**Message from the Outgoing President**

**REFLECTIONS AND REFERENCE 2.0 IN A FLASH**

I would like to thank the NJLA Reference Section for your support during this past year as your President. I am grateful for this excellent opportunity to represent this section, and I am most proud of the Adult Services Forum, our sponsored and co-sponsored programs at the NJLA Conference, and the Reference Section newsletters. I also would like to congratulate Matt Latham on the Reference Section Presidency and I wish him a most successful year!

During the NJLA Conference, I attended a nice assortment of programs. One in particular was the Reference Section-sponsored Reference 2.0 in a Flash. The program was presented by Rutgers MLIS students Rebecca Kunkel, Kristen Mapes, Lisa Olszewski, and Katherine Vander Wende, and it was moderated by Dr. Marie Radford. This was an enriching program which focused on ways to utilize social media, tagging and tag clouds, and blogs to improve effectiveness at the reference desk. Of the different topics discussed, I especially enjoyed the discussion on blogging. I am new to the blog scene so I was eager to learn as much as I could. More and more librarians are utilizing and creating blogs to help better serve patrons and it is clear to see why. Blogs can help with reader’s advisory, be an outlet for virtual book clubs, help navigate a librarian through an unfamiliar genre, as well as create discussion and awareness about library collections. Blogging is also an excellent opportunity for librarians to introduce themselves to patrons and make a few personal recommendations on good books, music, or DVDs at their libraries. Here is a link to how Cherry Hill Public Library utilizes blogging: [http://chplnjbooks.wordpress.com](http://chplnjbooks.wordpress.com).

**Nick Van Dorn**

Senior Librarian

Nutley Public Library

Please visit the Reference Section wiki at [www.njla.org](http://www.njla.org) and Facebook page devoted to the 2013 NJLA Annual Conference for more information.
MEET NJLA REFERENCE SECTION NEW PRESIDENT

I am a public librarian working in at the Hoboken Public Library as a Reference Librarian and Adult Program Coordinator. As is often the case with librarians in small to medium sized libraries, I wear a variety of hats: programming, outreach, reference, collections development (comics and music primarily), social media creation/maintenance, teaching computer and career workshops, etc.

I received my MLIS from Rutgers. I've spent roughly five years in my current position and previously worked as a Reference Library Assistant/Intern at the Morris County Library and as a Circulation Assistant at the Harry A. Sprague Library at Montclair State University. I received my MLIS from Rutgers. I became involved with the Reference Section last year and spoke at this year's NJLA conference on "The Do's and Don'ts of Programming for 20s/30s Crowd," as well as at the BCCLS Tech Boot Camp. I'm hoping to continue the good work the section has done in the past and do some informative programs, create collaboration and introduce some fun events along the way too. I'm looking forward to working with the great group of librarians at the Reference Section this year!

Matthew Latham,
President
NJLA Reference Section

MEET THE NEW CO-EDITOR OF THE NJLA REFERENCE SECTION NEWSLETTER

My name is Bryan Eichner. I have a Bachelor’s Degree in Literature and Film from West Chester University and a MLIS degree from University of Pittsburgh.

I am currently going for a Certificate in Information Technology from the University of Massachusetts – Lowell Section and Digital Archives Specialist Certificate from the Society of American Archivists. I have been an intern at the Institute of Electrical and Electronics Engineers (IEEE) for about a year and a half where I have been digitizing archival materials for the History Center (cassette tapes, microfilm, photographs, etc).

I have also been cataloging the material through the Past Perfect Museum, manipulating the metadata for use in the Global History Network (GHN) database, and creating PDF files by combining scanned documents represented as TIFFS. Before I interned at IEEE I volunteered my time at Piscataway Public Library as a Local History Assistant where I filed historical documents, digitized them for an Oral History Project, and responded to inquiries regarding genealogy.

I joined the NJLA because I have a strong respect for libraries, as well as the natural inquisitiveness that comes with library sciences.

Bryan Eichner
Co-Editor
NJLA Reference Section Quarterly
NJLA’s 2013 Conference was chock-full of fabulous sessions, discussions and speakers, among the best of which were the keynote addresses by author Laura Lippman and librarian and library consultant Stephen Abram. The speakers differed in every way – from content to presentation style, but the takeaway from both was similarly inspiring and useful.

