

NJLA Reference Section
Business Meeting 02-09-2009
Ocean County Library
Toms River, NJ

Members Present

Lisa Coats, President, Monmouth University Library
David Calvanico, Vice President, Mount Laurel Public Library
Michael Maziekien, Co-editor, Newsletter Nutley Public Library
Joe Fanning, Member-at-Large, Columbia High School
Sue Lipstein, Member-at-Large, Hillside Public Library
Cathy Prince, Member-at-Large, Summit Public Library
Paul Schroeder, Past President, Somerset County Library
Glynis Wray, Recording Secretary, Ocean County Library
Mi-Sun Lyu- InfoLink
Allan Kleiman
Kathy Galya
Sue Quinn
Givane Hayes
Valerie Bell
Sabrina Laspata
Janet Birckhead
Kate Gibbons
Maria Larson
Lilian Hayes
Kathy Voss—?

Introductions

Compliments to Michael Maziekien and Jenny Lichtenwalner for the January newsletter

Instituted spotlight on reference. Name recognition, adds to the newsletter content
Theme- write and article come to the meeting

Thanks to Sue and Glynis for organizing the meeting and securing the location.

Do we have anything to add or change in the minutes?
Call for approval of the minutes; Minutes have passed

All NJLA proposals have been approved. Some were proposed by other sections—all approved whether cosponsored or not.

In the newsletters you will see the list.

(I cut and pasted some of the programs from the Wiki after the meeting.)

The conference program, **One is Silver and One is Gold**, may have had the times posted incorrectly.
It will occur 9- 9:50 on Wed.

One is Silver and the Other Gold: Harmonizing Iconic and Iconoclastic Librarianship

How can traditional and iconoclastic "2.0" librarians learn to work together when their definitions of the profession seem so different? Our speaker will use examples of reference encounters to analyze the shift from system-centered librarianship to user-centered librarianship -- and beyond.

Hannah Kwon, Ph.D. student, Rutgers University, School of Communication, Information, and Library Studies; *Moderator*: Leslie Kahn, Newark Public Library

Administration and Management Section, Information Technologies Section and Reference Section

Michael had said he could not moderate the Peg Barber session. Instead, he will be participating in the panel discussion with Jim Rettig and Marie Radford from Rutgers. 3:30 on Wednesday.

Future Reference Visions: Getting There from Here

Through increasingly sophisticated chat tools and services, full immersion in virtual worlds, board slamming, application embedding on toolbars or in courseware, and a variety of other means, reference librarians are working hard to make their high-touch presence felt and valued in a high-tech information world. What future should we build for reference services, and how might we chart our course? Our distinguished panel will address these questions and invite your thoughts. Bring your compass!

Jim Rettig, President, American Library Association; Marie L. Radford, Ph.D., Rutgers University, School of Communication, Information, and Library Studies; *Moderator*: Trevor A. Dawes, Princeton University Libraries

College and University Section/ACRL-NJ and Reference Section

Peg Barber- NJLA needs moderator "What is a database anyway?" - speaker from Chicago. Her preconference is "Marketing as a Team Sport"

Marketing as a Team Sport - Preconference

Speaker: Peggy Barber, Library Communication Strategies www.librarycomm.com

Can everyone on your staff deliver the library's key message? This workshop focuses on what everyone on your staff needs to know about marketing, how it relates to good customer service and their role.

Marketing as a Team Sport will introduce basic marketing principles and give an overview of building an effective marketing plan. Participants will learn basic marketing principles, how to promote good two-way communication between the library and its key audiences, how to develop and deliver an effective message, how to harness the power of word-of-mouth marketing and build the library's "sales force." Exercises will aim to build staff's comfort level and skill in speaking for libraries and identify tools needed to support them.

