A MESSAGE FROM THE SECTION PRESIDENT

Thanks for the memories… (Can you hear Bob Hope singing the tune?)

My year as president of the Reference Section has swiftly passed by. But what memories! And so many to thank for making the memories possible!

Thanks to Joan Bernstein, our now retired Library Director at the Mount Laurel Library, who encouraged me to get involved with NJLA. And our current Director, Kathy Schalk-Greene, for her unwavering support throughout the year. Thanks for letting me do this.

Thanks to the reliable information services" staff at the Mount Laurel Library who carried on admirably when I was busy with Section activities. You're the best!

Thanks to the great Reference Section board for your support, great ideas, lively discussions, and action when it came time to put plans into motion. Thanks Lisa, Lisa (yes, there are 2), Susan, Cathy, Maureen, Glynis, Joseph, and Michael. And a great big thanks to Jenny and Michael for editing this Quarterly that just gets better and better.

Thanks to all who helped make the first Adult Services Forum such a success. The Monmouth County Library Headquarters in Manalapan provided such great facilities, our presenters made it relevant for everyone who attended, and over one-hundred registered to make it a wonderful day for networking with our colleagues from around the state and talk about the hot issues of the day. Thanks to all who co-sponsored and participated throughout the day—NJLA, NJ State Library, IT Section, Administration and Management Section and the Readers' Advisory Roundtable. Our keynotes, Kathy Schalk-Greene and Marie Radford, gave us things to ponder as well.

And what about NJLA last month!? It was fun to be with Robert Lackie again as he presented his pre-conference program, Exploring the Current Web Toolbox. Thanks to Robert as well as all our other presenters throughout the week, Tony Joachim, Richard Kearney and Nancy Weiner from William Paterson University; Michael Maziekien from the Nutley Free Public Library,

and Dr Kay Ann Cassell from Rutgers University, School of Communication and Information. Links to their handouts can be found at www.njla.org.

Thanks to Elizabeth Cronin and Glynis Wray for hosting a Section meeting in February at the Ocean County Library in Toms River. We learned a lot about "Librarian by Appointment" from their successful experiences over the years. The tour of the library was a treat as always.

Thank you, Monroe Township Library and the Summit Free Public Library, for letting us have business meetings in your facilities. And for the tours! We learn so much by touring each others' libraries.

So, what's coming up? Next month, we will have a special program at the Cherry Hill Public Library, "Libraries and the Judiciary: Partnering to Promote Access to Justice," on June 18, 9:30 – 1:30. This is being presented by the Law Section of the New Jersey State Library. Space is limited so register early at nancy.gramaglia@judiciary.state.nj.us .

Elections are coming up soon, as well. Watch for information on the listserv. The Reference Section is in great hands for next year! Michael Maziekien, who has served as our Vice President this year, assumes the Presidency July 1. I'm looking forward to working with Michael in the coming year. Michael is energetic and brings new ideas to the Section. If you attended his program at NJLA, "On the Scene," you'll know that he is an upcoming luminary in the profession. One of the best ways to get acquainted with Michael, as well as many other colleagues, is to become active in the Reference Section. We invite you—and encourage you—to join us as we meet around the state in public, academic and other special libraries.

So, again, thank you to all for a great year. Theodore Seuss Geisel is attributed as saying, "Don't cry because it's over. Smile because it happened." Well, I'm smiling, because together with so many of you, it happened!

Thanks for the memories…

David Calvanico
President, NJLA Reference Section

Super Search Engines Surveyed by Super Speaker:
Robert Lackie at NJLA

Veteran speaker Robert Lackie of Rider University was a presenter for the Reference Section at the NJLA Conference this year. On April 26, more than three hours flew by as Professor-Librarian Lackie covered the various ways Google, Bing, and other well-known and not-so-well-known search engines could be utilized to their utmost potential. He mentioned that much of what he covered also has been promoted by super searchers such as Mary Ellen Bates and Greg Notess. While these search engines do not replace peer-reviewed material found in library databases, a lot of the information found in the "invisible" or "deep" Web is just as legitimate and useful for researchers. When one of the conference attendees asked how to incorporate these techniques when assisting students with library data-bases, Professor Lackie recommended starting with familiar search engines such as Google since that is what many patrons are accustomed to using, then moving on to other library resources.

