

# REFERENCE SECTION QUARTERLY

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[HTTP://WWW.NJLA.ORG/SECTION/REFERENCE](http://www.njla.org/section/reference)

MESSAGE FROM THE PRESIDENT

**CONTENT & CONNECTIONS:  
LIBRARIES & COMMUNITIES BUILD THEM TOGETHER**



Welcome to the Reference Section Quarterly. Thank you for taking the time to check us out. This issue will highlight and reflect on NJLA's 4th Annual Adult Services Forum, Content & Connection: Libraries & Communities Build Them Together. The Forum took place at Monmouth County Library Headquarters, in Manalapan, NJ on Monday, October 22, 2012.

In reflecting on our Forum, one word resonates, collaboration. After months of planning, it was rewarding to see librarians come together to create a day filled with rich and engaging programs to better help communities, libraries and librarianship. Joan Moss and the staff at Monmouth County Library Headquarters went above and beyond in meeting our facility needs and NJLA, the NJ State Library, Library LinkNJ graciously sponsored this event as well various sections, committees and roundtables of NJLA.

The day started off with Dr. Joe Sanchez's keynote, Play Between Spaces: Community, Relevance, and Authenticity in Adult Reference, and throughout the day panelists and presenters continued to highlight ways to help and discover more about the communities which we encounter every day as librarians.

For session A programs, participants had the option to select from three programs. A broad panel discussion focusing on health information provided by libraries, titled Here's to Your Health was presented by Elsa Bruguier, Margaret Deng, Leslie Kahn, and Micki McNytre. Melissa Brisbin presented on the current state of eBooks with her program

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Please visit  
the Reference Section wiki  
at [www.njla.org](http://www.njla.org)  
and [Facebook page](#)  
devoted to the 2012 NJLA  
Adult Services Forum  
for more information.

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titled OverDrive and New Jersey Libraries. Stephen Carter and Allen McGinley presented Makerspaces which was a focus on how makerspaces bring together creativity and innovation.

During our session B programs, Alex Tretiak presented, I'll Take Content Creation for 100, Alex, a focus on the various ways of how libraries foster content creation and interactive life-long learning. Natasha Peter presented, NJWorks@yourlibrary, ways to connect job seekers to resources through key partnerships. Chrissie McGovern and Mary Ecklund discussed on a panel ways to engage adult readers during the summer by representing the NJLA Summer Reading Committee.

Our session C programs, gave participants the option to choose between

two programs. If \*They\* Build It, They Will Come: Communities' Collections @ Their Libraries, was a panel discussion focusing on local artists' information files, community involvement in library exhibits and programs, and scenes on the NJ Digital Highway. Meagan Denigris, Leslie Kahn, and Arthur Merchant were the panelists. The second program offered was Transmedia Storytelling, how to use multiple platforms to tell an engaging and interactive narrative. Doug Baldwin presented this program.

In concluding our Forum, Kathleen Moeller-Peiffer gave updates from the NJ State Library and Karen Klapstuck gave NJLA updates. Also a raffle was drawn and four lucky participants were able to go home with prizes. Throughout the day participants were able to shop at the NJLA store, learn about the most recent eBook gadgets at Emerging Tech-

nologies' Gadget Garage, discover some more benefits of being a member of NJLA at the Member Services Committee table and learn about upcoming reading programs at the NJLA Summer Reading Committee table. Also a tasty assortment of refreshments and lunches were provided by Twin Oaks Caterers. If you did not get a chance to checkout our Forum, no worries, you can see presentation slides on [our wiki](#). Also we have a [Facebook page devoted to the Forum](#). This page has presentation slides, trivia, as well as photos taken throughout the day.

I look forward to another solid set of programs sponsored by the reference section at the 2013 NJLA Conference and I hope to see you at next year's Forum as well.

*Enjoy the issue!*

**Nick Van Dorn**





## UNLEARNING AND LETTING GO JOE SANCHEZ, PH.D., DELIVERS ADULT SERVICES FORUM KEYNOTE



We're often told the future of libraries depends on librarians advancing their knowledge and learning new skills. Rutgers University professor Joe Sanchez, Ph.D., believes the future of libraries also depends on something else: unlearning some deeply held assumptions on how libraries should function.

