# NJLA – Reader’s Advisory Roundtable

## Meeting Minutes

July 30, 2014

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| Present: | Amelia Rodriguez, Monica Teixeira, Cynthia Robbins, Jennifer Konopacki, Ilene Lefkowitz |
| Next meeting: | TBD |

1. Announcements

Introduced Cynthia Robbins to the group. Cynthia is a student member. She is working on her MLIS at Rutgers. She will be interning at the Art Library there in the fall.

1. Co-Chair

We needed to fill the spot of co-chair. Cynthia jumped in to help fill the spot!

1. Adult Services Forum

We were asked to put together our slot on a topic of marketing library collections. We decided to focus on how marketing our collections can also benefit in marketing our libraries. We’ll be looking at three different aspects of marketing collections. First we’ll look at the basic marketing of book displays and other low tech marketing within the library like bookmarks and flyers. Next we’ll look at social media. Since this isn’t new we decided not to focus on websites like Facebook and Twitter. We decided to focus on using Pinterest. Finally we’ll look at how we can market our collections outside the library in the community.

Attached please find the chat transcript.

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Online Chat Transcript:

Amelia Rodriguez:Hello!
  Monica:Hi!
  Cynthia Robbins:Hi!
  Monica:Amelia, are we supposed to have sound?
  Amelia Rodriguez:Not yet, Doug said he would set me up with presenters controls but he hasn't popped in to do that so we might just be chatting here
  Monica:That works too :-)
  Cynthia Robbins:For me too.  Thanks for allowing me to attend.
  Amelia Rodriguez:So Ilene said she would try to be on, so did Jennifer and C.L. might be running late she was doing a kids book discussion at one
  Amelia Rodriguez:Liz is also off having fun today for her birthday
  Monica:That's fine. Oh, happy birthday to her. Nice.
  Monica:Hi Jen!
  Jennifer Konopacki:Had technical difficulties - have to do this at the reference desk
  Amelia Rodriguez:it took me forever to log in, it kept telling me in correct username/password so I closed the screen and when I reopened it I was logged in
  Monica:I popped in as a guest.
  Jennifer Konopacki:I did not have updated adobe on my staff PC
  Amelia Rodriguez:So let me introduce you two to Cynthia, she's currently at Rugters working on her MLIS
  Jennifer Konopacki:Welcome!
  Cynthia Robbins:Hi!  Thank you!
  Monica:Good for you, Cynthia! I went to Rutgers as well :-)
  Amelia Rodriguez:I did too
  Cynthia Robbins:I really like it and I am doing an internship there this fall at the Art Library.
  Jennifer Konopacki:Also a Rutgers graduate
  Monica:Woo!
  Amelia Rodriguez:I worked at Kilmer
  Cynthia Robbins:All the libraries are great.
  Amelia Rodriguez:We've got 2 things to discuss today, 1. Adult Services Forum and 2. Co-chair
  Monica:The only ones here who haven't takena spin and the wheel is Jennifer and Cynthia.
  Amelia Rodriguez:if no one else wants the spot C.L. said she's be willing to jump back in
  Monica:We need to branch out more, though it's great of C.L. to offer!
  Cynthia Robbins:What spot is this?
  Monica:hehehe
  Amelia Rodriguez:the co-chair of the group
  Amelia Rodriguez:since we're a round table we don't elect, we have a chair and co-chair and every year the co-chair moves up to chair and then someone new takes co-chair
  Cynthia Robbins:I'm I too new to apply for the co-chair?
  Monica:With lots of support. It's not so scary.
  Amelia Rodriguez:I jumped into co-chair new to the group
  Cynthia Robbins:OK, I apply.
  Monica:Yeah! Thank you, Cynthia.
  Amelia Rodriguez:It's a great way to get involved with NJLA and network.
  Cynthia Robbins:Just let me know what you would like me to do and I will do it!
  Amelia Rodriguez:great!
  Monica:That was easy :-)
  Amelia Rodriguez:so ASF
  Monica:asf?
  Amelia Rodriguez:we've been ask to put together a program on marketing books through merchandising, book displays, social media, ect. even including creative outreach or programs that aren't stricktly book discussions
  Amelia Rodriguez:(sorry Adult Services Forum)
  Amelia Rodriguez:\*strictly
  Jennifer Konopacki:sorry -since I"m on the reference desk - got in the middle of a ref question
  Amelia Rodriguez:was it a good one?
  Monica:Ah - yes. We're choosing an ASF program on marketing library collections?
  Jennifer Konopacki:How many spots are the NJLA Ref Section giving RA at the NJLA AS Forum?
  Amelia Rodriguez:one
  Jennifer Konopacki:And they want us to do a program on marketing our collections?
  Amelia Rodriguez:yup
  Monica:Should we do a panel discussion?