Some important information he offered during his presentation was:

Always use a search engine's Advanced Search feature, if available. The majority of searches online have been found to use only two to three words in the search box; Professor Lackie said fewer, more relevant results can be had simply by going to Advanced Search and indicating what terms you do (and even those you do not) need.

Always explore the Help section of a search engine. Professor Lackie noted many of a search engine's useful features are often only found this way. He also opened his listeners up to the world of Google Labs where features (such as GOOG-411, where you can call Google for free to find businesses, et al.) are tested by users and "graduate" into official status.

Always capitalize Boolean operators. Search engines such as Yahoo! usually ignore them unless they are capitalized, and Google only uses "OR" ("AND" is assumed with spaces).

Always explore different search engines apart from the usual. For instance, France's Exalead currently is the only search engine that allows for end truncation (a.k.a. prefix search). Clicking "Advanced Search" results in a drop-down menu of options, rather than going to a new page. Exalead also provides pictures of Web sites on its results page and pie charts for percentages of the countries and languages that generated results.

Try search engines that present the topics related to search terms, much as databases do. Clusty (http://clusty.com) clusters searches and allows users to "remix" results, revealing more items and narrowing down the search.

Since the Internet Public Library and the Librarians' Internet Index recently merged to form ipl2 (http://www.ipl.org/), the new site combines the best features from both. The "A+ Writing Research Paper Guide" in the "For Teens" section is especially useful for high school and college students. The "Ipl 15 Things" list celebrating the site's birthday provides tutorials and activities on a variety of topics, such as creating blogs and wikis.

When interested in a subject, sign up for an RSS feed to databases to have articles sent to you when they are published.

To keep up with pop culture and a variety of topics, visit popurls.com. This site is a collection of links to what is most popular on sites and subjects such as Hulu, Digg, politics, and entertainment. Be aware that information about you (street address, who lives there, approximate age, satellite photo of home) often is available on sites such as The Official WhitePages (www.whitepages.com). You can opt-out of some features, but the information usually is still available elsewhere.

Visit the Internet Archive's Wayback Machine (www.archive.org/web/

ROBERT LACKIE AT NJLA (CONTINUED FROM PAGE 2)

web.php) to explore the Web's past. Pages on this site are kept by permission, which means that some copyrighted images and the like may not appear. More recent pages usually are kept in a Web site's cache.

The Internet Archive is also behind another project: The Open Library (openlibrary.org). Along with Yahoo!, Xerox, and a number of companies, universities, and countries, this site contains the content of over 24 million out-of-copyright or printed with permission books (1.2 million in full text) available for free.

The goal is to be the largest digital library in the world.

To browse subjects on a site that still utilizes human indexing, visit About.com's directory (azlist.about.com).

To browse a site before downloading and avoid potential viruses, select the preview icon (a magnifying glass) next to the site's entry in the results list.

If you want to keep up to date and cannot attend every conference you would like, Professor Lackie noted that the speakers often present their recent publications, which usually are available for free

on databases like EBSCO. In addition, he directed his listeners to Info Today (infotoday.com/), which often offers speakers' presentations for free soon after a conference takes place.

If you also want to keep up to date on search engine trends but cannot check everyday, subscribe to Greg Notess's search engine update through *ONLINE* (www.infotoday.com/online/); his update is a one-page summary of trends published bi-monthly. Databases such as EBSCO also contain a number of his informative articles.

Along with Professor Lackie's many speaking engagements and scholarly publications, he and Professor Vibiana Bowman Cvetkovic recently edited *Teaching Generation M: A Handbook for Librarians and Educators* (Neal-Schuman Publishers, Inc., 2009). For the slide presentation of Professor Lackie's lecture (which has more sites to explore, complete with hyperlinks), visit http://library.rider.edu/~rlackie/exploring/webtoolboxNJLA2010.ppt.

Jennifer Pergola
ProLibra Associates, Inc.