"You can make a case that we need more unlearning than lifelong learning," said Sanchez, the keynote speaker for the NJLA Adult Services Forum, held Oct. 22 at the Monmouth County Library headquarters.

A charismatic academic who has conducted extensive research on social media and virtual worlds, Sanchez

gave attendees a lot to think about in the keynote entitled, "Play Between Spaces: Community, Relevance and Authenticity in Adult Reference."

The address also called for a shift in approaches to programming as well as adapting technology to the library environment in more holistic and meaningful ways.

"Too often," said Sanchez, "the focus is on the mechanics of a particular technology rather than understanding it."

"I'm all about new technology," he stated in a post-forum interview. Yet, in the race to adopt new technology, libraries sometimes miss the larger picture, which in Sanchez' view is content creation and the critical role librarians can play in facilitat-



ing collaboration and creativity.

"The core competency is not learning how to consume a particular technology," he stressed. "The core competency is teaching patrons or users how to get their ideas, express them and broadcast them." And if library programs are losing attendance — lack of promotion isn't always the culprit.

"We put a lot of hard work into creating innovative programs. We get attached to them and end up representing the program," he explained. "The question we should be asking ourselves is, 'How can we better represent our community with programming?'"

Sanchez pointed to the "I Remember Piscataway" Oral History Project Program as an example of a library program that facilitated content creation and engaged its community. The Piscataway Public Library recorded the stories of current and former residents and also converted oral histories recorded in the 1970s to digital format that were later archived on the Library website.

"They held events and used technology to get the community involved," Sanchez said. "They took a risk. The staff was given time to create the project and in the end a resource was created that the community could come back to."

*Cynthia Tavlin*  
Reference Librarian  
Bergenfield Public Library

## HERE TO YOUR HEALTH

Union County College's Plainfield Campus Librarian **Elsa Bruguier** related innovations in information seeking and delivery via iPad. She initiated a program of keeping a reserve collection of three iPads, in part to create some excitement for her users so that the library might be their first choice, not a last resort. Sensitive to her student body's somewhat older and less affluent demographic level, Elsa, who already promoted library services with QR codes, sought to provide access to the app educational experience.

In the absence of standard review sources for apps that would enhance learning, she nonetheless discovered good ones for the various programs at her campus. Because both faculty and students seem currently to show a preference for print materials, and because time pressures are heavy (most students work full-time or part-time and have family responsibilities), usage has not exploded, but some

students have appreciated the visual representations—for example, anatomy for nursing and allied health, words

and expressions for American Sign Language.

**Margaret Deng**, also of Union County College, but from its Elizabeth Campus Library, described a partnership between the college library and Trinitas Hospital. An an-



Moderator Leslie Kahn introduces session panelists

nual financial allocation to the library contributes to the nursing collections. The relationship also forges a link with the community.

Speaking from the notes of Newark Public Library's **Ingrid Betancourt**, who fell ill that day, program moderator Leslie Kahn described another collaboration - between the Library and the National Alliance on Mental Illness of

New Jersey (NAMI NJ) - to present a series of informational workshops about mental health for Latino communities. ADHD, bipolar disorder,

coping skills for family members, depression, problem solving, stress, stigmas surrounding mental illness, and other topics were addressed. Staff of the Newark Public Library's Sala Hispanicoamericana had long noticed the number of requests for information about such

subjects, and NAMI NJ proved the perfect partner, as it offers a free 12-week Family-to-Family course, a NAMI Basics program for parents and other caregivers of youth with mental illness challenges, and various multicultural outreach programs for South Asian, Chinese, Latino, and African American families.

**Micki McIntyre**, the coordinator of [www.healthynj.org](http://www.healthynj.org), described improvements to this frequently consulted web site hosted by UMDNJ (now Rutgers). New Jersey librarians regularly point community members to the carefully vetted resources that explain diseases and conditions. Micki reminded the audience of the wealth of material in Spanish, sources for children and teens, and the greatly enhanced "Health in New Jersey" sections for community service organizations, government agencies, health care facilities and providers, professional organizations, providers of healthcare degrees, health statistics, and more.