  Amelia Rodriguez:that's what i was thinking
  Jennifer Konopacki:That's always good - sharing what we do in our libraries
  Cynthia Robbins:Is it possible to get photos or visuals from other libraries too?
  Amelia Rodriguez:Theresa mentioned getting in touch with Kathy Shalk Greene from Mont Laurel
  Jennifer Konopacki:I'm stuck on marketing our collections as opposed to marketing our libraries
  Jennifer Konopacki:We are doing a lot of new outreach here at my branches which to me is different than marketing oru collections
  Amelia Rodriguez:I think she's looking at it as both, marketing the collection and our libraries,
  Monica:I think since we're RA, we would focus on our collection.
  Amelia Rodriguez:I'm thinking we focus on how do we show people what's in our collection
  Amelia Rodriguez:I do some really random book displays sometimes like earlier in July it was Be Kind to NJ Week and i put out some books on hiking in nj and our Werid NJ book and they went out so fast
  Amelia Rodriguez:yet that hiking book hadn't been checked out in 3 years before it was put on display
  Jennifer Konopacki:One way we here at SCLS market our collections is we post new additions every two weeks by category i.e. New Adult Fiction - New Adult Non-Fiction
  Monica:That's so true. If you want to circulate something, just showcase it. We placed a table at the front of the library with non-fiction books and they fly out. Our NF collection is all the way in the back of the library, so we thought we'd bring the collection to the front. It's really been successful.
  Amelia Rodriguez:I know some libraries are  using social media to promote the books in thier collection. Isn't Ilene doing something like that at her library with Pinterest?
  Monica:We also display themed titles with bookmarks that recommend similar themed titles - like Jewish authors, thrillers, yarn-rippers, etc.
  Jennifer Konopacki:Using Pinterest to promote your collections - would be a great topic
  Monica:That sounds intriguing...
  Cynthia Robbins:I used Pintrest to do comparitive reads, you like this read that
  Jennifer Konopacki:Regular displays - is that really something we need to talk alot about?  Pinterest would be good.  I'm scratching my head to think of something innovative to market our collections. Even posting our new titles twice a month is not alot to talk about it or innovative
  Amelia Rodriguez:Here's what they are doing at Denville <http://www.pinterest.com/denvillelibrary/>
  Monica:True. We don't (yet) really use pintrest as a library tool. Anyone out there doing this on a regular basis?
  Monica:That's great! We need Ilene on the panel for sure!
  Jennifer Konopacki:Impressive  Pinterest - do you think Ilene would speak about it?  But we need more than one speaker for a panel
  Monica:Is anyone interested in starting a pintrest sight as of now and discuss how it went for you?
  Amelia Rodriguez:I'll get in touch with Ilene about it
  Jennifer Konopacki:Can we expand our topic and change it to Marketing our Collections and Libraries?
  Monica:I think so. With pintrest you really are promoting your library and everything else with it - not just your collection.
  Jennifer Konopacki:Amelia - did you communicate with CL - did she have any ideas?
  Amelia Rodriguez:we only had a brief exchange yesterday and she said she was going to try to make the meeting but that was it
  Jennifer Konopacki:maybe she had technical difficulties like I did
  Amelia Rodriguez:I don't think we did it this year, but we have a community pool across the parking lot by us and in the past we've taken a cart full of books over and it's brought people into the library that may not always come in
  Amelia Rodriguez:Sometimes it was simply they picked up the first book in a series from the cart and wanted book 2 or picked up a book in the middle of a series and wated to start at the beginner or they found a new author
  Cynthia Robbins:A pop-up library?
  Amelia Rodriguez:They are all donated books that we would have put out in our book sale and any that aren't water damaged after the summer go in our winter book sale
  Amelia Rodriguez:Are any other libraries doing things like this?
  Monica:We don't, but I'm sure a lot depends on your unique geography and demographics. We have the bookmobile which goes out into the community but there's not any place for us to "pop into" and offer things.
  Jennifer Konopacki:This summer, we have been taking a table at the local farmers market.  We joined our local Chamber of Commerce.  We manned a table at the Somerset County BizFest.  We are also rolling out a big promotion for Book Discussions in October.  I could talk about all that stuff but it's more promoting the library rather than just our collections
