

NJLA Reference Section Business Meeting  
23 October 2008, Seton Hall University  
Coffee- 9:30  
Meeting 10-11:30 am  
Tour of Walsh Library

### **Members Present**

Lisa Coats	President	Monmouth University Library
David Calvanico	Vice President	Mount Laurel Public Library
Jenny Lichtenwalner	Co-editor, Newsletter	Scotch Plains 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 FPL
Nancy Madacsi	Centenary College (on conference call)	
Lisa Florio	Springfield Public Library	
Richard Stern	Seton Hall University	
Glynis Wray	Ocean County Library	

### **Agenda**

#### **Call to Order and Introductions**

#### **Minutes**

Copies of the August 8th meeting minutes were passed around and then approved from last meeting at Monmouth University Library.

They were very detailed minutes taken by Janet Birkhead. Corrections were made to Newsletter coeditors.

#### **Vote on Member at Large and Recording Secretary**

Glynis Wray will take today's minutes and Lisa nominated Glynis Wray to be Recording Secretary.

The motion Passed.

Lisa then nominated Lisa Florio from Springfield Public for a member at large position.

That motion passed.

The committee now has four Members at Large.

Lisa offered congratulations to our newsletter writers. <http://njla.pbwiki.com/Newsletters>  
Paul Schroeder is ill he apologizes that he won't be in attendance.

#### **Upcoming events**

#### **Collaborations with sections or roundtable**

**Special Populations** Katherine Ellen Stringer, President possible co-sponsor for diversity program.

Report from Glynis Wray on diversity database at location (Toms River)

Toms River can host a meeting in January showcasing the Diversity Database in a combined program with Sue Lipstein.

Report from Sue Lipstein on INFOLINK grants and possible speaker Cheryl O'Connor Grants that library had to apply for 500 dollars and the end of grant plans had to be in September.

Sue's library grant focused on Spanish language with a Spanish webpage and a Spanish speaking information packet. That keys a lot into what we are doing.

We want to do this towards the end of January or February, 2009. Title of event might be something like "National and Local Diversity and How You Might Fine Tune National and Local Library Programs".

This will be one program with both items on grants and diversity.

**History and Preservation** Bob Golon, President of History and Preservation, Lisa Coats, Julie Senack, Director of Atlantic City Free Public Library and Heather Halpin, Archivist at ACFPL will meet 11/14/08 to plan June 12, 2009 event at ACFPL.

Combined program on historical research Heather Halpin gets a lot of requests for genealogy. How do you deal with local history, geography, land issues, memorabilia?

### **Conference planning meeting**

Lisa attended conference planning meeting in September

New Jersey Libraries Rock is the theme for the 2009 conference in April

### **Programs for NJLA Annual Conference**

**Readers Advisory** CL Quillen, President

One of their projects is merchandizing the collection. How to draw attention to the collection? Do people want to come and talk about this?

We may want to consider doing it as an event.

Where are you going to put popular titles?

Laurence Harbor Branch of Old Bridge PL semi-Deweyless system

Every library is going to merchandise in a different way. It will vary according to size of collection.

Maybe, this could be a possible speaker at an upcoming meeting. Another option would be to wait a while. Maybe we could have a meeting there... and ask questions.

Discussion:

What does *semi deweyless* mean?

The library was talking about creating neighborhoods in the stacks travel neighborhood, also put foreign language things out also. National stores go in and collect data and figure out what you buy. How far beyond our comfort zone do we want to go? How do we not become obsolete?

Another program might include Allan M. Kleinman's (Past President of Special Populations) visit to Croatian Library Association and libraries in Zagreb and Pula. Maybe we could invite Marija Dalbello or Marta Deyrup at Seton Hall University. Seton Hall Library has done digitization with Croatia. We could also include UNC programs for study abroad in Prague and Oxford.

Discussion:

Do we know what he will speak on? We could invite students from LISSA who have or might participate in the program.

### **Preconference Business Reference 101**

Celia Ross has gained over a decade of practical business reference experience in a variety of settings, including a venture capital firm, a large public library, a global consulting firm and academic libraries. She has conducted business reference workshops for Chicago area library groups since 2002. Ross developed Business Reference 101 for RUSA in 2005 and has been teaching it to "sold out crowds" since March of 2006. She is active in ALA and was recently elected chair of RUSA's Brass division. She is also a member of the Special Libraries Association and the Association of Independent Information Professionals. She is working on a book, *Making Sense of Business Reference*, which is forthcoming from ALA Editions.

