



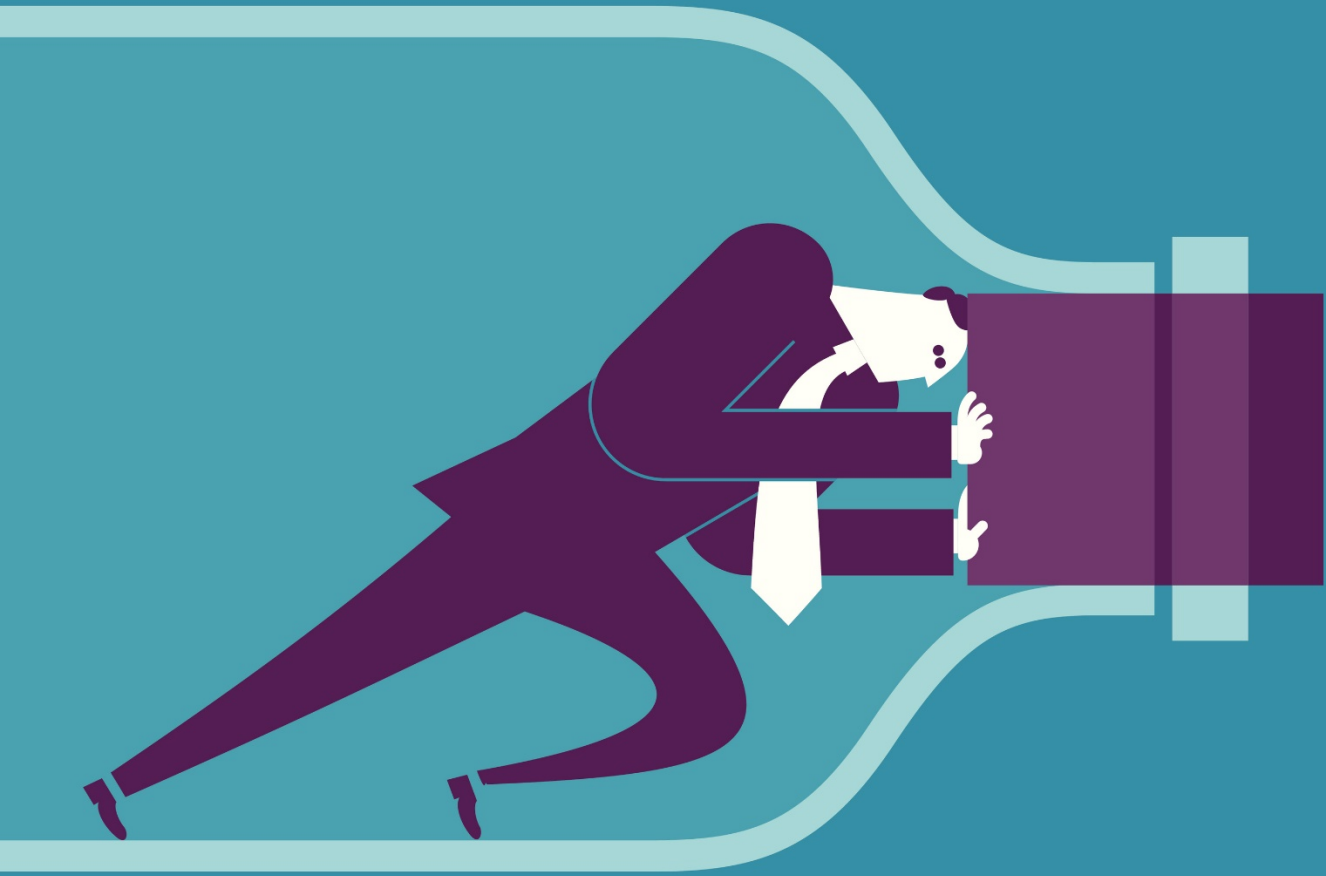
Eric Keith
Chief Marketing Officer



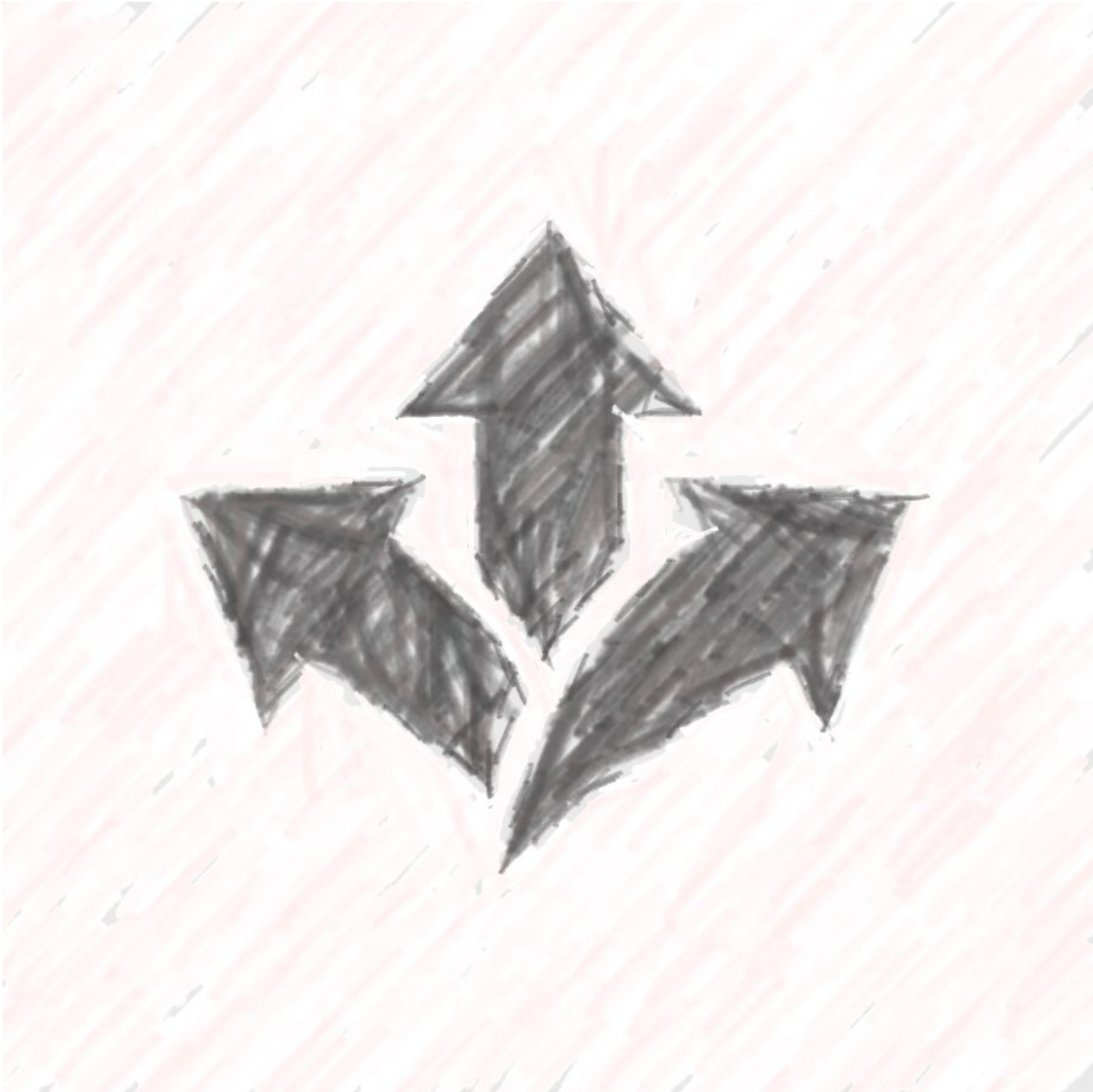
Robert Storer
Director of Marketing

EPISODE 5

*Why working from home
is so exhausting and what
to do about it*



*This wasn't
your choice.*



WHAT TO DO:

Plan Choices.

*You're living a
more intense life*



WHAT TO DO:

