

Ref, Tech & Tango

Adult Services in Action

PROGRAM DESCRIPTIONS

Morning Keynote: Kathy Schalk-Greene, Acting Director, Mount Laurel Library

Program A1: DIY- How to Stream Your Presentations on the Internet

John Porcaro of NJCU will demonstrate just how easy it is to stream your presentations on the Internet and reach more patrons than ever before... all while streaming the actual presentation! Webcasting is an easy way for libraries to connect both with colleagues and library users. This program will include a basic webcasting how-to, ideas for webcasting uses for Academic, Public, and School libraries, and a take-home webcasting guide. This program is best for anyone new to webcasting, as well as old pros looking for new ideas and tools.

Presenter: John Porcaro, New Jersey City University

Program A2: Management Issues in Adult Services

A free wheeling discussion of hot topics in adult services from the management point of view, including Is Reference Dead?, Alternatives to Dewey, What to Do When the Adult Services Budget Is Cut, and more. Moderator: Christine Hill, Willingboro Public Library.

Panelists: Leslie Kahn, Newark Public Library; Joseph Da Rold, Plainfield Public Library; Deb Poillon, Director of Cape May County Library

Program A3: Creating, Marketing & Maintaining Your Adult Services Graphic Novel Section

Graphic novels are popular with all segments of a library's customer base. The format has become so popular that many libraries have begun to segment their collections into young adult, children's and adult graphic novel sections. This presentation will acquaint you with the steps necessary to create your adult graphic novel section, fill it with items that your customers want and market it to make it successful!

Presenter: David Lisa, New Jersey State Library, Urban Libraries and Adult Services Specialist

Program A4: Beyond the Bestseller: Marketing more than just your Backlist

Do your customers race in, grab their holds and race out? Are you out of ideas for letting them know about other great books? Members of the Readers Advisory Round Table will facilitate an interactive discussion about how to market to customers who don't have time to linger and browse. You'll leave today with 10 or more new things you can do this week to merchandise with a minimum investment of time to generate maximum results.

Panelists: Ilene Lefkowitz, President, Readers' Advisory Roundtable and C.L. Quillen, Past President, Readers' Advisory Roundtable.

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Program B1: Outreach 101: Me Plus You!

This interactive session will focus on a variety of practical outreach and programming ideas that can be used in libraries of all types for "special populations" ranging from Gen X to the elderly. To get the session "moving," the speaker will begin by presenting 25 ideas in 20 minutes. Attendees are asked to bring an idea or ideas with them (along with handouts) that has worked in their library or they have read about to share with the group.

Presenter: For over 30 years, Allan M. Kleiman, MLS has shared his expertise as a speaker, workshop leader, library school instructor and author in the area of library service to adults & older adults, collection development, diversity and technology. Past President of the NJLA Special Populations Section, Allan was the 2006 recipient of the Margaret Monroe Award for Adult Services from ALA. Currently he works at the South Plainfield and Montville Public Libraries as well as being a library consultant.

Program B2: What's on Your Wall? Successful Art Programs for Libraries

People need art + Libraries need people = Libraries need art! Join us for a lively discussion of effective art gallery management, displays and exhibits for public libraries.

Presenter: Meg Ruisch, Senior Library Assistant to Information Services and Art Gallery Liaison, Ocean County Library, Toms River Branch

Program B3: QandA Texting

Texting the Library...for Fun & Profit

New Jersey libraries, with support from the QandANJ program, are now offering free text message reference. Find out how this service has been implemented and how it has been received by the public.

Presenters Jane Brown and Leslie Kahn head reference services at the Princeton and Newark Public Libraries, respectively.

Program B4: Recreating Reference & the Role of Librarians

Information evolves, and the field of reference adapts to follow it. Adult Services Librarian Michael Maziekien (Vice-president, Reference Section) will moderate an open discussion of the trends, challenges and technologies embraced by modern reference librarians.

Learn—and share your ideas—about what the future may hold.

Also on panel, Karen Parry, Manager Information Services, East Brunswick Library

Closing General Session: Marie L. Radford, Ph.D., Associate Professor & Library Consultant, School of Communication & Information, Rutgers, The State University of New Jersey

The NJLA Store will have a table at the Forum.
Don't forget to bring cash, check or your credit card to purchase great gifts!