

# NJLA Professional Development Committee Minutes

## Wednesday, September 27th, 2023, at 2 p.m.

**Zoom meeting:**

<https://us02web.zoom.us/j/82720112519?pwd=-kwdxNtFwbkLQ0e9k1GRcygLvUBD6T.1>

Meeting ID: 827 2011 2519 / passcode: 277922

Phone access: +1 309 205 3325. One tap mobile: +13092053325,,82720112519#,,,,\*277922#

**Start:** 2:06pm

**Attendance:** Katie Kotacska, Eric Schwarz, Susan Vignuolo, Bonnie LaFazan, Christina Getaz, Matheson Westlake

**Absences:** Lisa Bruckman, Neil Grimes, Yu Jiang, Adriana Mamay, Nicole Marconi, Jennifer Sulligan, Brandy Walthall

1. **Welcome and introductions**
2. **Acceptance of [August 30th Minutes](#)**- was accepted by the committee.
3. **Discussion of PD Committee functions and goals for 2023-2024.**
4. **In-person meeting discussion- January 24th or February 28th (snow date)**
  - a. Matheson suggested that we share food at the meeting! She is willing to contribute a Turkish dish.
  - b. Katie will ask Carina if we can use some of the \$200 to reimburse fuel costs.
  - c. Susan will ask Heidi if the meeting can be at PPL.
5. **New Librarian Series: Katie & Susan**
  - a. Katie & Susan are working with Jessica Trujillo to develop the New Librarian panel series for NJLA's Youtube Channel.
  - b. Scheduling for the New Librarian Series went out in mid-August and ended on August 25th. The scheduling survey got 19 responses. Jessica Trujillo is currently working on sending out a poll with times to schedule the panelists for the New Librarian Series. She should have an update for us soon!
  - c. Katie will look into how NJLA promotes these types of presentations.
  - d. Potential Dates for New Librarian Series Recording:

Adult Services Librarians- Public Libraries	November 2023
Cataloging/Metadata	December 2023
Youth Services- Public Library	early January 2024
School Librarians	late January 2024
Archives/Special Collections	February 2024
Special Libraries	March 2024
University Librarians - Reference/User Services	April 2024
Teen Librarian - Public Library	early May 2024

**NJLA Professional Development Committee Minutes**  
**Wednesday, September 27th, 2023, at 2 p.m.**

**6. Debunking Misinformation Program** - Susan & Katie spoke to Carina on August 31st to discuss this possible program. Katie asked Carina if she had any expectations for the program and she said she was trusting the PD Committee to handle the program. It was discussed if we should do a program since a similar one was being run by LLNJ in their Virtual Fall Conference on September 27th. Susan asked Katie to reach out to Darby to learn more about the particulars about the program. During the meeting, it was discussed seeing if the authors of [The Debunking Handbook](#) would be interested in doing a program for NJLA.

a. Here is Darby's reply:

"Thanks for reaching out! The presentation will be a shortened version of one that I saw at ALA this year. Two academic librarians/researchers from the University of Washington will be joining us to talk about a project that focuses on teaching information literacy skills. This is the description of the presentation they submitted with their proposal:

"This presentation will share lessons and resources from a multi-year research project focused on digital and information literacy. The project is a collaboration with librarians and K12 educators to develop innovative approaches to using information literacy to address misinformation and the social divisions it produces. Many existing literacy approaches are too narrowly framed, and fail to account for how misinformation exploits not only our minds but also our emotions, identities, and social relationships. This project is developing approaches to equip people with the critical thinking skills they need to assess the truthfulness of information, and also skills to reflect on their social and emotional attachments to information. This offers a more holistic approach for addressing misinformation and its many social and personal impacts. The session will draw on this project to share practical tips for engaging your patrons on the topic of misinformation, and highlight resources for implementing new digital literacy programming."

- b. Katie and Susan think this is similar enough to Carina's proposal that it is not necessary to offer our own programming at this time. Katie will reach out to Darby about posting the link to the program on our PD page, and possibly a more permanent document link.
- c. Matheson suggested also linking to the Lateral Reading presentation that LLNJ gave today at the Virtual Literacy Conference.