R U A REAL PERSON? WILLIAM PATERSON LIBRARIANS AT NJLA

Has virtual reference service been acculturated to the modern library, and vice versa? What have we learned from our experience so far? And what's next? These were some of the questions addressed in the NJLA Conference Session, "R U a Real Person? Responding to Student Questions via Chat and Text Messaging," sponsored by the Reference Section. Three members of William Paterson University's reference staff - Tony Joachim, Richard Kearney, and Nancy Weiner - provided an overview of their library's experience as an early participant in the statewide QandANJ.org virtual reference service, their recent extension of local virtual reference service using Meebo's multi-protocol instant messaging client and widget, and their

current participation in QandANJ's text messaging pilot program using Mosio's Text a Librarian software.

The Cheng Library at William Paterson was the first four-year academic institution to staff QandANJ, starting in January 2003 and now in its eighth year of participation. From the beginning, the Library's policy was designed to distribute responsibility for staffing the service among all reference librarians so as to promote maximum buy-in and provide all staff with an opportunity to get comfortable with the software. QandANJ provided the initial training on site and locally designated project managers offered refreshers as needed. Virtual reference was subsequently incorporated into the job description for all refer-

ence staff hired after 2003, and even reference interns have staffed the service to give them useful experience.

In the winter of 2007-2008 the University introduced an online academic session, posing an interesting challenge for the Library, which, like the rest of the campus, is closed during the last week of December. To meet this challenge the Library launched a local virtual reference service using Trillian's multi-protocol instant messaging software during the winter session. A year later the Library switched to Meebo's software, but instead of shutting down the service after winter session he Library retained and expanded it to include all hours when the Reference Desk is staffed, a total of 89 hours per week during the fall

and spring semesters. This year the Library is also participating inQandANJ's text messaging pilot program using Mosio's Text a Librarian software.

The panel discussed nitty-gritty issues involved in virtual reference (implementation, technology, staffing, training, etc.) and also share ideas gathered from the experience of computer-mediated reference interaction with the community. Using transcripts and other visual aids to illustrate their points, the panel stimulated discussion about the brave new era of reference.

Richard Kearney
Electronic Resources Librarian
William Paterson University

COMPUTER CLASSES NOW ONLINE @ CRANBURY PUBLIC LIBRARY

For the past two years I have been at the Cranbury Public Library, I have offered monthly and bi-monthly computer classes in MS Office, Windows Management, Digital Photo Editing, Facebook, and many other topics. These classes are offered in a traditional style where I present material on a PC via projector in a small media center where students can follow along and ask questions. While I had a regular attendance, I also spoke with quite a few of my patrons who expressed an interest in classes, but could not attend. Some indicated that they worked during the day, many commuting to NYC, and that the evenings were not a very good time for them as they were just getting home. Seniors indicated that the computer classes were too late at night for them.

Unfortunately, our library cannot offer computer classes during the day because we are a shared facility with a school. The school has primary rights to the shared media center during that time. Also, while we do have public computers, they are centrally located and receive heavy use during the day. This makes it a challenge to try and teach a computer class in the middle of the library. Furthermore, this would require denying some of our patrons access to computers during classes. I began to think about ways in which I could provide daytime user instruction for patrons who could not make it to night courses. That it when I

thought about the possibility of webinars.

I thought about how a webinar might help me to fulfill my particular goal. Using a webinar, I could offer daytime computer classes for my patrons, where they could attend from any location they chose (with internet connectivity). This meant that commuters could attend all or part of a webinar from their work PC on a lunch break, or seniors who may be less mobile could attend a computer class from their own homes. The major challenge for me was choosing software that was cost efficient, easy for users to navigate as participants, provided a simple way for attendees to get into the digital classroom, did not require downloads or installations, and would work on any computer.

In the end, I decided to use Web Huddle (https://www.webhuddle.com/), an online based Java tool which met most of my criteria. Web Huddle is a free web based meeting tool that works in all major browsers. The software itself lives and runs online which means users and presenters do not have to download any additional components. The digital meeting room has a no-frills and easy to understand interface which allows screen-sharing, slide and notes uploads, and audio with a microphone (there is no video or webcam component to this software). The administrative panel is easy to

operate and allows you to schedule meetings ahead of time with links providing an easy point of entry for patrons. Finally, entry itself is very simple, using a four field form for their name, their email, the host email address and the meeting room password (the last two which could easily be provided on a webpage or flyer.

