Intellectual Freedom & Professionalism
What is Intellectual Freedom?

- The freedom of thought
- The freedom of expression
- The freedom to pursue ideas
What does Intellectual Freedom mean for a library staff member?
What is CIPA?

• The Child Internet Protection Act was enacted by Congress in 2000

• CIPA requires that schools and libraries may not receive e-rate discount unless they are in compliance
Professional Organizations

What is ALA?
(American Library Association)

What is PLA?
(Public Library Association)

What is MLA?
(Missouri Library Association)
What is the Library Bill of Rights?

- It is the ALA’s basic policy on Intellectual Freedom
- The Library Bill of Rights focuses on the rights of the users and equity of access
- It is a framework for resisting censorship

Library Bill of Rights I

Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.
Library Bill of Rights II

Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.
Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.
Library Bill of Rights IV

Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.
A person’s right to use a library should not be denied or abridged because of origin, age, background, or views.
Library Bill of Rights VI

Libraries that make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.
The Freedom to Read Statement

• Demonstrates ALA’s and AAP’s commitment to diversity of views
• We can offer materials without having to endorse the ideas presented
• Staff should not censor or judge
• Cornerstone to MCPL’s collection development policy

Code of Ethics of the ALA

• Shapes our Board policies
• Helps ensure access to information

Adopted at the 1939 Midwinter Meeting by the ALA Council; amended June 30, 1981; June 28, 1995; and January 22, 2008.
Access to Electronic Information Services and Networks: 
an Interpretation of the Library Bill of Rights

• We have to consider equitable access to the internet and electronic resources
• “Libraries should use technology to enhance, not deny, access to information.”

http://www.ala.org/Template.cfm?Section=interpretations&Template=/ContentManagement/ContentDisplay.cfm&ContentID=31872
Intellectual Freedom Activity
Collection Management: Choices and Challenges
Guiding Principles

• Intellectual Freedom
• Accessibility
Maintaining the collection

- Purchasing
- Weeding
- Accessing other sources
Challenges/Reconsiderations

- Form
- Log
Challenges/Reconsiderations Role

Play

• And Tango Makes Three
• Fifty Shades of Grey
Security
Emergency Operating Procedures

• Explains what to do in an emergency event
• Printed copy includes local contact information for your branch/department and shut-off locations
• Links on Sharepoint
• In process of being updated
Conduct Policy

• Guidelines for customers of MCPL
• Is universal to all branches
• Copies should be readily available to hand out
Acceptable Use Policy

• Pertains to computer usage
• Customer agrees to policy when signing into computer session
• In future, WiFi customers will also have to accept policy when logging in
Security & Potential Problem Log

• Paper forms at each branch
• Helps track one time incidents as well as establish pattern problems
• Must be filled out professionally and accurately in case of questions by others
Potential Problem Log Example

Potential Problem Log

Branch* Select...
Date*
Approximate Time of Day*
Name (if unavailable, please leave blank)
Card Number (if unavailable, please leave blank)
If individual is a card-holder, type "PPI, Date (mm/dd/yy), Branch Code" in the Extended Infolab of their Workflows account
Gender* Select...
Age* Select...
Race* Select...
Description of Problem*
Security Log Example

### Mid-Continent Public Library

**Security Log**

<table>
<thead>
<tr>
<th>Branch: __________</th>
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<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Time</th>
<th>Reported to ADPS?</th>
<th>Comments or Description of Situation (ex. Beer bottles found on picnic table, etc.)</th>
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<tbody>
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Incident Report

- Any incident that can have a long term consequences
- Filled out online
- Searchable by all MCPL staff
Employee accident form

- For employee accidents only
- Must be filled out even if medical attention was not needed
- Retained by our Benefits Coordinator
Customer Service
Library Mission, Vision &
Customer Service Motto

Mission Statement
Mid-Continent Public Library’s mission is to enrich our citizens and communities through expanding access to innovation, information, ideas and inspiration.

Vision
Mid-Continent Public Library will provide the best possible library experience in the United States.