If you do any sort of reader’s advisory, then you know the name Laura Lippman. A top-notch thriller writer with a long-standing following, Lippman began her career as a journalist and talked about how she found her way from reporting on the streets of Baltimore to novel writing.

She discussed what inspires her, and where she gets her ideas. It was interesting to hear the idea for *I’d Know You Anywhere*. This recent novel is about a woman who, years after surviving a kidnapping, is found by her captor, now facing the death penalty. It came to her while she was brainstorming, daring herself to come up with an idea for her next novel.

She was open and engaging and gave a real window into her creative process. Lippman was also candid about her life as a new mom at fifty, and how life’s changes have influenced her as an author.

She encouraged librarians to be creative in their own work by being open to change. Hearing Lippman speak was further assurance she is a writer to read and to recommend to our patrons.

Whereas Laura Lippman demonstrated a calm stream of creativity and self-discovery, Stephen Abram presented the roaring rapids of twenty-first century librarianship: grab on tight or get pulled under!

With his overarching theme of “shift happens,” Abram spoke dynamically about the ways in which libraries need to change their game to not only stay afloat, but grow and lead in today’s global community. His presentation was very clear and direct.

The bottom line, he asked, “Is the library ready to support a world of unlimited content, multiple formats, massive access and consumer expectations of MORE?” “Shift happens,” he reiterated. Librarians can’t afford to resist it. We have to accept our role as agents of change.

Libraries need to “up our game” by knowing our communities’ demographics, providing abundant programming, being open to comments and criticisms, and creating community partnerships.

These concrete examples of what libraries can do to be successful and integral to their communities helped make Abrams’ keynote address applicable to librarianship today.

Laura Lippman and Stephen Abram were unique and inspiring presenters. While they presented different information in very different ways, the take-away from each was useful and inspiring.
Namaste!—The divine in you has
been kind in finding the good in
me. As a reference librarian, I
love to be a cheerleader for and
citer of other people’s grandeur--
and then there’s still so much more
for me to do, like a database of NJ
libraries’ nonJerseyClicks data-
bases.

But let me not be ungraciously
suffering from any imposter syn-
drome: maybe I can model Elea-
nor Roosevelt, writing to journal-
ist Lorena Hickok, “Your ring is a
great comfort. I look at it & think
’she does love me, or I wouldn’t
be wearing it!’”—Similarly, I re-
spect the wonderful people giving
me this honor and know they must
have reasoned carefully. Joe da
Rold, how lovely that you nomi-
nated a line librarian!

Naturally, I accept in the name of
The Newark Public Library, which
will be glad for such a boost in
these times of fiscal uncertainty.
Particular reverence to my Refer-
ence Division colleagues: Jim
Capuano, Curt Idrogo, Jane Sei-
den, Monica Malinowski, Nadine
Sergejef, and Laura Saurs—I am
very lucky in them, and together
with our public, which includes
you, we discover and assemble
facts, ideas, truth, and meaning.
Any of them could be standing
here instead of me.

Thanks to Elsa Bruguier, esteemed
Plainfield Campus Librarian for
Union County College: I
moonlight for her, trying my best
to reflect her superb librarianship
and other beautiful qualities.

These institutions have provided
me with a rich array of opportuni-
ties to expand my abilities in service
to their users. Where would I be
without them? Where would any of us
be without librarianship, which pro-
motes our becoming virtuosos of our-
selves?

NJLA, ALA, the old Infolink, Qan-
dANJ, Train the Trainer, leadership
institutes, and other professional
programs and organizations also put
me in positions where I could dis-
cover powers—and deficits—I would
never otherwise have known I pos-
sessed.

Whether or not I have met you in
this room, each person here has
touched me, enriching my life, be-
cause, just as libraries are growing
organisms, we library people influ-
ence and nurture each other. I
believe the Librarian of the Year
has duties to perform, and it is
easier for me to think of the title
as a job than an award, so, if I can
do anything for any of you, please
let me.

Thanks also to the Revel admini-
stration and employees who
helped make possible this confer-
ence. As we librarians advocate to
those who are unaware of the ef-
fulgence of library benefits, I un-
derstand that unions campaign to
convince workers and customers
of the value of organized labor. I
wish everyone good fortune and
hope nobody minds my saying so.