With a choice in platform made, this winter I scheduled three webinars in February, April, and June. For the flyers, I provided not only the date and time for the webinars, but a 6-step set of instructions for accessing the webinars from our website. I was able to have one link for each class which I added to our website. For the classes, I decided to start with one hour webinars so that attendees would not have to commit a large amount of time, or have to strain their eyes too long. I also had to think about what topics would work best in a webinar style. For instance, I felt that MS Office or desktop based applications would probably not work in a webinar style, since being able to follow the steps as the instructor leads you through them is an important part of the learning process. I decided to choose classes that would lean more heavily toward providing information content such as Google Tools, Travel Resources on the Web and Advanced Internet Searching.

On February 3rd, I held the

first of these webinars. Amazingly, I did not suffer any technical difficulties and patrons were able to reach the online meeting room without any problems. I started the webinar with a brief welcome and introduction to the interface, specifically the chat box where patrons could interact with me. The screen sharing was visible and clear to attendees and there was limited lag as we navigated the class. The webinar itself was a great success. We only had four patrons attend; however, we had a lively Q&A throughout as I presented the topic and they all were nice enough to comment that they enjoyed their experience in the webinar.

From the standpoint of a library instructor, I was very happy with the overall experience in both presentation and user interaction. As I teach the next two webinars, I hope to continue to solicit feedback from patrons about their user experience in the space, as well as solicit topics they might be interested in learning about for which a webinar might be a conducive medium. For those who may be interested in user instruction in this format in a public library setting, or just plain curious, please contact me at baldwin@cranburypubliclibrary.org.

Douglas Baldwin
Systems Administrator
Cranbury Public Library

THINK BEFORE YOU PRINT: AN EARTH DAY EXHIBIT

In honor of Earth Day 2010, the Evelyn S. Field Library at Raritan Valley Community College created an intriguing display to demonstrate how much paper is wasted by careless printing in the library. Several semesters ago, we set our printers to default to double-sided printing, which has cut down on the amount of paper and ink used throughout the year. However, many of the pages that are printed in the library are simply forgotten or abandoned at the printers, resulting in a lot of waste. On the first day of classes in January, library staff began collecting the sheets of paper that were printed and never claimed from the four print stations in the library. We stored these pages in the Reference/Instruction Librarian's office so that we could make an impactful statement around Earth Day. By April 9, it was estimated that more than 15,000 pieces of paper had been abandoned at our printers. And this number does not even include the pages that were responsibly recycled (or irresponsibly tossed in the trash). Using calculations available at Conservatree.com, we estimated that one entire tree would have been used to make those 15,000 wasted pages. The collected pages were stacked in a glass case for an eye-catching display near our entrance. Signs — printed on sheets of paper that had been abandoned at the printers — explain the display and relevant statistics. One student admiring the display was overheard commenting, "Oh, I bet there's some of my stuff in there!" We've received a lot of comments about this impactful display and hope it will encourage students and patrons to "think before you print."