## **NJLA Professional Development Committee Minutes**

### **Wednesday, September 27th, 2023, at 2 p.m.**

#### **7. Surveys & Future Programming: Katie & Susan**

- a. June Marketing Survey updates: Survey deadline was June 30th. We collected 20 responses. Results will be posted to the PD page and answers will be sent to those who require a response.
  - i. Programming based on Marketing Survey - Katie & Susan discussed creating programming based on the survey results. Results will be reviewed and a couple of programming options will be discussed during the meeting.
- b. Marketing Program
  - i. Katie would really love to put together a program based on the survey results - maybe we can find something in the survey to kind of micro target?
  - ii. Possible program from a staff member who does library marketing? Does anyone have/know a social media/programming librarian willing to do a program?
    1. Eric shared this link to a previous program who's presenters might be willing to work with us:  
<http://njlamembers.org/engaging-social-media>
    2. State Library contact: Tiffany McClary . . .Bonnie will contact her.
    3. Should we consult/partner with the Public Relations Committee?  
Katie will reach out to them:  
<http://njlamembers.org/content/public-relations-leadership>
  - iii. If we cannot find a programming or social media librarian willing to do a program, maybe we can get one to create a pamphlet on marketing advice to libraries that we can distribute?
  - iv. Another option- possible option on how to do a library newsletter?
- c. Future surveys:
  - i. Funding/Grant survey related problems for all libraries (for all NJLA members) scheduled to go out in the fall has been canceled.
  - ii. Kate is working with Cassie Collucci on a survey for emerging leaders. Sent draft to Cassie Collucci, now in Cassie's hands. Kate has reached out several times to Cassie and has not yet heard back. Kate will reach out to Adriana Mamay, and Christina may have a few other people we could ask (Jennifer Sulligan?)
  - iii. Further surveys will be put on hiatus for the time being while we focus on reviewing data already collected and developing related programs.

## **NJLA Professional Development Committee Minutes**

### **Wednesday, September 27th, 2023, at 2 p.m.**

#### **8. Core competencies/library job titles**

- a. Professional Competencies document (65 pages). Finished and being reviewed. Permanent home is NJLA Education and Resources page?
- b. Christina will review the academic librarian titles.
- c. Deborah, Rosary and Lisa who worked extensively on the document are no longer involved in this committee, so our goal has evolved to just getting it posted, even if it isn't yet perfect.
- d. Matheson suggested a different container, maybe a libguide. Susan suggested a future wiki. We will revisit this in future.

#### **9. Newsletter future/update-** Eric/Susan/Darby - partnership with LibraryLinkNJ (LLNJ) [See separate document here.](#)

Our first NJLA PD corner went out in early September. It can be viewed [HERE](#). I sent out an email looking for volunteers to write for the October issue, and I didn't get any takers :) I recognize that it was short notice, so I will handle the October content. A sign up sheet for future issues should be hitting your email inbox soon :)

Eric suggested running our "Well, How Did We Get Here Column?" monthly. Susan agreed that this was a good idea . . .the topic is pretty unique to us! Katie wil submit a piece for the October newsletter.

#### **10. LLNJ (other than newsletter)**

- a. **LibraryLinkNJ's** third annual one-day virtual conference is scheduled for **September 27!** This year's conference theme is Literacy - a topic that remains at the heart of library service, even as it grows and expands to encompass increasingly wider skill-sets and mediums.
- b. Beyond Books: Adult Library Programs That Work!- Wed Oct 4 at 2:00 pm EST. Looking for program ideas to draw your adult patrons in the door of your library and keep them coming back for more? Join author and library director Jenn Carson to explore workable program models that can be adapted to your patrons and your physical (or virtual) space. Topics will include something for everyone, with sections on Food & Drink, Arts & Crafts, Books & Writing, Technology & Media, Health & Wellness, Business & Finance, and Nature & Gardening. Click [here](#) to register.
- c. Other upcoming programs are listed on the [LLNJ calendar](#).
- d. Bonnie wanted to highlight Wellness Wednesdays, which will be starting up again October 4th.

# **NJLA Professional Development Committee Minutes**

## **Wednesday, September 27th, 2023, at 2 p.m.**

### **11. Website updates: Katie & Susan**

- a. [Minutes](#) - posted 8/30 minutes on 9/27.
- b. [Update of newsletter area](#), to list URL for LLNJ newsletters and explanation of collaboration.
- c. [Committee leadership](#)- has been updated.
- d. Katie will amend the programming page so it appears updated.