Looking into the background of a doctor? - HealthyNJ steers you to New Jersey's Division of Consumer Affairs, where you can even check for legal actions against a physician. Also valuable are the many Interactive Tools, such as those for quitting smoking and those for military veterans.

**Leslie Kahn**  
Supervising Librarian  
Reference Division  
Newark Public Library





## ADULT SERVICES FORUM: MAKERSPACES



Increasingly, libraries are becoming centers where the public can learn about and experiment with new media, tools and technologies. One approach to this is the Makerspace. **Steven Carter** of the Rutgers University Makerspace Association and **Allen McGinley** of Piscataway Library presented a lively session on Makerspaces.

What are Makerspaces? Also known as Hackerspaces or Fab Labs, these are locations where people with a common interest, often in computers, engineering, inventing, or digital arts, can meet to socialize, collaborate, and create, sharing tools and media they might not easily obtain as individuals.

A typical Makerspace might be outfitted with 3-dimensional printers, laser cutters, and micro-controllers such as Arduino boards. The setting can be a workshop or laboratory, or a just mobile cart that can be moved from one location to another.

Steven described Rutgers' efforts to foster Makerspaces throughout the

state, in businesses, schools and libraries. This is the mission of the newly formed **New Jersey Makerspace Association** (<http://www.njmakerspace.org/>).

He pointed out the opportunities for libraries to provide **Hackathon** and **Maker Fair** programs, and partner with local businesses, schools and colleges to foster innovation, entre-

preneurship and STEM (Science, Technology, Engineering, and Mathematics) training. The NJ Makerspace Association offers technical consultation on how to set up a Makerspace, and hopes to develop a turnkey setup for use by libraries and other venues.

Steven shared examples of libraries that have established Makerspaces or more arts-related **Digital Media Labs**. Notable examples include the libraries of Westport, Connecticut, Oak Park, Illinois, and Escondido California. A number of librarians in the audience discussed programs and plans to create library Makerspaces here in New Jersey. Stay tuned!

Slides from the presentations can be found at <http://www.slideshare.net/mcginley2/makerspace-presentation-oct212012> and <http://www.slideshare.net/mcginley2/libraries-maker-culture>

**Barbara Laub**

*Head of Technical & Adult Services  
Maplewood Memorial Library*



## PUBLIC LIBRARIES: A CREATION SPACE



At a time when fears of public library relevancy abound both in and out of our profession, this year's Adult Services Forum showcased a vision of the potential future of the public library. The traditional function of the public library was to exist as a community resource providing free access to self-educating materials; namely books and other physical materials.

Despite the library professionals' awareness of the plethora of roles the public library serves, much of



the public still asks what relevancy will the public library have without physical books? One potent answer is for the public library to build upon its core function as free self-education resource, only now with an array of tools and training rather than just physical materials. The term makerspace has become expression of this idea.

Two programs at the NJLA ASF showcased this outlook: Alex

Tretiak's "I'll Take Content for 100, Alex" and the Makerspaces presentation.

**Alex Tretiak**, Reference Librarian at the Rockaway Township Public Library, provided some very unique examples of innovative tool-based programming. Alex spoke of his work creating different "spaces" at his library, including a **Writer's Space**, **Editor's Space** and **Musician's Space**. In each of these spaces, Alex supplied patrons with free tools along

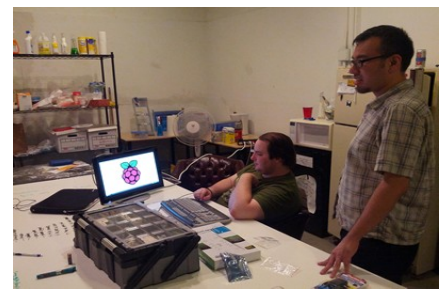


with training to help them, well, help themselves! The Musician's space involved the use of tools like Audacity, a free sound editing program, for patrons to edit their own music or other audio pieces. Alex also offered a similar option in the Editor's space, utilizing free tools like Lightworks to edit their own video.

