

# Transcript

May 8, 2025, 6:02PM

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

**AR** **Alleman, Rosalyn (OST)** 0:05

All right.

So our speaker today is our gracious host, Bob Cullen.

He is the information resource manager at the at Ash Tow, which is, if I recall correctly, is the American Association of State Highway and Transportation officials. Did I get that right?

**BC** **Bob Cullen** 0:23

You did.

**AR** **Alleman, Rosalyn (OST)** 0:24

As of last month, he has been with the association for 29 years.

He is a member of the Coordinating Committee for the NTKN and next month he will be succeeding Kara Marcus as president of the SLA Transportation Community.

In his spare time, Bob lives in Baltimore with his family and we are happy to have him speaking to us today.

Go ahead, Bob.

**BC** **Bob Cullen** 0:47

Great. Thank you very much Roslyn and all the more credit to you for the different hats you do wear during the TLRs, particularly today.

So let me go ahead and.

This might try people's patience, although I think Roslyn did a very good job walking me through this.

I'm going to go ahead and get the slides up here and we'll see how well that turns out here so.

Make sure I can do this.

There we go.

And.

So Rosalyn, I'm looking for at the bottom right, right here to click on something.

**AR** **Alleman, Rosalyn (OST)** 1:30

At the in the top right click share and then window and then open your...

**BC** **Bob Cullen** 1:38

OK, sharing window.

**AR** **Alleman, Rosalyn (OST)** 1:39

You're on the display screen.

**BC** **Bob Cullen** 1:42

Oh.

OK, think I did it.

**AR** **Alleman, Rosalyn (OST)** 1:44

There you go.

**BC** **Bob Cullen** 1:45

Wow, I'm learning finally, OK.

Well, I'll go ahead and get started here.

You know, there's nothing more challenging than when you have a tough act to follow, particularly when it comes to presentations and in this case I'm referring to last month's wonderful TLR presentation that was given, of course, as most of you recall was given by Jennifer Heron and Michael Molina and Rosalyn Alleman just highlighting the roles and responsibilities of transportation librarians.

Each did an excellent job with their respective portions of the hour there just walking us through that and.

At least speaking for myself, I think it really did help further broaden my own horizons in terms of what the roles are and everything.

And it was indeed a TLR where I really it gave me a lot to think about.

In addition to the fact I had to really get serious about coming up with something, I was going to give a presentation about today but their presentation did really have me thinking more about.

What in a way differentiates librarians and of course the context of the TLR, the transportation librarians.

And what are the unique boundary crossing roles if you will, that we do play and that got me thinking along the lines of the matter of outreach too.

How we're able to reach out to and engage with the people we work with our colleagues at our workplaces.

Whether they're in person.

There in our offices or if they're working virtually instead.

But anyway though, how with respect to all those individuals, how do we really perform effective outreach there?

And that got me going down the path here of just focusing on those types of outreach approaches, outreach tactics to really in effect make known that we're here to be of service and just in other words and this was a phrase I think I used in at least one of the e-mail announcements.

How we how to stay on the on the collective radar of everyone in terms of our role in in that kind of thing.

And just further expanding on that, see if I can hit the spacebar. OK.

I might be.

Going through there we go, OK and just starting off with this slide here, outreach and engagement within your workplace within our respective workplaces and these are some of the things that I want to address during the course of this presentation, I'll just go ahead and go through the list here.

When I talk about this particular type of outreach I'm talking about deploying tightly focused, inexpensive, low maintenance tactics on a regular basis for connecting in a purposeful manner with your fellow employees. I would highlight the regular basis part there.

And also in addition, increasing awareness of your own professional role in your overall availability.

To further help address the informational needs and priorities of colleagues of people who you work with.

And also entails and I was going through all kinds of metaphors and that kind of thing. And I decided I couldn't just choose one of these. I had to go with both of them.

So forgive me for that I guess, but it's about building that bridge between yourself and others and shining a bright light on your front porch.

I had to put the bridge run in there, I guess because you know, we are a transportation community and so of course, you know, bridges have a have a proper role.

Within that, within our universe there. But I also went ahead and stuck in the front porch because in a lot of ways I think I actually like that one better.

Just the idea of, you know, when you know when, when, when you see somebody's front porch more often than not when the lights on it means that, you know, somebody's there, they're open for business.

You know.

And they're available and I kind of like that. In other words, I would classify outreach as in essence that front porch slide, finding every way to make yourselves known by keeping that light on. I think there's a motel.

So sell a motel commercial several years ago and that was their slogan.

I think it was Red Roof Inn, but that was we'll leave the light on and in that sense, that's where I'm coming from. When I when I use that imagery there.

