surveys.

Talk to employees.

See what their pain points are, and don't be afraid to get out of your comfort zone.

Lastly, it helps to have a supportive employer or boss who can say you know, is it OK if we close the library for me to go help out with this one event.

Like, OK, you know, leverage that.

See what days aren't busy?

See if you can get away from the office to get outside your comfort zone and go help out with something.

And also review your contract and detail on your duties and roles.

Maybe there's something to be expanded to increase your visibility within the department.

So I know that was kind of quick but wanted to run through that and share the activities we've been doing as non-traditional librarians.

So thank you.



Bob Cullen 55:24

Thank you, Michael.

Excellent, excellent presentation from all three of you.

Wonderful insights. Information. We are bumping up against the end of the hour.

However, I am willing to if anybody has any comments or questions for any or all of our speakers, I'm willing to take at least maybe one or two.
Just do your show of hands and I'll happily call on you. Go ahead.
Shelley, did you have something to say?

RS **Ray, Shelly** 55:53

I actually just wanted to use the applause reaction because those presentations are great.
I don't have a question though.

BC **Bob Cullen** 56:00

OK.
That's fine.
Just wanted to be sure.
Well, let me say that that you know, Needless to say, I was quite impressed with what each of you shared with respect to your experiences and everything and all of that I think.
Maybe in terms of a common denominator, if you will. I would say each of you really helped amplify just what I would characterize as the boundaries manning roles that that librarians are uniquely positioned to play.
Within their organizations, or even among any number of stakeholders.
For those organizations, and I think that each of you really, really highlighted that, I think I think one way of underscoring was something that that Michael said during his own presentation. And I did write down the quote here.
As librarians, we are we are knowledge managers by trade and I think that just the valuable and vital need for phrenology.
Management within organizations, whether or not everyone those organizations appreciate, I think the value of knowledge management is something that librarians don't have a monopoly on. But we certainly it's safe to say have gotten up the learning curve during the course of our careers just.
By virtue of what we're about, what our focus is and that kind of thing.
And I'm so glad that not only Michael, but also Jennifer and Rosslyn.
Made that clear.
The experiences they shared.
So again, thank you to each of you for.

Sharing your important information and your experiences.

It's one thing to relate information. It's quite another to have the experiences to back up what you have to say, and I think that's great.

I don't of any of the three of you have any final words or comments to share, but you're welcome.

Welcome to do so.

It was.

HJ **Herron, Jennifer (MDOT)** 58:04
Yes.

BC **Bob Cullen** 58:06
Go ahead, Jennifer.

HJ **Herron, Jennifer (MDOT)** 58:06
If I know I have to reach out to Michael, everyone shared really cool stuff.
So Roslyn and Michael, you both.
That's where I get jealous. Because. I'm like, oh, I want to start doing that.
So I always fun to hear what everyone's doing and what they've done in the past.

MJ **Molina, Michael J.** 58:18
The same to you, Jennifer.

AR **Alleman, Rosalyn (OST)** 58:19
Thank you.

BC **Bob Cullen** 58:19
Definitely.

MJ **Molina, Michael J.** 58:19
I was so excited about the 3D printing and everything.

AR **Alleman, Rosalyn (OST)** 58:22
Yeah.

MJ **Molina, Michael J.** 58:22

It's like I wish we had that capability.
So I was.

AR **Alleman, Rosalyn (OST)** 58:25

Very cool.

MJ **Molina, Michael J.** 58:25

I was starting notes down as the presentations went to and I think the common denominator is like, I mean partnering with local libraries.
Jennifer, that you said.
I mean spot on always partnered.
See what organizations are out there.
I was glad to see that and Roslyn as well.
Knowledge management is everywhere.
Everyone needs help with that, so I think there's common denominators of all three of us. Like we all know how to do this.
So it's expressing it in different ways, so.
Librarians are special people, that's all.

BC **Bob Cullen** 58:51

There we go.
Well, on that note, I think that's as good a notice to wrap up today's TLR again.
Thank you, Jennifer, Michael and Roslyn for your presentations and thank you to all of you for taking the time to join us today.
I hope you I will be leaving here with some pretty constructive takeaways about the whole subject matter in general.
We are just a couple of minutes beyond.
Beyond the hour here, so I don't want to keep all of you.
Too long again.
Heartfelt appreciation for your attendance today and the next TLR is going to be on Thursday May 8th.
Please stay tuned for further information on that TLR. In the meantime, between now and then there is another SLA transportation community showcase on.

The previous week, Friday, May 2nd and so hopefully you've received information. Including the registration link but keep on the lookout for other follow up information as far as that showcase goes, that promises to be worthwhile as well. So I hope that everyone has a great rest of the day and a great rest of the week and take. Care.

AR **Alleman, Rosalyn (OST)** 1:00:16

Thanks Bob.

HG **Hysong, Gabi** 1:00:16

Thank you.

□ **Alleman, Rosalyn (OST)** stopped transcription