  Amelia Rodriguez:Ilene we were talking about you just a little bit ago.
  Monica:Hi Ilene! Were your ears burning?
  Ilene Lefkowitz:Hi - sorry I'm late
  Jennifer Konopacki:Ilene - your Pinterest page is amazing.  Amelia just shared the link
  Amelia Rodriguez:We're discussing unique ways to  market our collections and using Pinterest page came up, would you be willing to talk about it at the Adult Services Forum
  Ilene Lefkowitz:Oh sure...I can do that.
  Ilene Lefkowitz:Thanks, I am hopelessly addicted to Pinterest personally so it was easy to branch out and do one for the library
  Monica:Your pinterest page is beautiful, btw.
  Ilene Lefkowitz:Thanks Monica
  Ilene Lefkowitz:When is it?
  Monica:I think it would also be good to have a "newbie" do a Pinterest page and explain how they went about it and if it was simply, etc. to encourage other librarians to give it a shot.
  Monica:Oct. 27th
  Amelia Rodriguez:I would said I'd do it, but I can't connect it to our library, we don't 'do' social media
  Monica:Really?
  Ilene Lefkowitz:Ameila - you don't do social media?
  Amelia Rodriguez:we have a facebook page and it only pushes out program information
  Amelia Rodriguez:personally i'm a social media addict
  Ilene Lefkowitz:wow, that's odd considering how socially connected the world is
  Amelia Rodriguez:I know
  Amelia Rodriguez:We should see about getting some representives from libraries who are big on social media
  Monica:Okay, now that we made Amelia feel bad... I
  Amelia Rodriguez:lol
  Monica:hehe
  Jennifer Konopacki:SCLS is doing all that stuff.  We just hired a Head of PR for the system so we are looking at all our individual  library facebooks and twitter pages. We will also be doing a major overhaul of our website
  Amelia Rodriguez:oooo
  Monica:Wow!
  Ilene Lefkowitz:We have an active tiwtter and are tying to do more with FB.   No head of PR here..just us librarians
  Jennifer Konopacki:I wrote something just as Ilene was logging on about all the stuff SCLS is out there doing to promote our libraries.  What do you all think?
  Ilene Lefkowitz:Jennifer - I love the idea of taking the library out of the building and having a presence at community events.  Great ideas.
  Amelia Rodriguez:that is great
  Jennifer Konopacki:So if we expand the title to Marketing our Collections, Marketing Our Libraries, I can speak about those SCLS initiatives.
  Monica:Sounds very good.
  Ilene Lefkowitz:Works for me
  Amelia Rodriguez:i like that
  Jennifer Konopacki:We are really trying to promote Book Discussions.  Since October is Reading Group Month - we are encouraging everyone to come to a library book discussion in October.  All who attend get a raffle ticket and we will be giving out some gift cards.
  Jennifer Konopacki:Ok - I will do a presentation on Marketing Your Library to the Community and Networking
  Monica:We're doing a "read outside of your comfort zone" drive this fall and giving out fall flowers with a gift cerficate.
  Amelia Rodriguez:great idea
  Amelia Rodriguez:I was just looking up some books, if we're going to bring up social media I suggest mentioning Laura Solomon's two books Doing Social Meida so It Matters and The Librarian's Nitty Gritty Guide to Social Media
  Amelia Rodriguez:I've read them both and they have a lot of great information
  Monica:Does she live in NJ? Would she like to join our panel?
  Ilene Lefkowitz:good ideas Amelia.  Sorry, amcutting out a road to tape to my book display of road trip books as we speak
  Amelia Rodriguez:no she's in Ohio (but she's from NJ)
  Jennifer Konopacki:Amelia - do you want to present as a newbie with something like a short what to do list from what you read?
  Monica:Too much to hope for, I'm sure :-)
  Amelia Rodriguez:Yea I can go over setting up social media accounts
  Amelia Rodriguez:So what do you think about doing the panel in three parts - traditional marketing ie book displays, and other low tech marketing, then talking about social media, then about outreach ideas?
  Jennifer Konopacki:Sounds good - Amelia and Ilene for social media - Outreach - jennifer and what about the traditional marketing?
  Amelia Rodriguez:I can talk about book displays
  Ilene Lefkowitz:Maybe CL can do traditional marketing or we can all chime in about it?
  Jennifer Konopacki:I was thinking Monica or CL for traditional - we can all share some of our display ideas and they can present
  Amelia Rodriguez:That works too
  Jennifer Konopacki:Monica would you be willing?
  Ilene Lefkowitz:Sounds like a plan
  Monica:Sure. I'm loosing the thread of our talk here. What part are you asking me to do, Jen?