And in the final way of emphasizing what I want to cover in this presentation, is there at the bottom, it's all of this outreach and engagement is also about getting even more visible in your workplace.

And staying visible and you know, because I did have.

Visibility in in the title and presentation. I did have to work that in there.

So that's what I am hoping to go for here.

And one of the things that I want to let you know though is it's.

As with many a presentation, I'm sure all of you have encountered this too, about Midway.

To you know, doing, doing the research and trying to sort out.

You know what?

I want to emphasize what I want to talk about.

I was starting to.

I wouldn't say having doubts, but just maybe some level of uncertainty by am I really going?

In the right direction here and specifically it was. It was about.

The very the very phrase outreach I was thinking, well, you know, maybe I'm actually talking more about marketing than outreach.

I mean, you know, and I found myself going to one of those chicken and the egg kind of things.

You know, like you know which one takes precedence over the other now.

Maybe outreach is really an extension of marketing or maybe marketing is actually in fact a component of outreach.

You know, but fortunately things happen for a reason, and I happen to stumble across this article.

Came out in 2016 and about outreach in libraries and everything, and within that article they did.

Quote This one work that was that was published back in in 2012 and it really did a lot to help frame things for me and I'll go ahead and show that here in the next slide. Here's the quote here.

And it was from somebody named Ned Potter.

And it was the library marketing tool.

Which he prepared back in 2012.

And here's what he said. You know, as plain spoken as can be. Library marketing is outreach.

In other words, it's not like an extension of one or part of another.

The basically synonymous and at least for the purposes of what I'm planning to cover today.

So I'll go ahead and just go through the quote here because I think it was. It proved very helpful.

Kind of pulled me out of the fear on that that maybe this was going to be more of a of a mess than it should be today.

So here's what Mr. Potter wrote out in this quote library marketing is outreach.

It is making people aware of what we can do for them in a language they can understand, and I especially want to emphasize the sentence that comes next here.

We need to tell people we're here.

Explain to them how we can help.

And persuade them to come into the doors, virtual or physical, especially like that last part.

But I also just like the whole general theme there about telling people that we are here and then just one way or another. And this is where outreach plays a vital role, one way or another.

Let them know that you know we welcome them to come to us, to ask for help.

That kind of thing.

And of course, one of the ways I wanted to perhaps.

Keyway I would.

I would actually argue to get them to our doors, or at least.

At our door.

Is to persuade them to make them aware that that we are here and also.

Make it clear.

At least give them some kind of sense of what we have to offer.

So I did want to get further into this presentation by sharing that quote with all of you and at the top there I talk about the why.

And the how of outreach. You know why outreach, what can it do?

But also how? How do we in fact?

Implement those kinds of.

Tactics.

To in a way that they'll really prove to be effective.

And it's been, it's been a struggle for me.

I'll make the I can make a strong case that it's still a struggle for me, but it is a subject that does interest me very much.

And that's why I didn't want to cover it here.

Just in terms of a starting a starting point, when trying to figure out what would be the best means of outreach to deploy.

With respect to your colleagues, I would.

I don't have any ready-made label or.

Cure all to provide you, but I do have some questions that might help you in the process of just trying to formulate something at least come up with some ideas.

Go through some kind of brainstorming process and I'll go ahead and go through those snacks and I strongly suspect quite a few of you in one way or another, probably have posed these questions anyway to yourselves or as a group effort or that kind of thing, I.

Just read through these and share with you what would each of them spell out here?

So I'm starting with the first one.

Can I ask yourself, you know, what are your special talents and strongest interests?

What motivates you to get up in the morning and go to work?

I mean other than you know, because there are bills to be paid.

I'll grant you that but also just what are some of the more perhaps intangible things are maybe even transcendent things that really.

Give you that extra push that that.

To get out the door and get to work or go downstairs and get to work. Whatever your work situation is.

The next question and it kind of builds on that previous one is what types of activities truly energize you?

You know, some of we all have some activities more than others that really do.

Really bring out maybe more of a high energy level or as cliché goes.

Something that you'd be willing to do even if you didn't get paid for it.

So that's why I did want to insert that that question here relatively near the top of all of these questions.

Moving on, which skills do you utilize on a daily basis to get the job done and achieve the desired results?

And I did tack that on because when you think of it, you know, one of the one of the things for successful means of outreach is to really think of not only what you know.

What might be your favorite approaches?

Favorite activities? So what are the things that you have found most helpful and just how you handle information requests and otherwise do all the other carry out all the other responsibilities that you have?

So that's why I inserted that there now.

Finally, when I this is my somewhat ambitious attempt to bring all of those.

Previous questions into one question here to finish off everything.