Peggy Barber was formerly Associate Executive Director for Communication for the American Library Association (ALA), where she managed and implemented marketing and communication programs, including external relations and membership development. She established the ALA Public Information Office, Public Programs Office and the ALA Graphics program, including the widely known "Celebrity Read" poster series. She helped to launch the universal library logo that appears on

streets and roads across the country. She also launched the association's development program and served as the first executive director of its foundation.

Sponsor: Public Relations Committee | Moderator: Janet Brown Marler, Atlantic County Library

What's a Database Anyway? Promoting E-Resources

Today's libraries are faster, easier and more convenient to use than ever thanks to Web sites that are open 365 days a year, 24 hours a day, seven days a week. Find out how to use basic marketing and communications techniques to promote your library's virtual services: Web sites, databases, online reference and e-books. Participants will learn how to develop a plan and strategies for delivering your message.

Peggy Barber, Library Communication Strategies and former Associate Executive Director for Communication for the American Library Association; *Moderator*: Lisa Coats, Monmouth University Library

Reference Section and *Public Relations Committee* Sue Lipstein will cover moderating, if she is not available, then Glynis or then, David will moderate if necessary.

Helping Your Patrons Understand the Global Financial Crisis: Looming Economic Meltdown or Useful Teaching and Marketing Tool?

You don't have to be Warren Buffet to help your patrons find useful resources that will help them (and you!) understand what's going on with the global economy. This workshop will highlight a number of useful tools and strategies for helping public and academic library patrons find information on the financial crisis. Also included will be ideas for using this topic to market your library's services and resources to students, faculty, small businesses and community members.

Celia Ross, Stratham Research; *Moderator*: Cathy Prince, Summit Free Public Library

Reference Section

Surviving a Genealogy Reference Interview

Genealogists can be a challenge for reference librarians. They can pin you down with lengthy stories of their great-granduncle's Civil War service, befuddle you with arcane questions about probate records, and jam your printers with census records. But genealogy reference work can also be very rewarding for both librarians and patrons. Learn the basic tools and strategies for helping family historians.

Jack Simpson, Curator of Local and Family History, the Newberry Library, Chicago; *Moderator*: Jenny Lichtenwalner, Scotch Plains Public Library

Reference Section* and *History and Preservation Section

Reference Excellence Challenges: Realities & Possibilities

We all know that library budgets are really tight and users have high expectations for reference service. Coping with constant change, technology upgrades, and multiple demands on our time threaten our professional equilibrium. Despite these realities, this program challenges you to consider the possibility of outstanding and personalized service to every library user. Come to this engaging and provocative presentation to be inspired and to reaffirm excellent service as a core library value.

Marie L. Radford, Ph.D., Rutgers University, School of Communication, Information, and Library Studies; *Moderator*: Lisa Florio, Springfield Public Library

Reference Section

Making Sense of Business Reference --Preconference

Speaker: Celia Ross, MIS, Stratham Research www.strathamresearch.com

Do you wish you felt more confident when faced with a business reference question? This workshop will help familiarize you with sources and strategies for tackling questions on companies, industries, the stock market, consumer demographics and more.

Part business reference therapy, part business reference source class, this workshop will leave you with a better understanding of the business reference process and provide you with a framework for building your business reference expertise.

Celia Ross has been teaching "Business Reference 101" for RUSA to sold-out crowds since March of 2006. She is the Chair of RUSA's BRASS division. She is working on a book, "Making Sense of Business Reference" which is forthcoming from ALA Editions.

Sponsor: Reference Section | Moderator: Lisa Coats, Monmouth University Library

Radical Reference

This is an online reference service provided by volunteer library workers in a collaborative virtual setting using free/open source technology. Come learn more about how you can use this model to deliver services in your own communities (social, political, familial, spiritual, etc.). Presenters will share the five year history of the group and discuss how it collaborates, as well as give an accessible history of free/open source software.

