

**NJLA Professional Development Committee Minutes**  
**Wednesday, October 25th, 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:** 2:03pm

**Attendance:** Christina Getaz, Jane Jiang, Katherine Kotacska, Bonnie Lafazan, Adriana Mamay, Nicole Marconi, Susan Vignuolo, Brandy Walthall, Matheson Westlake

**Absences:** Lisa Bruckman, Neil Grimes, Kate Mathe, Eric Schwarz, Jennifer Sullivan

1. **Welcome and introductions**
2. **Acceptance of [September 27th Minutes](#).**
3. **In-person meeting discussion- January 24th (confirmed date!)**
  - a. Meeting will be on January 24th at Piscataway Public Library (Kennedy branch)! Thanks so much to Susan for putting this together. Carina said the budget could be used towards food. A headcount may be required for the January meeting to confirm how much food/drinks needs to be purchased.
  - b. Unfortunately, the funds cannot be used to offset travel costs.
  - c. Susan will see if she can schedule a tour/demos for participants that day.
  - d. Matheson suggested that we share food at the meeting! She is willing to contribute a Turkish dish.
  - e. As it gets closer, Susan will send out a google doc to organize food.
4. **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. NJLA does not have an SOP on promotion, so we will need to work on some graphics and platforms.
  - c. 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, October 25th, 2023, at 2 p.m.**

#### **5. NJLA 2024 Conference- Bonnie**

- a. Bonnie wrote a conference proposal for a new iteration of 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.
- b. [2024 NJLA Prof Dev. Committee Proposal](#)
- c. Susan will review the conference proposal for Bonnie.

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

- a. Marketing Survey has been posted to the website:  
<https://njlamembers.org/content/professional-development-surveys>
- b. Marketing Program
  - i. Katie is working with the Public Relations Committee to work on a Social Media Marketing 101 program. She is meeting with them tomorrow (October 26th) to discuss formatting for the program. LLNJ is also interested in collaborating on this project as they are developing a marketing series and will be attending the meeting with the PR Committee as well.
- 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.

#### **7. Core competencies/library job titles- Katie**

- a. Professional Competencies document (65 pages). Finished and being reviewed. Permanent home is NJLA Education and Resources page?
- b. The group discussed the "why" of this document and the relative value of pursuing the project to completion. Additionally, the meaning of "the development of core competencies for the profession" were explored. Katie will follow up with Carina & Brett.

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

- a. Our 2nd issue went out in early October, and it featured our own Katie Kotacska in the "Well, How Did You Get Here?" column.

## **NJLA Professional Development Committee Minutes**

**Wednesday, October 25th, 2023, at 2 p.m.**

- b. Unfortunately, I forgot to send the link to NJLA until the night before their newsblast, so it wasn't published in a timely fashion. I will endeavor to do better next month.
  - c. Matheson has graciously agreed to write up her experience with a Niche Academy webinar she attended this month. Her piece will be featured in the November issue.
  - d. Do we have any volunteers to write for December?
  - e. Susan will reach out to a contact to write a column for the January issue.
- 9. LLNJ (other than newsletter)**
- a. Bonnie does a program called Wellness Wednesdays, which will be starting up again October 4th.
  - b. Skill-Sharing Conversation: Genealogy Libraries- Thursday, Nov. 9, 2023, 10:30 - 11:30am
  - c. [AI Ambassadors: Building Expertise and Engagement in Libraries](#)- November 16th, 2023, 10am-4pm
  - d. Skill-Sharing Conversation: Book Challenge Toolkits- Thursday, Dec 7, 2023, 10:30 - 11:30am
  - e. Other upcoming programs are listed on the [LLNJ calendar](#).
- 10. Website updates:** Katie & Susan
- a. [Minutes](#)
  - 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.
- 11. Speaker fund** - Katie/Susan
- a. Shannon Oltmann, a librarian from the University of Kentucky, reached out to the PD Committee a few months ago to do a program on book banning and wanted to know if we were interested. Katie reached out to her to see if she was still interested and she said yes. She met with her on Monday to formalize details. Her fee is \$1,000, which we think is high. Katie reached out to Carina & Brett for their thoughts.
- 12. 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](#).
- 13. Updates from NJLA Executive Board** - none
- 14. 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

**NJLA Professional Development Committee Minutes**  
**Wednesday, October 25th, 2023, at 2 p.m.**

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 librarian's interaction with this material. (She hasn't yet but she WILL!!)

**15. Adjournment:** 3:05pm

**2023-2024 PD Meeting Dates:**

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> - In person meeting at JFK Library in Piscataway  
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>

**2023-2024 committee members:**

1	Kotacska	Katherine	Middletown Township Public Library	kkotacska@mplmain.mtpl.org	Chair
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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
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

**NJLA Professional Development Committee Minutes**  
**Wednesday, October 25th, 2023, at 2 p.m.**

13	Walthall	Brandy	Atlantic City Free Public Library	brandydwalthall@gmail.com	Member
14	Westlake	Matheson	Hunterdon County Library	mathesonwestlake@gmail.com	Member