Here, so I'll go ahead and lead everybody through it.

How can you most effectively align those talents, interests, motivations, activities, and skills to help support the overarching mission and culture of your workplace and those likewise employed there? And one of the reasons other than just trying to consolidate everything there. One of the reasons that I wanted.

To have that question.

In in there was just to emphasize that.

Mindful that that that we're talking about on the job outreach, not extracurricular outreach. Our outreach that's done at home, it is indeed involved involves on the job outreach and as a consequence, there's always.

The things we need to keep in mind, as always is how is this going to really align with what your employer with that particular organization, is about what they're seeking to accomplish.

So in other words, trying to make sure one way or another that that you're doing something, that that isn't just something out in left field or just some kind of.

Jumble of random lights, of your own. But something that really.

Can arguably play an important part and just really helping to improve the culture of where you work and also, just again, what your employer is focused on what, are the key aims of where you work.

So of course, important things to keep in mind there.

Haven't shared all that I would like to jump a little bit more in and beyond these general descriptions and questions.

That kind of thing, just about different types of outreach, I quoted Ned Potter before. Welcome to that one 2016 article.

And you have to forgive me.

Commandeered this table as a place to put all these materials and notes and everything.

This article was something that was written by Sharon Farrell and Kristen Mastel was entitled considering outreach assessment and again it was.

It was published in 2016 and one of the things that they did I pretty much liked what they had.

To say that there are somethings they're more focused on, on assessing strategies for outreach.

But and I'm not necessarily, I'm not going to talk about the survey surveys and quantitative analysis and that kind of thing.

But I do like what?

What they had to say.

Just in terms of just outreach in general, but also outreach in particular, and they did come up with some.

Rather broad, but I think.

For the most part, helpful categories of outreach, types of outreach.

And again, it was a it was a.

It was a timely reminder for me that outreach is nothing.

It's not monolithic.

It's not one-size-fits-all.

It's not just a simple one or two things that they have to choose from a menu.

There's a whole array of things, and I they very hopefully did.

Come up with some categories here and some of them. I really do appreciate.

OK, then I like to share those with all of you to as we move through the presentation here, I want to start off and this is in the next slide one that is that they call and I like



it the just for fun outreach in other words.

More along the lines of something of a recreational nature, or just a nice, almost breezy kind of thing to do.

In terms of outreach and engagement, and I'll just to go ahead and touch upon what I already have here on the slide, just for fun outreach, it's really a focus on helping to bring about a friendly environment and welcoming as well and welcoming as well as low press.

Experiences for your, for your colleagues.

And again, you know, talk about the workplace culture, each workplace culture is unique from the others.

And this really does get to the heart of just trying to do what you can to create maybe a more friendly atmosphere and ideally an atmosphere that might make it more receptive for you to really showcase what you have to have to offer in terms of your own work responsibilities and skills. I do have some examples here and for the most part they came from that 2016 article.

And some of you might already have these things going on, perhaps even have initiated these things in your workplaces.

Jigsaw puzzles. We do have jigsaw puzzles here at AASHTO in our kitchen area.

I'm not a puzzles person, so I have nothing to do with them, but I know a lot of people do get a lot out of them.

Board games, book exchanges and coloring stations, and I'm without double checking, I'm assuming that means I know coloring books have become a big thing among all us grown-ups and I assume that's just a place where you can go in with coloring books, just for therapy sake or when you just need to take a break.

I think that's what they refer to there.

That was another example.

They cited scavenger hunts, which can be very inventive too, and have in parentheses here, and participants are asked to find specific items within the library or elsewhere in the office.

That was how they described that example.

So I just wanted to go ahead and cite those for you and at this point I would like to just touch upon some of the a couple of the things that I've tried to do that I believe do constitute outreach and engagement and they both do indeed very much fall into this category just for fun.

And with your indulgence, I'd like to go ahead and go over those the first one.

I will have to say, and as always, I always want to make sure that I practice what I preach and I keep within the time frame here, I think we're still in good shape, but anyway though.

One of these is something that I have been doing for quite a few years now here at AASHTO. As a matter of fact, this July will mark the 25th anniversary of when I started pursuing this and it's specifically, it's not quite a newsletter, it's really just a regular weekly series of items that I share with my colleagues here.

And specifically, it's on Monday, Monday morning of each week and I'll go to the slide here and welcome the Monday.

That's at the top here, and that's in fact the subject line. I've been pretty much using from day one when I first started doing this in July 2000.

What this is again, I originally called a Monday morning notes.

I don't quite use that description as often as I used to.

But the idea here is and this is one of the things that I shared with my colleagues.

Think this comes back from last year, but I thought it was.