### **12. NJLA 2024 Conference**

- a. Proposals for the NJLA 2024 Conference are now open until December 8th, 2023. If anyone has a suggestion for a program sponsored by the PD Committee, we are open to recommendations! If anyone wants to submit a proposal for the conference outside of the committee, here is a [link](#) to the form.
- b. We recognize that we have many new members this year and don't want to overextend ourselves. We would really love to present as a committee at the 2024 conference. If anyone is interested in working on this committee, or has an idea for content, please speak up!
- c. Bonnie suggested redoing the Early Career Librarians program that was presented this year. It was very popular, fits in with our mission and is an ever-evolving topic. Bonnie offered to take the lead on this. Susan agreed to participate :)
- d. <https://njlaconference.info/content/proposals>

### **13. Speaker fund - Katie/Eric**

- a. No funding requests since the previous meeting (\$2K a year total outside of conference). We are open to any suggestions or ideas for the use of these funds!

### **14. Updates from other NJLA committees/sections/task forces**

- a. NJLA meetings are listed on the [calendar](#).
- b. Email Ashley Mitchell ([amitchell@camdencountylibrary.org](mailto:amitchell@camdencountylibrary.org)) if you want to help edit the [D&O PD Calendar](#).

### **15. Updates from NJLA Executive Board - none**

### **16. Training programs - Katie/Carina**

Carina recommends for the PD Committee to take over training (Leadership orientation,

## **NJLA Professional Development Committee Minutes**

**Wednesday, September 27th, 2023, at 2 p.m.**

Training for board members, Training for administrators/directors). Katie is open to discussing the topic of training and looking at this more during future meetings.

As of 9/27 meeting, not yet asked.

**17. Statewide Library Marketing Campaign:** The *New Jersey State Library*, *LibraryLinkNJ*, *the New Jersey Library Association*, and *Libraries Are Essential*, are excited to launch a statewide marketing [campaign](#) that can be used on-demand and customized for your library. We've created downloadable graphics and videos, that you can easily post and share via your networks. This marketing campaign is designed to speak to the various “user personas” who may or may not know what the library has to offer. ***Life happens*** at the library, and we want to remind some – and introduce others – to this reality. We plan to drop new content on an ongoing basis, so stay tuned!

- a. Susan will reach out to Darby about the possibility of publishing a journaling piece about a librarians interaction with this material.

**18. Adjournment: 3:13pm**

### **2023-2024 PD Meeting Dates:**

Note: The PD Committee has an annual budget of \$200. Katie & Susan are looking into the possibility of holding one in-person meeting with refreshments! Stay tuned :)

August 30th

September 27<sup>th</sup>

October 25<sup>th</sup>

November 29<sup>th</sup>

December 13<sup>th</sup>

January 24<sup>th</sup>

February 28<sup>th</sup>

March 27<sup>th</sup>

April 24<sup>th</sup>

May 22<sup>nd</sup>

June 26<sup>th</sup>

July 24<sup>th</sup>

August 28<sup>th</sup>

**NJLA Professional Development Committee Minutes**  
**Wednesday, September 27th, 2023, at 2 p.m.**

**2023-2024 committee members:**

1	Kotacska	Katherine	Middletown Township Public Library	kkotacska@mplmain.mtpl.org	Chair
2	Vignuolo	Susan	Piscataway Public Library	svignuolo@piscatawaylibrary.org	Vice Chair
3	Mamay	Adriana	Middlesex College Library	amamay@middlesexcc.edu	Conference Future Chair
4	Sulligan	Jennifer	Somerset County Library System	jensulligan@live.com	Lead & Edu Chair
5	Bruckman	Lisa	Woodbridge Public Library	lbruckman28@gmail.com	Member
6	Getaz	Christina	Caldwell University	cegetaz@gmail.com	Member
7	Grimes	Neil	William Patterson University	grimesn@wpunj.edu	Member
8	Jiang	Yu "Jane"	Union College Library	yu.jiang@ucc.edu	Member
9	Lazafan	Bonnie	Springfield Public Library	blazafan@springfieldpubliclibrary.com	Member

**NJLA Professional Development Committee Minutes**  
**Wednesday, September 27th, 2023, at 2 p.m.**

10	Mathe	Kate	Mendham Borough Library	kdonnell@scarletmail.rutgers.edu	Member
11	Marconi	Nicole	Hoboken Public Library	nicole.marconi@hoboken.bccls.org	Member
12	Schwarz	Eric	Clarence Dillon Public Library	eschwarz@dillonlibrary.org	Member
13	Walthall	Brandy	Atlantic City Free Public Library	brandydwalthall@gmail.com	Member
14	Westlake	Matheson	Hunterdon County Library	mathesonwestlake@gmail.com	Member