

New Jersey Library Association
10th Annual Adult Services Forum: “Hot Services and Hot Topics”
Tuesday, Oct. 22, 2019, at the Holmdel Library and Learning Center

All presentations will be posted to <http://njlamembers.org/refsection>. The post-event survey is available at the same link and via paper at the end of the event. **Please post to social media using #NJLA.**

Box lunches will be available as requested during registration. Gluten-free items include beverages, as well as (breakfast) chocolate-dipped and shortbread cookies, bananas, and organic apples; and (lunch) potato chips. The seasonal greens salad, pickles, and triple chocolate with walnut cookies are considered “gluten-conscious” because they are prepared or packaged at Panera Bread, which is not a gluten-free environment.

Morning Speakers



T.J. Lamanna



Isha Ghosh



Robert N. Gjini



Ann D. Hoang



Jonathan Upton



Eleni Glykis

10 a.m. — Morning Hot Topic: Facial Recognition, Technology, and Privacy Issues

The morning gets off to a lively start as T.J. Lamanna moderates a discussion on patron privacy, a core tenet of librarianship. Privacy and technology intersect now more than ever. We'll be discussing facial recognition software and other current privacy issues. The focus will be on the pros and cons of these technologies and how they can be implemented in your library.

Participating in the discussion are behavioral researcher Isha Ghosh; and Robert N. Gjini and Ann D. Hoang, both from New Jersey Institute of Technology (NJIT), which implemented a facial recognition system to enhance security in a campus library.

[T.J. Lamanna](#) is the Emerging Technologies Librarian at Cherry Hill Public Library. His mission: "Discussing both practical and theoretical ways of protecting both librarians and their patrons in a world of social engineering, hacking, and malicious states. Whether it's email, browsing history, or your texts we'll cover what you can do to keep yourself private."

[Isha Ghosh](#) is a doctoral candidate at the Department of Library and Information Science at Rutgers University. Her research on the human factors of privacy and security focuses on people as social actors whose privacy behaviors are influenced by their relationships, communities and life situations. This research lies at the intersection of social computing, data-driven privacy, and ethical systems.

[Robert N. Gjini](#) is the Assistant Vice President for Facility Systems at NJIT. He has worked at NJIT for more than 25 years, where he is responsible for the following systems: security, photo ID, parking, transportation, locksmith, mailroom, and facilities. He holds a Bachelor of Science degree in Electrical Engineering and a Master of Science degree in Management, both from NJIT. [Ann D. Hoang](#) is the University Librarian and chief administrator for the two major libraries at NJIT. Her work focus is on library user satisfaction, service and process evaluation, library systems and technologies, and workflow design analysis. Her interest in facial recognition is purely to enhance the safety and security of the NJIT's students and community.

11 a.m. — Sessions A and B

Cutting the Cable Cord: How to Access Free and Lower-Cost TV and Video Content

Tired of paying for TV channels you never watch? Learn about the many alternative ways to watch your favorite shows and movies without cable television. [Jonathan Upton](#) will help us to get hands-on with antennas, set top boxes, and more. Upton is the Managing Librarian for Digital Support Services at the Old Bridge Public Library. He has been happily cable-free for more than 10 years.

Library Services for New Parents

New parents face many challenges. Libraries connect them with important resources and with each other. [Eleni Glykis](#) speaks from experience as a parent and librarian. Glykis is the Director of the Red Bank Public Library.

Afternoon Speakers



Linda Hoffman



Jeanne Marie Ryan



Jessica Bielen



Katie Neylan



Seth J. Bookey



Regina Fitzpatrick

1 p.m. — Afternoon Hot Topic: Community Outreach: Why It Matters!

Engaging the public by participating in events that resonate outside the walls of the library is the most important way to interact effectively with the people you serve. The added benefit to that is when you need to make an impact you know the key players that you should reach out to! Come and hear some tips from their outreach toolbox and share your own!

The presenters — [Linda Hoffman](#), MLIS, the Director of the Alfred H. Baumann Public Library in Woodland Park, and [Jeanne Marie Ryan](#), MLS, the Director of the Roselle Public Library — met while working to pass the New Jersey Library Construction Bond. They both believe that community outreach is a vital key to effective advocacy.

2 p.m. — Sessions C and D

Engaging Patrons Through Social Media

Two adult services librarians from Livingston Public Library will cover how to promote your library and engage patrons through social media platforms such as Instagram, Facebook, Twitter, blogging, and Constant Contact newsletters. They will also discuss the importance of having a unified brand.

[Jessica Bielen](#) holds an MLIS from Rutgers University and a BA in English and Creative Writing from Montclair State University. She began her library career in 2009 and is an Adult Services Librarian at the Livingston Public Library, where she has taken an interest in expanding the way the library interacts with and engages the community through social media.

[Katie Neylan](#) is the Head of Adult Services at the Livingston Public Library. She has an MLS from the University of Maryland and a BA in English from The College of New Jersey. She is always looking for creative ways to embarrass herself in the name of publicity for libraries.

What Libraries Can Do to Support Genealogical Researchers

Seth J. Bookey and Regina Fitzpatrick discuss how librarians can support patrons conducting research on genealogy. Topics will include accessing and using paid subscription databases and free resources, understanding how local history collections and newspaper databases help genealogists, self-education for librarians (such as genealogy blogs, podcasts, Facebook groups), and some basics about DNA and genealogy.

[Seth J. Bookey](#) started his genealogical research into his own family in the mid-1990s as a break from library school, and later served as a librarian at the New York Genealogical and Biographical Society. He is now a researcher at Fox News and an adjunct reference librarian at Lehman College (City University of New York). He continues his genealogical discoveries in his spare time.

[Regina Fitzpatrick](#) is the Genealogy Librarian at the New Jersey State Library. She previously worked at the New Jersey State Archives, helping patrons to trace their family histories.