It's fairly representative and this has been basically the basically the format.

Since I started doing it, even though there been some other changes, this is still the format.

I include the motivational thought for the week.

Just something that hopefully will help out, especially on a Monday morning.

So I got that and then all joked up. If it's any consolation, I had even two worse jokes that I had here, and I had to remove those just because I wanted to make space on the slide here and also without having to reduce the font.

So but apologies in advance for the one that's still up there, but that's one of the things too.

I call it all joked up so.

So I include the jokes there and then finally fun with factoids.

It's just a trivia item.

For the for the week.

So that's the basic idea.

Why did I start doing this? Well, really.

There is what I regard as a significant reason for doing it.

Back in 2000, and I won't.

I won't go through the whole long, long history here.

I'll try to keep it as brief as possible, but back in 2000 we had had the previous year a

change in our in our executive leadership. Change in a workplace can be challenging as I don't need to tell any of any of you really and this was as Rosalind mentioned, I indicated I started working in 1996, so this was four years into my service here at AASHTO and it was the first time we had this kind of transition going on and for various reasons, I think that there was cause for concern about what was going to happen just in terms of the daily routine. And also just I guess very significantly, what was going to happen with the employment status?

Quite a few of us were very concerned about that. When I started at AASHTO I was a carefree bachelor. By the year 2000, I was not only married, but I also had two young children to look after.

So the anxiety level was a little higher, higher than usual and having been through this kind of thing a few years earlier at another place and in another in another sector of employment.

And I, you know, and maybe it was PTSD or something along those lines. And I felt like I was reliving that again.

That previous experience didn't go well for me or a number of other people I worked with there. But anyway, though I was feeling anxious, I could tell that others were feeling anxious too.

And it's one of those things, you know, when you really want to help people, help make them feel better, at least a little bit more at ease, you know. Not necessarily being able to eliminate all the problems.

There was no way as a junior level employee. I could do that, but at least something to maybe to lower the anxiety level, to boost the morale.

Morale really was on life support at the time and it was one of those cases where too, like in trying to help other people, maybe calm their nerves a little.

I was pretty much trying to do the same for myself. And sometimes when you're actively engaged in something like this, you know, it does kind of help you feel maybe a little better too.

So that's why I started doing it and originally and I won't go through all the number of changes of the years. But originally, I was preparing these just on just on single sheets on paper.

You know not online or anything like that, but by way of e-mail and I would set these out in the kitchen area there at AASHTO. And just to give people the extra incentive to come into the kitchen and hopefully grab one of these pieces of paper, I also made sure that I had snack cakes of some kind available there over the years.

Some little Debbie's oatmeal cream pie has become the mainstay there, but I figured, you know, Gee, I don't know if they're going to come in and just don't want to read about, you know, read the thought of the week or the jokes or anything. But you know.

Gee, they will go for the snack cakes.

I would announce by way of emailing.

Them Monday, that's the subject line, you know? Help yourselves to free food in our kitchen.

So it seemed that it seemed like I'm get a good response.

Everything did work out well in some ways, and when I look back and I thought, well, maybe I was overthinking things. But you know, I'm still here.

All these years later.

But I really had no expectation that this Monday morning thing was going to still be around all these years.

I guess I had in mind that maybe after the storm passed, you know, I wouldn't necessarily need to do this anymore, but I kept doing it and it kind of goes back to what energizes me and I do love trivia and then I'll write down if somebody has a good quote, I'll write it down.

And you know, I'm very fond of jokes too.

I collect those shamelessly and then I will repeat them shamelessly as well.

And a lot of in a lot of ways, it's really turned out to be something that I find beneficial and people do seem to respond to it favorably.

What's happened over time is that ultimately, I was persuaded that I should just go ahead and just send them out as an e-mail form.

You know, still, you know, put the free food out there on Monday mornings.

I have not devised a way to send.

Oatmeal cream pies by way of e-mail. Yet.

Working on that but in other words you know the format now has been, you know the welcome, the Monday subject line unless it's a holiday or something and then it becomes Tuesday morning though. So welcome to Tuesday.

But just to share this kind of thing each week and then say, oh, by the way, help yourselves to the free food in the kitchen. Like I said it seems to be very well received.

I'll have to say, you know, it is something I enjoy doing and it's had therapeutic value for me, not only in a figurative sense, but also in a literal sense.

I have prepared these Monday morning things for each Monday starting in July 2000 with the significant exception of a stretch of time between.

Would've been between December 2002 and November 2003. December 2002 is when I was slammed with this neurological condition.

Guillain Barre syndrome and I was out of commission.

Well, starting that day on December 13, 2002.