Makerspaces are mainly associated with technology: creating robots, open-source programming, etc. However, makerspaces can be almost anything that includes the formula of providing free tools and training. At the **Hoboken Public Library**, I've put together a few different models playing on the makerspace idea. First, we've partnered with a local, private makerspace in Hoboken called [Makerbar](#) who will provide an initial hands-on workshop using sol-

dering irons to create a joule thief, which is an easy-to-make project that will recycle batteries to power a flashlight. This group is a technology based group and I hope to partner with them for regular workshops. However, I also started a series called **Hoboken DIY** about a year and a half ago that brings in local businesses, organizations or individuals to teach a unique workshop each month. Workshop topics have included cake baking, bread baking, indoor gardening, home beer brewing, recycled sculpture art, drawing/writing comic books and much more.

While these programs vary from month to month, I believe it shows that a public library can build a unique space with tools and education that can come in just about any format and level of complexity. The key: know your local community and build a "space" that will be appropriate for them, be it a gardening space, cooking space, musician's space, etc. In the end the public library should foster education and



self-improvement opportunities: work like what Alex Tretiak is doing is the next way this can happen at the public library.

**Matthew Latham**  
Program Coordinator /  
Reference Librarian  
Hoboken Public Library



## IF \*THEY\* BUILD IT, THEY WILL COME

“Service *with* the Community...and Enlightened Self-Interest: Reviving the Newark Artists Files,” by **Leslie Kahn**, described the evolution of local Newark and New Jersey vertical files maintained by librarians into a collection by artists themselves.

With primary sources, such as announcements of shows and classes as well as articles and even examples of art work, the artist files are valuable to students and collections; they also serve emerging artists, as collectors are likely to take interest in artists about whom they can find information.

Over the years, in return for resources provided to artists, many have supported The Newark Public Library: advocating at City Council meetings for its budget, donating art work, or simply telling its librarians of the value it provided to their creativity. New Jersey librarians using



the statewide reference service for art questions also benefit from NPL librarians' consultation of the artist files. For the presentation text, please see <http://tinyurl.com/njlaasf2012>

Genealogy and Local History Librarian **Meagan Denigris**, in her pres-

entation, “Local People, Local History: Community Involvement in Library Exhibits & Programs,” provided accounts of two projects—one about the Morro Castle Disaster, the other about the Hindenburg Crash. Ocean County Library staff listened to contributors' stories and then, using the most appropriate technology, gave expression to those stories with posters, graphics, websites, exhibits, and programs. Meagan provided each member of the audi-

ence with beautifully designed handouts made from archival paper. For more, please visit the [Adult Services Forum wiki](#).

**Arthur Merchant** outlined the background of the [New Jersey Digital Highway](#) and illustrated Clarence Dillon Public Library's utilization of the NJDH to highlight its local history collection. The processes used of scanning photographs and implementing the Work-

flow Management System for metadata permits searching and viewing diverse image formats.

Take a look at the impressive results! —They are at both the [NJDH site](#) and at [www2.youseemore.com/ClarenceDillon/default.asp](http://www2.youseemore.com/ClarenceDillon/default.asp)

**Leslie Kahn**  
Supervising Librarian  
Reference Division  
Newark Public Library

## EVER-CHANGING eBook LANDSCAPE

What eBooks should our library purchase? Which devices should we offer our patrons? **Melissa Brisbin**, Head of Emerging Technologies for Cape May County Library, addressed these and other questions in her presentation OverDrive and New Jersey Libraries: The Saga Continues How to download ebooks to various devices, and the current state of eBooks, at the NJLA Adult Services Forum on October 22, 2012.



Melissa Brisbin answers questions

She covered a lot of ground, giving time and attention to questions from those of us who are often confused by the ever-changing eBook envi-

rons. In addition to discussing OverDrive's role and the limitations brought on by publishers, Melissa talked a bit about the devices avail-

able to staff at her Cape May County Library.