Michael gave us a site where we could preview content of Ross's programs. He has added to delicious page on delicious.com -- nutlstaff -- look up under business. Blurbs on Celia can be found on RUSA website.

### **Business Reference Session with Celia Ross**

She will also do another program for Reference Section.

### **Genealogy Reference**

Cosponsored with History and Preservation

Speaker: Jack Simpson, Author of *Basics of Genealogy Reference: A Librarians Guide*  
He has worked on book in genealogy reference. This would most likely be a 50 minute session with a book signing. He works at Newberry Public Library in Chicago.

Note this is Celia's husband – see above – and will be traveling with her

Discussion:

Local history collection – Xerox or digitization. How do we do that?

Can we persuade administrations to digitize?

### **Radical Reference: Community Librarianship with Free Software**

Radical reference is a group of library workers who believe in social justice and equality. Working in a collaborative virtual setting and using free open source technology, Radical Reference is dedicated to information activism to foster a more egalitarian society. Come learn more about how you can use this model to deliver services in your own

communities. Presenters will share the history and discuss how the five year old international group collaborates, as well as give an accessible history of free/open source software.

Radical Reference originated as a service provided by volunteer library workers from all over the United States to assist activists and independent journalists at the Republican National Convention in New York City August 29- September 2, 2004. Whether it is on the street, in the classroom, or on the exhibit floor, Radical Reference supports activist communities, progressive organizations and independent journalists by providing research assistance, education and access to information. More information can be found at <http://www.radicalreference.info>

### **Twitter online reference service**

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

Julie Strange, Statewide Coordinator of MarylandAskUsNow! (<http://strangelibrarian.org/blog>) and Amy Kearns, Program Coordinator of CJRLC have agreed to speak. Their program is outlined below.

Two Top Twitterers show you how you can use this very popular (1 million plus users and growing!) application to connect with your customers for Reference Service, Customer Service and more! Find out how to tweet your way to a network of customers and colleagues while saving time! Reach new users and get 24/7 personal and professional development using Twitterbrarians! Many libraries use Twitter – find out how and why and learn how to get your tweet on to start connecting with those who use their computers and mobile devices to send and receive updates using this simple tool.

The goals will be:

Attendees will be able to explain what Twitter is and how to tweet (send a Twitter message)

Attendees will be able to identify what libraries (or other info services, i.e., Julie's) are doing with Twitter

Attendees will be able to say why they should care what Twitter is

Attendees will leave with some ideas/suggestions for how Twitter might be useful in their own libraries/lives through brainstorming and presentation

We plan to do a live demo of using Twitter and also do some brainstorming with the group with whiteboard on the possible uses of Twitter.... we will have an online site to share those ideas as well as our presentation and info - instead of hand-outs.

### **Quality Customer Service**

Speaker Marie Radford presentation adapted from ALA and recently at Rutgers. It is another NJLA conference session that we will be sponsoring with Prof. Marie Radford from SCILS. While we sponsored a session last conference on chat reference with Marie, Lisa attended a fabulous Beta Phi Mu presentation at Rutgers a couple of weeks ago that she adapted from her longer ALA workshop in July. It is on quality

customer service and it is really funny while being very practical. So, after Marie offered to do a session at NJLA for us (she is a Reference Section member), Lisa checked with Heidi Cramer and a few others to see if sponsoring another one with Marie would be acceptable. They said it would be great and a proposal will be submitted.

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

Proposal submitted by Leslie Kahn, President of Administration Section  
Cosponsored with Administration and IT sections

Speaker: Hannah Kwon, PhD student at SCILS

Description: How can traditional and iconoclastic “2.0” librarians learn to work together when their definitions of the profession seem so different? In a reprise of her Reference Renaissance presentation, the speaker will use examples of reference encounters to analyze the shift from system centered librarianship to user centered librarianship.

50 minute session—

Public Relations Committee pre-conference workshop with presenter (Peggy Barber) may do a session we would sponsor -- tentative program no topic yet.

Peggy Barber is doing another interesting program for SJRLC membership meeting on Dec. 11<sup>th</sup>. See SJRLC membership meeting info.

### **Plan of Action**

Who can help with what?

Lisa would like to know you guys can email what your interests are to her. Do you want to moderate a session? If so, email her.

Do you want to be person who is main contact for any of these programs? If so, email Lisa.

Next business meeting

Tuesday December 16, 2008 from 3pm-5pm at Cherry Hill Public Library

We may have a possible second location with speaker phone.

Nancy from Centenary College Library invited Section to have a meeting or event there.

What would you like to see on a tour at Cherry Hill Public Library? Anything new that they have put in. Ideas... email Lisa.