I did not actually get out of the hospital until September of 2003, so my Monday morning initiative here was definitely on the back burner certainly throughout that stretch of time when I was in the hospital. I did make it back home, thank goodness in September.

But enough restlessness kicked in.

I still was not at the point where I was functional enough to get back to get back to work. Among other things, I had been paralyzed from the neck down. I had gotten mobility to some degree, but now not quite a lot of physical return, to be able to get back into an office setting or anything, anything like that.

As those of you who have seen me in person, of course, know that I still have issues with the feet. I do depend on walking devices, but anyway though you know when for any of you who've had to do a similar kind of recuperation, even at home, you know you can get a little restless after a while.

So by November I did start, you know, I did start to send these Monday morning things to my colleagues again, even though I still wasn't on track at that time to return to the office.

And it helped me.

I found that therapeutic.

In other words, it just gave me something to do during the gosh darn day getting these ready and also getting to interact with people responding to them and that kind of thing.

It was also therapeutic because by that point in time I was still trying to get return on my hands. It was basically, you know, if I read a book for example, I had to really start flapping them.

You know that was a struggle and an exercise in and of itself. In terms of using a laptop, I did have actually one of these sticks in my mouth that I used to peck at the keys and everything.

And that wasn't fun.

And it was very time consuming. So by November, though, the return started to

come back. And I like to think it was just not only the mental thing, but also just the practical physical thing of, you know, working the fingers to trying to get these things ready. Sending them out and that kind of thing.

So that was one reason why I was glad I decided to stick with doing this. I did finally make it back to the office starting in February 2004 and they haven't been able to get rid of me since.

But anyway, though, I did want to share that.

Over the years, I would say that doing this thing, if there's any ongoing value that it has, I enjoy doing it.

You know, people seem still seem to be receptive. I think that one of the values that I really have come to appreciate over the years is for the newer employees who come on board and this is really where I'm coming. I'm finally getting around to really talking about the outreach aspect here.

It's just, you know when new employees come on board, this is, in a sense a way to kind of make known who I am and you know by extension you'll find learning more about my actual job responsibilities beyond bringing in oatmeal cream pies every Monday.

And one of the times I really came to take that to heart was for another extended period of time out of the AASHTO office. And of course, that was during the COVID restrictions. At least for the AASHTO office that was March 2020 to March 2022.

So during that period of time, you know, I still can't send these out.

I wasn't like my previous extended time away from the office.

I continue to send these out, but Doug, what happened in the meantime though of course.

And I know I'm sure it happened with quite a few of you. You know, people ended up leaving during that time.

And retiring and moving on to new jobs, new people came on board. And I realized when the fall of 2022 is when I started to come into the office on a sporadic basis, we were encouraged to do so. Just start getting used to the office routine, after all that time at home and it did give me an opportunity to actually meet in person some of the newer employees.

And I really didn't have to go into too much detail as to who I was. You know, I did talk about my job description and what I do and all that, but they recognize me.

They recognize me from the welcome, the Monday emails that ended up in their inboxes each week. One of the new HR people at that time. You made a point of

saying that that she made a practice of sharing the jokes with her friends there. She would forward them on to her friends, which I thought was nice, but I thought that was good and one other person, who once I identified who I was, she said.

Oh yes, I get your Monday things every week.

And she likes trivia.

So she enjoyed all those factoids, which was nice.

You know, it's nice to get the positive feedback.

That's when I really realized well, you know this in the manner of speaking. This is kind of softening the ground.

It makes people maybe more inclined to go ahead and engage. Once they know who you are and the fact that I get to provide them food at least once a week.

A more recent example though, and that's the one thing I want to emphasize about that is just how it really does seem to facilitate that kind of engagement with the with the newer people who arrive here at AASHTO. There's this newer employee as a matter of fact, in our policy division, wonderful person, and she had told me quite a few weeks ago now that she really loved this one joke I had about a rowboat. And what an ordeal it had gone to an oar deal.

And she even shared it with a friend of hers who's on, I guess, on a rowing team at the Georgetown University. And that really, you know, got a conversation going there.

Not too long after that, she did.

She did come up to me with a request to – an “I need it right away” kind of request.

One of the more unique ones I've received this year.

She asked me if I had had any paper clips that I could give her.

Evidently, I guess paper clips are at of premium now, so she was hoping that maybe I had some.

And yes, I did.

I do have some. I keep some in the baggie there at my desk, so I gave her the baggy and said help yourself to as many you need.

Indeed. And she said, oh, that's great.

You know, I'm glad you had those paper clips.

She actually struck me as the kind of person who would keep paper clips in supply.

You know, I guess that's a compliment, but I like to think, though, that once you soften the ground and people, particularly new employees, who are still trying to get a handle on the new work environment. I think that kind of helps you see more

accessible and approachable.