  Amelia Rodriguez:talk about traditional marketing like book displays
  Monica:That's no problem. I would love to hear about some less traditional displays. We all already know how to set up a book display. So, it should be something different.
  Amelia Rodriguez:Should I get intouch with Tech Services and see if one of thier members runs a twitter/facebook for thier library to talk on that during our Social Media section?
  Jennifer Konopacki:Yes - we can all share some of the unique things we are doing with our "traditional displays" to give you more to talk about Monica
  Monica:I'll email our round table members and ask for ideas!
  Jennifer Konopacki:So as far as the tech stuff goes - Ameilia would do info for the newbies on social media - like FB, Twitter, etc. and Ilene would do Pinterest?
  Jennifer Konopacki:If that's the case then do we need someone else to speak on Twitter?
  Cynthia Robbins:Has anyone done an informal chat and posted it to YouTube?
  Jennifer Konopacki:Have not
  Ilene Lefkowitz:What about Tumblr?  Any use that?
  Monica:nope
  Amelia Rodriguez:no but I know there are libraries who use tumblr/instagram for book promotion and the like
  Jennifer Konopacki:Not yet - but like I said we have a new Head of PR
  Amelia Rodriguez:I don't know anyone who does that Cynthia but I follow Epic Reads and I know they do something like that and it's great, but I believe they are through HC
  Amelia Rodriguez:Harper Collins
  Amelia Rodriguez:I can always pull from libraries that do things like that to show as examples
  Jennifer Konopacki:Amelia - do you want to put together an agenda for our panel discussion and send it to everyone so we can review?
  Amelia Rodriguez:yup I'm scribbling it out now on my notebook
  Jennifer Konopacki:You, Ilene, Monica and I can send you basic info on what we will cover???
  Ilene Lefkowitz:Do you want me to talk about setting up a Pinterest or to use a new buzz word, how to curate your library's pinterest?
  Amelia Rodriguez:I like how to curate your library's pinterest
  Ilene Lefkowitz::)
  Jennifer Konopacki:I would not get bogged down with the how to set up but talk more about the why and what you choose to include more along those lines
  Amelia Rodriguez:OKay, I need to have our program discription submitted by Aug 9.
  Ilene Lefkowitz:I'll write something up and send it over to you Amelia.
  Amelia Rodriguez:sorry its the 8th
  Amelia Rodriguez:thanks
  Jennifer Konopacki:I can too.  I'm thinking just a sentence or two right?
  Monica:here is our pinterest page: <http://www.pinterest.com/monroetwppl>
  Amelia Rodriguez:I clicked the link and immediately saw Ryan Gossling so thats always a plus!
  Ilene Lefkowitz:LOl, I saw cupckaes.  Yum
  Monica:I wasn't aware that it was still being maintained after the intial start by a co-worker
  Ilene Lefkowitz:if you search library pinterest on google, my library comes up third on the list!  woohoo!
  Monica:I know that the committee wants full descriptions and who will be presenting.
  Monica:Nice! :-)
  Amelia Rodriguez:I need program title, 1-2 sentence program description, speakers, and moderator information
  Jennifer Konopacki:Wait - it's one program a panel discussion - right?
  Monica:right
  Jennifer Konopacki:So we need a title for our panel discussion and then just one sentence or two about each portion?
  Jennifer Konopacki:My suggestion for the title was Marketing our Collections - Marketing our Libraries
  Amelia Rodriguez:I like that title
  Jennifer Konopacki:Good
  Amelia Rodriguez:Now i just need to summerize into 1 to 2 sentences what we're planning
  Jennifer Konopacki:and then just a sentence or two from each presenter on what we will cover - right?
  Ilene Lefkowitz:I like that too, simple and to the point
  Amelia Rodriguez:Send me 1 to 2 sentences and then I'll narrow that down to what they want for the submission
  Jennifer Konopacki:Sounds good!
  Monica:Excellent!
  Ilene Lefkowitz:perfect
  Jennifer Konopacki:Are we adjourned?  Sorry but I need to wrap up soon
  Amelia Rodriguez:so do I so I say we're adjourned
  Monica:second
  Jennifer Konopacki:Great work everyone!!!!
  Amelia Rodriguez:Cynthia I'll send you an email either this afternoon or tomorrow
  Monica:Bye everyone! Nice to "meet" you Cynthia!! THanks for volunteering!!
  Cynthia Robbins:Thank you!
  Ilene Lefkowitz:Thanks Amelia for making this an online meeting.  I've missed coming to the meetings.
  Jennifer Konopacki:Well at least we'll get to see each other at the NJLA AS Forum!
  Amelia Rodriguez:Ilene we'll have to make the drive to you for a meeting sometime soon
  Ilene Lefkowitz:Thanks, we'll see.