

Official Record of Earned Continuing Education Activities Public Librarian/Library Associate

The Maryland State Library Agency monitors the certification of Maryland public librarians and public library associates.

Each public librarian and library associate are required to earn **90 contact hours** to renew their certification every five (5) years. To renew their certification, each public librarian/public library associate must submit a record of their earned contact hours.

This form serves as a record for a training activity when no formal documentation is available, such as a Certificate of Completion. The Staff Development Coordinator is required to sign to verify the validity of the learning activity.

Information Requested	User Input Details
Name of Participant:	
Name of Activity:	Plot Twist: You're in Marketing! Tips for Promoting Programs and Services at Any Level
Description of Activity:	Marketing doesn't have to be complicated—or limited to one department. In this practical, hands-on session, we'll break down simple, effective strategies to help you promote library programs and services with confidence. Learn how to identify your audience, craft clear and compelling messages, and choose the right tools to reach your community. Whether you're creating a flyer, talking with patrons, or planning an event, you'll leave with easy-to-use tips that can make a real impact right away.
Learning Objectives:	By the end of this session, participants will be able to: 1. Identify their target audience and tailor messaging to better reach them 2. Create clear, engaging descriptions of library programs and services 3. Select appropriate marketing methods based on audience and goals
Date(s) of Activity:	October 12, 2026
Sponsoring Agency:	Allegany County Library System
Number of Contact Hours:	1.0

Signature of Staff Development Coordinator

I HEREBY CERTIFY that the information provided is true and correct to the best of my knowledge.

Name:	Date:
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