And I think if there's any real lasting value to this kind of outreach.

I think that's what it would be. And of course, you know, when you think of it is the newer employees who you really need to reach out to. I am keeping close track of the time by the way. So I don't want to go.

Go on too much more about that.

I do want to go on to another means of outreach that I've been trying to pursue on a long term sustained basis.

So we'll go on to that.

Thank you for indulging me on this though.

Time for a quiz.

That's the subject line of this this next activity that I've been engaged in for quite a few years here in the AASHTO office.

And it's basically just one trivia question that I'll send out to everyone and that's the theme for the subject line, time for quiz, and then I'll throw out this question.

For people who answer the ideas, they are supposed to send their answers to me.

And of course, I always have to emphasize, do not hit the send all button, copy everybody button, whatever it is, just send it directly to me. And then when I get the response, I will go ahead and announce who's won the quiz I think.

I've gone beyond the, you know, the first person to give me an answer wins.

I've actually been a little bit more flexible about it because again this is a low pressure kind of thing.

And I'll just wait and see how many people chime in with the answers and those who happen to get the right answer.

I will go ahead and announce that and they'll get some kind of prize one way or one way or another.

And what I do for those prizes, by the way, and this is another good thing about this, I think instead of asking them to come by my desk to get the prize, I'll in fact go to their place.

And among other things that always reacquaints me with who's sitting where and that kind of thing.

And again, with the new employees, in some cases it might be employees that who have maybe been maybe once or twice are maybe not at all. That's one of the things about the hybrid environment.

Sometimes I don't get to meet some of these people till after a while. You know, a



while after they start working here.

Anyway, these are samples of the questions that that I ask and again, I'm going to try to speed it up here a little bit.

I've been doing this for quite a few years.

But there are a couple of things that I want to highlight, and one of the reasons why I want to highlight these is because as much of a labor of love and even a lifeline as the Monday morning things have been, it's really the quiz I think really reflects more of a focused type of outreach here in my own workplace.

And there are a couple of reasons. First of all, I originally put this on just about any topic. I mean, it would be on transportation related topics, but I'd also just go ahead and delve into other subject areas too.

I made a decision, it's been at least maybe 10-12 years now to actually go ahead and just stay focused on transportation related questions.

And it wasn't like I got any pressure from anybody to do that. It was just my realization, you know. This is really an on the job kind of thing and this really in a way I think kind of dovetails with our culture here and who we are at AASHTO.

We're about multimodal transportation.

I need to stay focused on that.

So that's that was one of the things there. And as you can see, as these trivia questions indicate, one of the things I do try to do is try to cover all modes of transportation.

I try not to stick with aviation or with ships or highways or on wheels.

I do try to keep a variety there and the other thing is this was in a sense up and outgrowth of being back here after the COVID stay at home situation. I was really doing it randomly. In other words, you know, just every.

So many months when the mood hit me and that kind of thing.

And just about any day of the week, anytime during the day, I finally decided just to go ahead and do it on Fridays because I think you know Mondays, no people are just struggling just to just to get the week started by Fridays.

I think that there's, you know, a feel good thing, feel good kind of going on anyway. You know, it's Friday and then maybe people are really starting to get ready for the weekend.

I figured this is the kind of thing maybe to help.

To help with that mindset.

So Friday specifically between 10:30 and 11:00 AM and starting in the fall of 2022.

And I made it clear to everyone, you know, I think I did send an e-mail in so many words telling this is what I wanted to do from now on and, I just wanted to have the discipline and the willingness to do this sort of thing.

So this is how I've been fortunate since, and one of the reasons why it's because it occurred to me that this really is a good means of engagement and outreach as well for reasons I'll get into you can be assured very soon here and well you know what the heck? As long as I I'm talking about these this quiz and type of quiz and I have the questions here might as.

Well, provide you with the answers just in case you were wondering.

Although I suspect that at least one or two of them were already things you knew about but anyway.

I want to go ahead and first of all, just quantitatively.

We get maybe I get maybe 8 to 10 responses that there's 80 to 90 employees roughly working here at AASHTO at this time, maybe 10 to 12, I'd say 12 responses are usually what I can expect each month and by the way, it's just about any Friday. I'll have a first or second Friday.

It's whatever Friday I happen to be working and that kind of thing.

So I have a little bit of flexibility there.

And I would say maybe easily five or six will in fact provide the correct answer.

There's a whole thing about, you know, do people Google these answers and I'm well aware some people do.

Other people do not.

And sometimes it's chosen the answers they get.

Some people have these answers right off the top of their heads, but I'm OK. I'm OK with that.