- *Find Your Light*
- *Zoom Out*
- *Take Breaks*
- *Focus on Others*

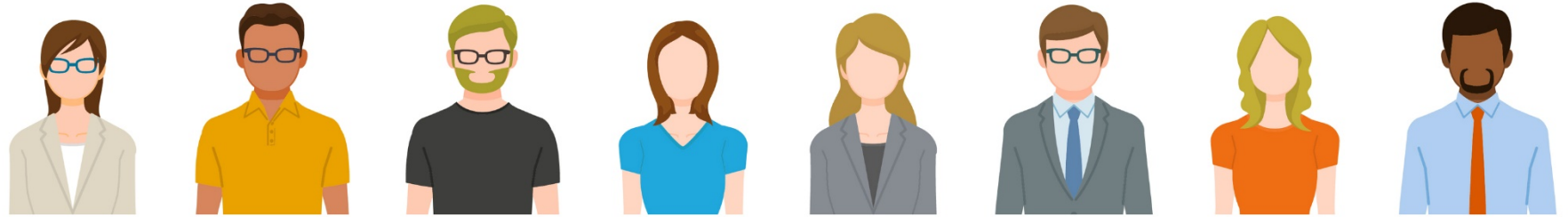


*Things that used to
be automatic
now require work.*

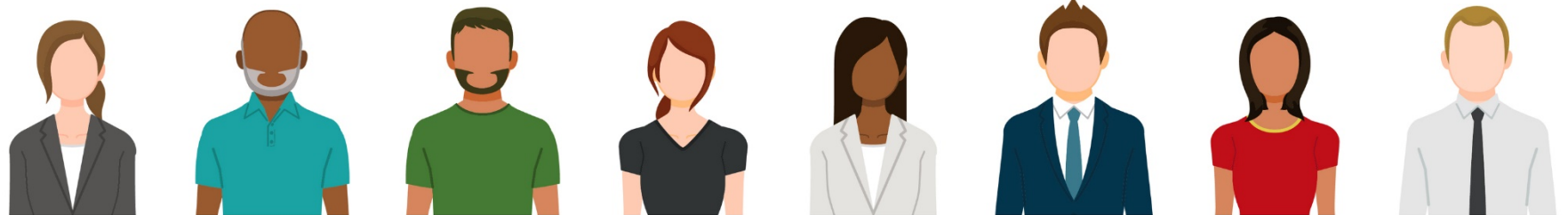




WHAT TO DO:
Persist.



You miss people





WHAT TO DO:

*Seek connections
that don't drain.*

Multitasking.



F C U S

WHAT TO DO:

*Concentrate on
one thing at a time.*



*Work calls are draining,
work video calls can
be even more so.*

WHAT TO DO:

- *Hide Self-View*
- *Resist Multitasking*
- *Stop Yelling*
- *Increase Sensitivity of Microphone*



*Objects at
Rest...*





*Objects in
Motion...*

Resources

- [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(20\)30460-8/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(20)30460-8/fulltext)
- <https://www.forbes.com/sites/tracybrower/2020/03/30/why-working-from-home-is-so-exhausting-and-how-to-reinvigorate/#3b9a0ac255ab>
- <https://www.psychologytoday.com/us/blog/deviced/202004/why-video-chats-are-wearing-us-out>
- <https://psycnet.apa.org/doiLanding?doi=10.1037%2F0894-4105.20.6.675>
- <https://psycnet.apa.org/doiLanding?doi=10.1037%2F0096-1523.27.4.763>
- <https://www.pnas.org/content/106/37/15583>
- <https://www.apa.org/monitor/2019/05/ce-corner-isolation>
- <https://www.verywellmind.com/multitasking-2795003>



Thanks!



Eric Keith
Chief Marketing Officer



Robert Storer
Director of Marketing

Libraries Respond to COVID-19

Meredith Schwartz
Editor-in-Chief
Library Journal



The
building is
closed;
the library
is open



LJ Survey: 94 percent of American public libraries are closed to the public

However, most still have staff working on-site

Who is Working and Where?

	% of Staff Working During the Closure	Where will staff work during the closure?		
		On site	Remotely	Mix of both
Administrative staff	97%	31%	17%	52%
Public services staff	73%	50%	21%	29%
Behind the scenes staff	69%	48%	16%	36%

Source: Library Journal Public Library COVID-19 Response Survey

<https://www.libraryjournal.com/?detailStory=covidsurveymar26>

Staff Salary Security

- 6% will not pay full time staff who can't work
- 14% will not pay part time/hourly staff who cannot work
- 16% require full time staff to use vacation or sick time
- As cities cut budgets, furloughs of library staff are becoming sadly more common

Digital Circulation Is Booming

- OverDrive saw a 37% increase in circulation of digital books from March 13 through April 8, with an even bigger wave in early April than the last weeks of March.
- Top ten categories are romance, thrillers, literary titles, mystery, suspense, historical fiction, biography/autobiography, fantasy, humorous fiction, and sf
- New digital users increased 62% year-to-date

Pivot to Distance Services

Core Offerings:

- Virtual Storytimes
 - Remote Reference
 - Virtual Book Clubs
 - One Community Reads
 - Homework Help
 - Readers Advisory
-



Innovation is Flourishing



Steal from the Best!

- Drive-in esports—Pottsboro, TX
 - Cosy COVID Community Cookbook—Evanston, IL
 - Harry Potter Virtual Escape Room—McMurray, PA
 - Reservable Zoom meeting rooms—State College, PA
 - TikTok Chore Challenge—Oceanside, NY
 - Pandemic Writing Project—Marathon County, WI
 - Your Idea Here: Doing something cool? Email me at mchwartz@mediasourceinc.com
-

The Digital Divide

- Phone services: Dial-A-Storytime, wellness checks, tech support for online grocery shopping
 - Boosting wifi to parking lots from closed buildings
 - Loaning laptops and hotspots
 - Partnering with shelters to provide access to the unhoused
-

New Solutions Create New Problems

As libraries pivot fast to implement digital alternatives, they have encountered new or newly relevant issues:

- Copyright/performance rights
 - Zoombombing
 - Privacy of participants in recordable programs
 - Captioning for the blind and print disabled
-

Fighting COVID-19

- Fighting misinformation
- Collecting PPE from public
- Making PPE in Maker spaces
- Donating PPE from conservation
- Running Fold-It on computers
- Loaning buildings to serve as fire stations, homeless shelters, food distribution centers
- Helping WHO and others manage research
- Volunteering in phone banks, shelters, etc.