Motto
“Exceptional service, one person at a time... it begins with me”
MCPL Values

IFFI

- Intellectual Freedom
- Fairness
- Integrity
Customer Service Guiding Principles

• Exceptional customer service is how we achieve our mission and vision
• Reflected in all actions of employees
• Custodians of taxpayer revenue
Customer Experience

- Begins before entering door
- Remain relevant
- Know your community
Unique Customer

- Each customer is a unique individual
- Support procedures
- Each customer leaves with “Best Library Experience”
You & The Customer

- Customers are not interruptions
- Advocate for the library
Engaging the Customer Discussion
How To Hand Off A Customer

• Escort customer to appropriate co-worker
• Do not be afraid to ask your co-workers for help
Active Listening Activity
Focus on Speaker

- Undivided attention
- Smile and look directly at speaker
- Open body language
- Give undivided attention
Suspending Judgment

• Don’t jump to conclusions
• Set aside prejudice and opinions
Seek To Understand

• Ask clarifying questions
• Summarize what you hear
Barriers

• What are barriers to active listening?
Stressful Interactions

• Dealing with difficult customers
• When “Difficult” becomes “Disruptive”
• Documenting the issue – know where to go
  – Potential Problem Log
  – Incident Report
Co-workers getting along with co-workers

• What is the problem?
• Go to the source
• Possible solutions?
• Best solution!
Telephone Etiquette

• Answer the Phone
• Be prepared
• Take complete messages
• Follow-up
Email Etiquette

• Retrieval and storage of email
• Answering email
Professionalism

- Prioritize the customer’s needs
- Maintain a business-like manner
- Remember that customers can hear you
- Positively represent Mid-Continent Public Library in ALL interactions
  - Customers
  - Co-workers
  - Vendors
  - Outreach partners
  - Anyone and everyone!
An Empowered Culture & MCPL Values
Defining Empowerment

• A method of improving customer service in which workers have discretion to do what they believe is necessary, within reason, to satisfy the customer, even if this means applying flexible thinking when interpreting the procedures.

• Mid-Continent defines empowerment as solving the problem at the point of contact.
Why Do We Believe in Empowerment?

- Speed of problem solving
- Employee satisfaction
- Ability to adapt to very special conditions
- Powerful customer service
- Build trust into the library culture
## Empowerment: The MCPL Mindset

<table>
<thead>
<tr>
<th>Unempowered</th>
<th>Empowered</th>
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<tbody>
<tr>
<td>• Waiting for orders</td>
<td>• Taking action</td>
</tr>
<tr>
<td>• Doing things right</td>
<td>• Doing the right thing</td>
</tr>
<tr>
<td>• Reactive</td>
<td>• Creative and proactive</td>
</tr>
<tr>
<td>• Quantity</td>
<td>• Quality and quantity</td>
</tr>
<tr>
<td>• Boss responsible</td>
<td>• All responsible</td>
</tr>
<tr>
<td>• Safe</td>
<td>• Risky</td>
</tr>
<tr>
<td>• Equal treatment</td>
<td>• Fair treatment</td>
</tr>
<tr>
<td>• Blame placing</td>
<td>• Problem solving</td>
</tr>
</tbody>
</table>

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*Access Your World*
Fair versus Equal

- Water damage
- Forgiving fines
What About Trust?

- Trust your team
- Trust your managers
- Trust yourself
- Trust your peers
- Trust your library leaders
- Trust your customers
MCPL as a Cruise Ship

• Arriving at the same destination by different routes
• Decision making above the water line

• Decision making below the water line
Accountability

• Guidelines
  – Not a pattern
  – Learn something
  – Align with library values
Empowered Workplace

The Empowered workplace is characterized by:

• Expanding the skills that make up a job
• Encouraging creativity and innovation
• Greater control over decisions about your work
• Completing a task rather than just portions of it
• Customer satisfaction
ACCESSability Training
ACCESSsibility

• Our Goal – Build a Buzz!
ACCESSability

Brand Statement

Mid-Continent Public Library provides unparalleled access to quality information.
ACCESSability
ACCESSsibility

Brand Statement

• Library systems coming together
  – 30 Location
  – Library-To-Go
  – Virtual Branch

• More databases than any comparable library

• Commitment to ILL

• Live Homework Help

• More budget spent on materials
ACCESSability

Brand Statement

Mid-Continent Public Library provides unparalleled access to quality information.
ACCESSSability
ACCESSability

Where do you fit in?
ACCESSability

• Be an Advocate!
• It’s everyone’s job!!
• ACCESS points are everywhere and all are important.
ACCESSSability

Access Your World
ACCESSability

Where we are...

Champions
Clients
Customers
Prospects
ACCESSability

Where we want to be...

Champions
Clients
Customers
Prospects
ACCESSability

YOU! are the face of the library.
Bibliography


mymcpl.org