I mean, the thing is participation and there is an engagement when it takes place, I think now it's just between myself and them, but also in the sense with people like maybe who they work with, where they'll start talking about the answers and that kind of thing.

So.

One of the things I do want to get into talking to, I think I'm going to go ahead and delve into that, but I did want to bring up those two points about the fact that I do have it on a regular basis and it is focused on transportation.

Because I do see it as something that really in a sense, helps just with the overall atmosphere of working for a transportation association.

So I did want to make that known.

I have a number of other things I wanted to bring up here, but I think I'll get just to the heart of it now and that would be that one of the critical things about outreach, I mean, it's wonderful to have outreach and, you know, people find it entertaining and find it enjoyable. At least this type of outreach just for fun outreach. But there's also the critical matter of how do you take that kind of outreach activity and how do you establish a through line between that activity and some kind of professional outcome or professional impact. In other words other than you know, keeping my name up there and you know, in terms of being the person who handles these quizzes as what is the practical kind of kind of result from this and I would have to say and again this is why I lean more into this type of outreach than the other one I talked about before.

I think that from what I can tell that that there has been a an ongoing impact as far as all of this goes and like to share that with all of you and that is basically again you know you try to find what your interests are, what your talents are, what you have when there's something that really energizes you and that you enjoy doing and like I do like this kind of thing and I think I'm in good company with all of you unearthing these facts and sharing them, even imposing them as questions.

That kind of thing.

One of the results has been that I have received quite a regular basis of requests to provide trivia items and trivia questions for a number of my colleagues, for their own meetings when they traveled out of the office to go to all kinds of meetings. Could be AASHTO committee meetings, also some of the association wide meetings or annual meeting each fall and there's a spring meeting which is coming up next week, but I do get on a regular basis request from my colleagues to provide these kinds of trivia questions and things that they can use just for ice breakers and that kind of thing during these meetings. More than happy to do that. Sometimes they'll let me know in plenty of advance.

Bob, can you please get these ready for me?

Other times I get a couple of hours notice, at least two occasions I can think of, but I'm fine with that because you know, I enjoy doing it and as you might figure, I actually have a lot of these, this kind of information, already available.

It's just a matter of following it up. I don't want to dwell too long on this.

One of the things I want to share with you is one such of the larger scale ones that I've received was from somebody who I think quite a few of you know already.

It would be Susan Howard, who is the director of Policy and Government relations and was here at AASHTO's annual Washington briefing early last year, she asked me to provide a large number of trivia questions that she could use for what sounded like was kind of kind of going to be like a jeopardy type of thing for one of the breakfast meetings she was conducting. And I was more than happy to do that and it sounds like well, I ended up providing her with a total of 30 questions for that. Of course, given her the answers too, because she was the emcee, and she confirmed it seemed to go well.

But you know that's the thing though.

It was, you know, would she have asked me if I hadn't been doing these monthly quizzes all this time?

Maybe, maybe not.

Maybe it would have been more of a roundabout way getting me to ask, but the fact that there's been a light shining on the porch and you know, I'm available for this kind of thing, that helps too. And I think that's outreach too.

Just making known you know that you're not going to be turned away or you're not going to be told no for an answer or Gee, why are you asking me to do this?

It's almost a given and I think that that's why.

That's one of the things I really do want to emphasize here. So and Susan, there's a TLR component too.

And you know, Susan was very grateful for my having done this and gave me a good opportunity to remind her that I would really love for her to be a TLR speaker.

And she took me up on the offer.

Of course, if you remember, she gave an excellent TLR presentation in July of last year, and that's what kind of resulted from this particular activity.

So just wanted to share that.

Plenty of other things to talk about, but apologies, we are actually really bumping up against the time here, and again I should practice what I preach.

I'll just quickly go through this.

Social capital. And that's a lot of what happens here. Of course when you have these kinds of interactions and that kind of thing and this is how I would define social capital based on various definitions I came across.

Social capital is the value derived from positive and sustained – I would underline sustained connections – between people in various settings, and I think it's really trying to maintain that level of social capital. Do these types of outreach and

methods of outreach. I know that a lot of you pursue as well. I'm going to go ahead and move on here.

Other categories of outreach that I got from this journal are collection based outreach activities that are linked to a library's collection, either in its entirety, or partially and then instruction and services based outreach activities that involve presentations and other types of educational opportunities for staff.

And I am going to just want to see where we're at here. I actually am, at least in terms of the slides, this is the next to last one really.

With much gratitude from me I'd asked people to provide their own examples and ideas with respect to outreach. And I did receive some very worthwhile ones from at least a few of you here in attendance today, and I'm very thankful for that.