What Staff Can Do From Home: Core Services

- Emergency planning updates & reopening plan
- Design and present remote programming
- Answer reference requests
- Create FAQs or “Ready Reference” answers for questions you get frequently
- Create/update LibGuides/research guides
- Social media outreach
- Purchase digital materials
- Build booklists for trending topics like bread baking
- Virtual readers advisory
- Draft, schedule, and write blog posts
- Record podcasts
- Produce video tutorials
- Reach out to local teachers to see how you can support their remote students
- Update card expiration dates
- Troubleshooting e-card creation issues
- Extend loans/forgive fines as needed

What Staff Can Do From Home: New Offerings & Getting Future Ready

- Design a virtual tour
- Document Your Community's Experience of COVID-19
- Plan fundraising, touch base with donors
- Research new and emerging technologies & products
- Exhibition planning
- Build purchasing lists for physical materials
- Apply for Grants
- Design a local history walking tour

What Staff Can Do From Home: Clearing the Backlog

- Professional Development
- Review and revise existing contracts
- Revise/update/create documentation of policies, forms, workflows, and manuals
- Digitize content, estimate how long to process backlog, quality control review of already digitized content, if applicable
- Order supplies
- Process digital records
- Authority control maintenance and deduping
- Audit your collection and metadata outdated/oppressive/racist/sexist/homophobic language
- Compare and update descriptions across finding aid databases and ILS catalog records
- Copy-catalog printed materials
- Data clean up finding aids, catalog records, and database descriptions
- Create/edit metadata
- Transcribe/translate digitized handwritten documents (diaries, correspondence, etc.)
- Add sources, links to library materials to Wikipedia
- Caption/create transcripts for videos and oral histories
- Virtual weeding using shelf list reports
- Web archiving
- Web-site maintenance and clean-up: alt-text for all images, accessibility audit website and databases , check for dead links and other out-of-date information
- Create or update and implement a style guide for all library-created materials
- Clean up shared working drives & email

What Staff Can Do From Home: Serving the Larger Community

- Scan paperwork
 - Provide research and resource support to other departments
 - Build PPE with taken-home Maker space equipment
 - Translate for speakers of other languages
 - Call center work
-

The Big Question...

LIBRARY IS OPEN



LIBRARY IS CLOSED



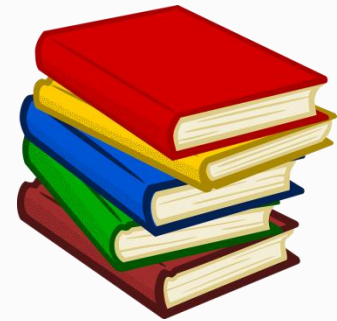
???????

- We don't have enough tests to tell who has it now.
 - We don't have enough antibody tests to tell who had it already.
 - We don't know if having had it already grants immunity, or if so for how long.
 - We don't have enough PPE for healthcare and delivery workers, let alone library workers.
 - We don't know when any of that will change.
-

...and not enough answers

The CDC and IMLS say **paper** is low risk and can be handled with a **24-hour quarantine**, while **plastic** covers should be treated like other hard surfaces, as infectious for **up to 3 days** and **needing disinfectant**.

But more research is needed.



We Do Know

- Library Workers, especially part-timers, are already seeing financial hardship—EveryLibrary and the SAA have launched mutual aid funds
 - City and higher ed budgets alike are under major economic pressure and will only get more so
 - To support staff and patron physical safety and economic security at once will be a challenge, especially in areas with political pressure to reopen quickly
-

Libraries Will Be Key to the Recovery

- Library use always goes up in recessions
- Libraries are key access points for social services
- Libraries are crucial to workforce development and job seeking
- Libraries are uniquely positioned to touch a wide swath of the community, without stigma
- Library leaders need to fight for a place at the table in communitywide planning
- Library workers at every level need to tell the story of how our service does not end at our doorstep

Want to know more?



Library Journal and *School Library Journal* have made their complete digital editions and websites free to access for the COVID crisis, so you can read all our news, best practices, reviews, and research from home or wherever you are.

Stay safe and be well!