The best part: the Petting Zoo! Melissa came equipped with an arsenal of eReaders, including the Samsung Galaxy tablet, Kindle PaperWhite and the iPad, which she made available to participants throughout the day. It was a rare opportunity to explore these devices and ask questions. This presentation was a highlight of the day.

**Amanda Eigen**  
Reference Librarian  
Maplewood Memorial Library

## SUMMER READING AND ADULT READERS

**Chrissie McGovern**, Youth Services Librarian of Matawan-Aberdeen Library and **Mary Ecklund**, Young Adult Librarian of Old Bridge had a mission to fulfill in addition to sharing their expertise about Summer Reading Groups during their session entitled NJLA Summer Reading Panel: *Ways to Engage Adult Readers During the Summer*. They are both members of NJLA's Summer Reading Committee and their mission was to recruit Adult Services Librarians to their committee. Yes, we had operatives in our midst!

Fortunately, they were entirely out in the open about it and it seemed from the interest and expertise in the audience that they may have been successful. Al-

though the big boxes that arrive in the fall from the Summer Reading Committee are labeled Summer Reading Coordinator and probably much of the time it's assumed that the material is just intended for Children's Librarians, they also contain valuable resources for YA and Adult reading groups.

Materials include programming ideas, crafts, publicity material, templates for soliciting support from local organizations and businesses

and coupons and catalogs for low cost trinkets and apparel that can be used for prizes as well as for library crew attire to further publicize the programs.

As Chrissie and Mary walked us through the box contents, they shared their own program setups and their particular challenges. Chrissie works in a small library and meets



Chrissie McGovern and Mary Ecklund promoting the program

the limitations of being one of 2 librarians on staff by enlisting the help of the Circ staff to talk up and administer the program. She rewards staff by including them in the prize awards based on how many people they sign up to the program. She also does not include a review component since it would be too labor intensive.

Mary on the other hand works at a larger library and has taken advantage of that by asking for people to write reviews of books/audiobooks/library

programs. Each review entitles the participant to be entered into a weekly drawing. There is a grand prize at the end, last year it was a NOOK Simple Touch.

Audience members responded with ideas from their own experiences and it was interesting to hear different techniques of dealing with common questions like what constitutes a review and whether or not people from other towns are included in groups and whether or not non-library books are included.

There were good arguments for all sides including one library that gives prizes for the best review, one that does not enter people into the prize drawing unless they write a review and a comment about including all populations equally including

those who may be patrons of the Talking Book & Braille Center who live in the community and want to participate but may not be direct patrons of the town library.

It was yet another demonstration of inclusive, creative and diverse libraries and the people who work to make them that way here in the state of New Jersey.

*Lisa Florio*  
Reference Librarian  
New Providence Memorial Library



## NOTES OF A SELF-PROFESSED LIBRARY LAND NEWBIE

I suppose I should begin by confessing that I have never attended an NJLA event—until this year’s Adult Services Forum, that is. When I was given the opportunity to represent Princeton Public I jumped at the chance, and was not disappointed! In what follows I will recount my experience at the forum, including a brief overview of the programs I attended and my overall impressions of the event as a self-professed library land newbie.

The forum kicked off with an inspired talk by keynote speaker and Rutgers University professor **Joe Sanchez** entitled *Play Between*



*Spaces: Community, Relevance, and Authenticity in Adult Reference*. Sanchez spoke about the ways technology is changing our society and how we as information professionals can respond and adapt to this perpetual shift. Among other interesting Sanchez touched on our cyborg-like attachment to our mobile devices, the various versions of ourselves we create in digital environments, and the importance of being willing to learn as well as unlearn in an age driven by technology.

Post-keynote I headed to *OverDrive and New Jersey Libraries: The Saga Continues*, a wonderful discussion led by

**Melissa Brisbin** of Cape May County Library. With impeccable knowledge of the ebook market Brisbin offered some helpful advice to libraries struggling with various content issues: be proactive! Don’t wait until a problem presents itself to get acquainted with different devices and download procedures. While lending a sympathetic ear to the plights of her attendees Brisbin managed to stay optimistic about the future of ebooks in libraries.

