<table>
<thead>
<tr>
<th>Norm</th>
<th>Examples of behaviors</th>
<th>Coaching one another</th>
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| Collective Action        | - Email and share broadly  
- Celebrate and share success throughout the association  
- Strategic planning and new directions are consulted broadly  
- Use official tools and processes  
- Document with an eye toward institutional memory  
- We work to advance our profession  
- Striving for proaction  
- Assessment for improvement                                                                 | - “Thanks for emailing me. Going to loop [x] in on this”  
- “You might feel that way, but we are all RUSA”  
- “We know Connect can be difficult to use, but it needs to go in there.”  
- “How does that advance reference and user services?”  
- “Who else needs to know this?”                                                                                                                                 |
| Respect our shared resources | - Plan actions within the constraint of resources (people, time, money)  
- Acknowledge the hidden labor of volunteers and staff  
- Thank freely and often  
- Be respectful and open about internal and external deadlines  
- Strive in our efforts for sustainable and repeatable practice and services  | - “That sounds like a great idea but do you have a timeline on how it’s going to get done?”  
- “It might not seem like it would cost a lot, a lot of time has to go into this”  
- “I’m sorry, that deadline next week, I’m not going to make it. Can I get some help to finish on time or can we move the deadline?” |