I really was hoping to not really dwell too much on my own approaches but highlighting yours.

Very briefly, I'm going to touch upon a few, and then I'm going to make a proposal as to what I want to do here.

For what it's worth, I keep this table much more neater than I keep my desk.

So collection based outreach, one person who really, really gave a wonderful example of this.

And I'm going to be very brief about it. Our own Amanda Carter of Oregon DOT Library and History Center, and she wrote about having a show and tell kind of thing, bringing show and tell items to meetings that she has found in the history center.

So everyone can get a taste of the wonder that is our archives. You know what is available there. So that really is a pitch perfect example of collection based outreach instruction and services.

The basic outreach and educational components are involved in this and Kendra Stoll had provided me some wonderful examples of what they do there at the Caltrans library.

One of them is this webinar that Jermaine Keller there at the library that she has on a regular basis and I think that's wonderful too, and a good example. And there are a couple of other examples I really want to share, but my proposal is so that what I would like to do is when I send a follow up e-mail to all of you about today's TLR I would like to basically consolidate all of those methods of outreach, and perhaps it's a Word document or something.

I'll include that with my follow up e-mail because I really wanted to share those because they're really worthwhile.

I didn't touch upon a couple of them.

Katie Woodman of Oklahoma Transportation Library, I do want to highlight what they have done at that library.

Because it is another example of just for fun outreach and I have to share it. And I'm envious because I think it actually is first of all, it's an in person activity and I think it's very worthwhile and those are office lunches and she has, she's usually the instigator for this, that kind of activity as she says. But she says that it's been really, really great just in terms of sitting down with their colleagues and just having the chance for small talk in a relaxed atmosphere. I did want to make mention of that.

Of course I'll expand even more with my follow up e-mail about that particular activity that Katie pursues and sounds like she pursues it very well.

Let's go ahead and bring this up to finish here. Again. Thank you for your time and intelligence of all this.

This is just my list of things that I suggest that you keep in mind when it comes to developing effective means of outreach within your own workplaces.

I'll go ahead and go through them quickly here and stay alert to potential linkages for outreach within your workplace.

Identify a viable means of outreach, carefully crafted, and then be prepared to refine as necessary.

Be consistent.

I would say be consistent as the circumstances allow. Communicate strategically and with intention and finally find a way to blend generosity with gratitude.

As I see it performing at these types of outreach for each of us is indeed an act of generosity.

And the gratitude comes in because it's just that feeling of gratitude that ideally we should each get just knowing that we are able to have yet another way to make a difference at the places where we work and just try to make life a little easier one way or another for all of our colleagues.

For those for whom we serve, and on that note, I am going to wrap up the conversation here and that's with gratitude I thank all of you for being here and taking the time to hear me out and that's it. Thank you.

AR

**Alleman, Rosalyn (OST)** 57:42

Thanks Bob.

I guess you wanted to make sure we wouldn't have time for a lot of questions.

**BC** **Bob Cullen** 57:47

You read my mind? No.

**AR** **Alleman, Rosalyn (OST)** 57:49

I definitely agree with you that people will turn out for free food. Just about any situation.

So that's always a favorite of mine too.

**BC** **Bob Cullen** 58:01

OK, great.

**BC** **Alleman, Rosalyn (OST)** 58:02

Thanks so much.

Thanks so much for that. It sounds like you're a fun coworker to have in the office, and thanks for the ideas and the other people that contributed their ideas. If you want to look at the NTKN library advocacy community of practice, we also have some other ideas that people have submitted and you know, maybe they we should combine some of those, some of those things that that people have suggested.

Is there anything else you wanted to say?

Is there anything else we need to cover before I turn off the recording?

**BC** **Bob Cullen** 58:36

No, nothing else to say.

Again, apologies for apologies for the time.

I realized that well when I was still talking about my own outreach of approaches, that the time was burning away here.

So sorry about that.

Please feel free though, the conversation continues. As with all other TLRs, please feel free to reach out to me and let me know if there's anything you want to share with me or if you have questions about anything that I that I presented again.

Thank you. As the old Las Vegas cliché goes, you've been a great, great audience.


I don't have anything else.

Again, I'm very grateful for your being here and just really quickly here and then we can adjourn.

No TLR for next month in June. However, we are fully expecting to have a TLR on the following month.

On Thursday, July 10th, please stay tuned for further details.

I don't have any details to share with you now, but please stay tuned for the details about that. And on that note, I hope on behalf of Rosalyn and myself. Again, thank you for joining us today and I hope that everyone has a great rest of the day great rest of the week. Thank you.

 **Alleman, Rosalyn (OST)** 59:54  
Thanks everybody.

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