Already feeling at home among my peers I moved on to hear representatives from the NJLA Summer Reading Panel talk about *Ways to Engage Adult Readers During the Summer*. **Chrissie McGovern** of Matawan-Aberdeen Public Library and **Mary Eklund** of Old Bridge Public Library presented strategies for improving and advocating for summer reading programs, drawing on the experiences of the audience to propel discussion.

After a delicious lunch (not to mention the fresh baked cookies and brownies!) I sat down for one final program, *If THEY Build It, They Will Come: Communities’ Collections @ Their Libraries*, which featured presentations by **Meagan Denigris** of Ocean County Public Library and **Arthur Merchant** of Clarence Dillon Public Library. This talk cen-

tered on the importance of carving a place for local history and talent,



which could include collaborations at the individual or group level to enrich and personalize the library’s collection.

Before I knew it the forum was concluding, but I made sure to leave time to check out the goodies from the NJLA store and see the results of the raffle (I didn’t win anything, but it was still fun to watch!). I also left with some new contacts and an ap-



preciation for just how hard organizations at the national, state, and local levels work to ensure that our field is full of fresh, innovative ideas as well as opportunities to share knowledge for the benefit of

our fellow librarians. I can say with confidence that after such an outstanding first experience at NJLA I will be back!

**Elizabeth Selzam**  
Reference & Adult Services Associate  
Princeton Public Library

## BEYOND THE FORUM

### RAIN GARDEN: WHERE LIBRARY AND COMMUNITY COME TOGETHER

On Saturday, June 2, 2012, in Maplewood, NJ, next to the [Maplewood Memorial Library Hilton Branch](#), the Maplewood Garden Club celebrated the official opening of the [Hilton Rain Garden](#) with a ribbon cutting ceremony.

The Hilton Rain Garden is one of the largest rain gardens in New Jersey, funded by a \$10,000 environmental grant from **NJ American Water (NJAWC)** and built by the **Maplewood Garden Club** with the help of **Maplewood Township**.

Maplewood Library Programs Director, **Joanne Beckerich** - a former landscape designer and longtime member of the Maplewood Garden Club, designed the Garden and oversaw the planting.

Rain gardens significantly reduce the amount of polluted water entering streams and rivers by helping native plants absorb runoff, and allowing soil to filter out pollutants.

The Hilton Rain Garden will collect runoff from the street and parking lot - potentially providing hundreds of thousands of recharged water each year.

The inauguration and ribbon cutting were followed by Hilton Branch Library's Music in the Garden program. Local musicians performed and refreshments were offered.



With the completion of the Rain Garden, Music in the Garden is now a warm-weather monthly program spearheaded by Hilton's children's librarian, **Jenny Burkholder**.

As **Ina Rampau**, Hilton Branch head, eloquently said at the dedication ceremony the Hilton Rain Garden is a way to conserve resources and exercise

good stewardship, a resource open to all, a space that is beautiful, an opportunity for learning, and an inspiration.

The Hilton Rain Garden gives Maplewood Memorial Library a great "third space," to help highlight its role in the community.

*Amanda Eigen*  
Reference Librarian  
Maplewood Memorial Library







# NJLA

## NJLA: REFERENCE SECTION

### OFFICERS

**NICK VAN DORN, PRESIDENT**  
nvandorn@bccls.org

**Lisa Florio, Past Co-President**  
**Cathy Prince, Past Co-President**  
**Sally Harrison, Recording Secretary**

### MEMBERS-AT-LARGE

**Leslie Kahn**  
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**Miraida Morales**  
**Paul Schroeder**  
**Nicole Sette**  
**Cynthia Tavlin**

### NEWSLETTER EDITOR

**Irene Vershinin**  
ilversh@yahoo.com

### PHOTOGRAPHY

**Lisa Florio**  
**Matthew Latham**  
**Nick Van Dorn**

## 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 in the fall, 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.

**Congratulations to the Raffle Winners**



Special thanks to the NJLA Store and a former NJLA Section President for donating the prizes