Julie Crawford Tozer, Ocean County Library, Toms River Branch; Eric Goldhagen, Senior Partner at Openflows Community Technology Lab; *Moderator*: Lisa Coats, Monmouth University Library

Reference Section

Tweet What!?! 6 Sweet Ways to Connect with Your Customers in 140 Characters or Less

Two top twitterers will show you how to use this popular application to connect with your customers for reference, customer service, and more! Tweet your way to a network of customers and colleagues, reach new users, and get 24/7 personal and professional development using "Twitterbrarians." Learn

how to start tweeting and connecting with those who use their computers and mobile devices to send and receive updates using this simple tool.

Julie Strange, Statewide Coordinator of Maryland AskUsNow!; Amy Kearns, CJRLC; *Moderator:* Michael Maziekien, Nutley Public Library

Reference Section and Information Technologies Section

To De-wey or Not to De-wey

The buzz among libraries around the country has been the recent development of the Dewey-less library: arranging books based on words rather than numbers. The speaker will talk about steps to consider when planning such a change, as well as discussing the various Dewey-less library models from around the U.S. and Canada.

Allan M. Kleiman, Library Consultant; *Moderator:* Ilene Lefkowitz, Denville Public Library

Reference Section and Reader's Advisory Roundtable

The Year's Best Graphic Novels 2008

Update your library's graphic novel collection with suggestions from librarians around the state. Hear about the best graphic novels published during 2008 in adult, young adult, and children's categories.

Karla Ivarson, Ocean County Library; David Lisa, NJ State Library; Laverne Mann, Mercer County Library; Tyler Rousseau, Ocean County Library

Reference Section and Reader's Advisory Roundtable

Michael Maziekien is involved in NJLA Emerging Leaders. They have had two meetings so far, so we will see a lot of Emerging Leaders and new people in the newsletter. It's going very well!

David Calvanico is going to discuss his idea for a fall 2009 program.

David picking up an idea back in August -- Ref section suggested Paul collaborate with RA round table and Ref section

Why not collaborate with them for a program similar to ones jointly sponsored by the Children's Services and Young Adult Sections on NJLA.

How do they do the youth services forum?

He believes it is a good idea. He started at Cape May- it broadens their (children's librarians) horizons and energizes them.

Next steps for this program.....

Lisa said Sophie Brookover said Monmouth County library needs a lot of time to book the room. Very good for meetings. Youth services usually in October, Early November would be a good time to aim for. What availability do they have to secure a place and or time? It usually lasts all day. Keynote in morning, breakout sessions, lunch, breakout, closing. Similar to a mini conference day.

Go in with Readers advisory; Contact the incoming president; C.L. Quillen is current president. They are having a meeting soon to discuss it, collaborate on ideas. Marketing, topic specific, David will pursue- Absent members can help, travel is difficult.

Date for late March or early April for next Ref. Section meeting -- tour maybe and discussion on topic -- So much changing in reference -- location models economy different. Michael will check into Nutley—Is there any other place -- Livingstone public in Essex County just had renovation, Glen ridge, Renovation, Friends -- Elizabeth Mcdermott Redbank , Ellie Sturbo Scils, Representative Middletown

Possible date 30- 31 of March- 23- week afternoons are ok with people

Central Jersey Academic Reference Librarian group- only place where you come out with something to do. Tacking onto a meeting, having a topic or two that we can discuss. For example, “These were problems that we had in our library.”

The June event is with History & Preservation; Bob Golon is current President and will be collaborating with Lisa.

How do elections work with ref section- last year they were moved toward a later date. Closer to June. Can you stay on? They only 2 positions that term requirement is Pres. and Vice President. The others can stay on at will. Open it up to people testing the water. At the moment- we have new members: Lisa Florio- member at large- Joe Fanning- member at large 2 years. Coeditors- Michael and Jenny We need to think about it. Lisa will keep a running tab of people interested in running.

Any announcements/ Topic or discussion for next meeting/What works and what doesn't
Successes -- One thing they liked and one thing they didn't like -- Bring on thing that worked and one thing that doesn't work