Megan Dempsey
Reference/Instruction Librarian
Raritan Valley Comm. College
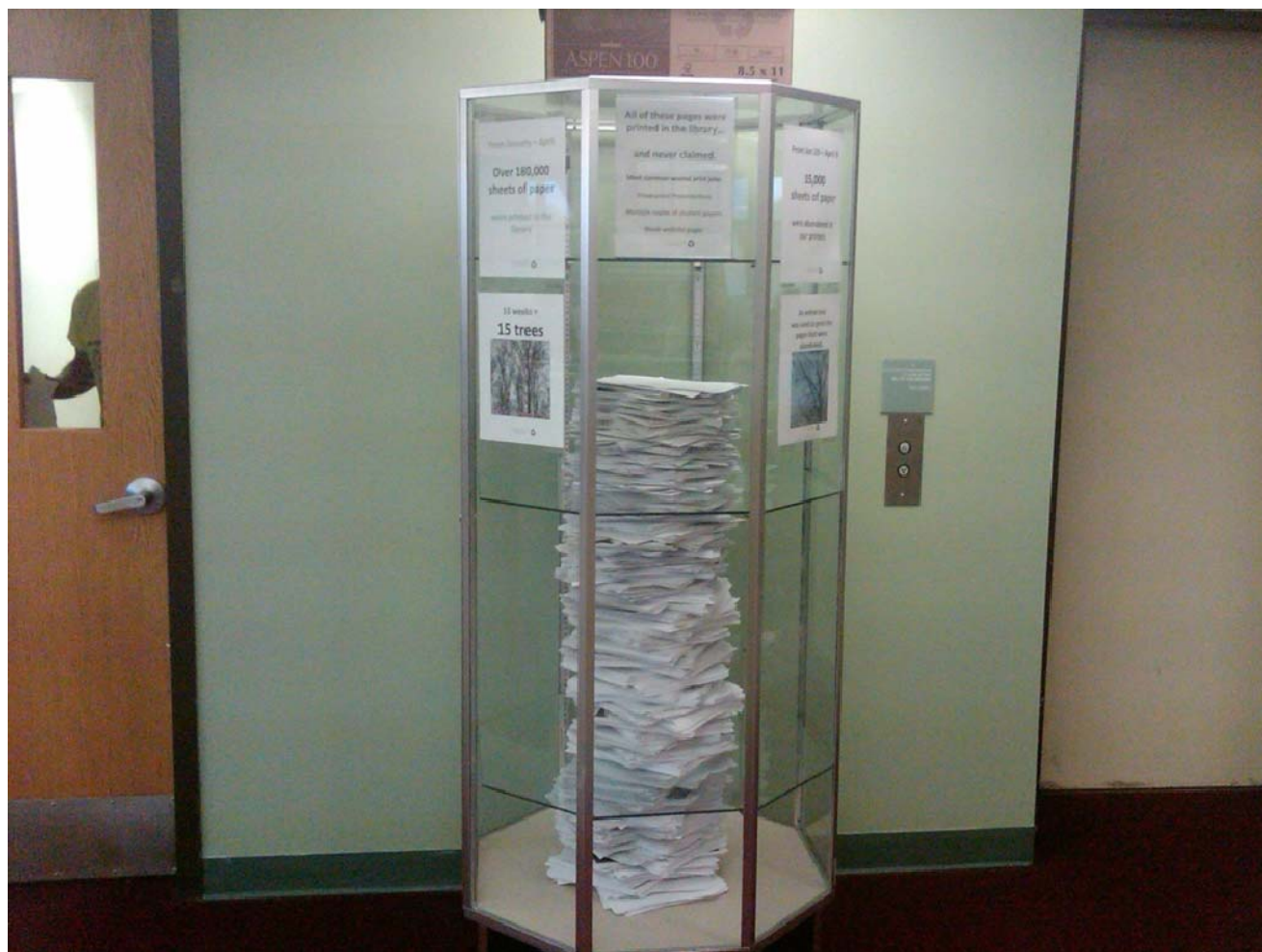
NJLA: Reference Section

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Interested in becoming a co-editor?
Let us know!

NJLA Reference Section Mission Statement

The section fosters professional development and networking opportunities for reference librarians. Members plan continuing education programs, including a major workshop during the year, programs at the annual NJLA Conference, opportunities to interact with colleagues and tours of specialized libraries or collections.

It is the goal of this newsletter to provide a forum for New Jersey reference librarians, from public, academic and school libraries, to read and write about the issues that they face.

Libraries and the Judiciary:
Partnering to Promote Access To Justice

Don't Miss This Training Opportunity to Enhance Access to Justice and Promote Cost-Effectiveness in Libraries

Friday, June 18th 2010
9:30 am—1:30 pm

Cherry Hill Public Library

To register for this training, email Nancy Gramaglia, Litigant Services Manager, Administrative Office of the Courts at:
nancy.gramaglia@judiciary.state.nj.us
Space is limited. Enroll today. Your attendance will be confirmed via email and will be determined on a first come, first served basis.

Reference Section Board Meeting to Follow
RSVP to David Calvanico (davidc@mtlaurel.lib.nj.us)
if you plan to attend the Board Meeting

For More Information Please Visit:

http://njla.pbworks.com/Reference+Section+Events