A poem is how I always seem to
conclude until we meet again:

(Continued on page 5)
Thanks, by W. S. Merwin

Listen

with the night falling we are saying thank you
we are stopping on the bridges to bow from the railings
we are running out of the glass rooms
with our mouths full of food to look at the sky
and say thank you
we are standing by the water thanking it
smiling by the windows looking out
in our directions

back from a series of hospitals back from a mugging
after funerals we are saying thank you
after the news of the dead
whether or not we knew them we are saying thank you

over telephones we are saying thank you
in doorways and in the backs of cars and in elevators
remembering wars and the police at the door
and the beatings on stairs we are saying thank you
in the banks we are saying thank you
in the faces of the officials and the rich
and of all who will never change

we go on saying thank you thank you
with the animals dying around us
our lost feelings we are saying thank you
with the forests falling faster than the minutes
of our lives we are saying thank you
with the words going out like cells of a brain
with the cities growing over us
we are saying thank you faster and faster
with nobody listening we are saying thank you
we are saying thank you and waving
dark though it is

Gratitude, and courage, and happiness to us all!

Leslie Kahn
Supervising Librarian
Newark Public Library
Emergent Technologies and Their Impact

NJLA’s 2013 Conference was chock-full of fabulous sessions, discussions Libraries have always been about connecting with their communities. Whether we recommend a book that turns a kid/adult into a reader or help a person find a job, libraries and librarians strive to make a positive and lasting impression. We hold information and we help harvest their imagination.

We provide ideas and resources that inspire our patrons. In our pie in the sky dreams, we hope to change them and the community for the better. In short, we are about creating a positive impact.

As an Emergent Technologies Librarian (or ET Librarian as I love referring to myself as), I’m obviously known for being a tech geek. My job requires me to look for cutting edge technology and be aware, if not proficient, of its potential in libraries.

During the course of my career, I’ve created gaming collections, held gaming tournaments, worked with tablets and apps, taught countless hours of classes on everything from Excel to Digital Music Creation. I even have the geektastic fortune of learning and working with film conversions, green screens and 3D printers. So, yeah, I get it when people call me a geek.

Every once in awhile, someone will say that I and other technologically inclined Librarians are redefining what libraries are. I cringe when I hear this. To me, this couldn’t be further from the truth. At my core, I hold traditional library values. I want to create impact in my community.

ET Librarians are just as passionate about getting information into our patrons’ hands as our traditional cohorts. We also enjoy the rewards of connecting patrons to the information they desire. That value that hasn’t changed despite all the technology we use. It’s how we do it that differs.

A few weeks ago, a patron and her 87 year old mother came in with an old film negative they found. They had no clue what was on it and the negative was not a common size.

They didn’t want to pay a photo studio to make a positive if it was a worthless picture. With my help and the Library’s technology we made a rough scan of the image. The image revealed was a picture of the daughter’s birthday, sixty five years ago. Her mother held her and her brother was stood by her side. When the two saw it, they smiled and wiped away tears. Her brother passed away six months ago. The other day, the daughter returned with a portrait sized photo of the negative we worked on. It sits in their family room now.

The technology I work with in my library allowed this story to happen. Without it, the patron may not have bothered to find out what was on the negative. She may have missed out on a deeply emotional moment between mother and daughter or a picture that was clearly worth a thousand words.

It’s these kinds of stories that librarians like to share. They give us hope that we’re doing good things. They show the difference we’ve made in patrons’ lives and are great to tell at a council meeting (especially when budgets and the ever-feared question of Library funding come about).

So, while it seems that technology can be a lot of bells and whistles, ultimately, it serves the same purpose that librarians have always strived for. It allows us to affect lives and create impact.

Tyler Rousseau
Emergent Technologies Librarian
Monroe Township Public Library
Another year of the NJLA Annual Conference is under our belts and hopefully everyone took something useful back to their home libraries. This year’s theme of **Finding Your Perfect Fit** was demonstrated in a wide array of subjects the different workshops included; from Maker culture to reader’s advisory (Erotic Fiction!) to historic preservation to public policy. This year there was truly something for everyone.

I was fortunate enough (and nervous enough) to present a talk along with Kate Vasilik, Head of User Services at the Piscataway Public Library and recipient of the NJLA President’s Award this year. We gave a talk on library programming for 20/30 year olds and were thrilled with a response of nearly 100 people while we gave tips on understanding the life situations of people in their 20/30s (singles, parents, students, professionals, etc.).

Of course we provided some fun programming ideas too, including open-mic music/poetry, beer brewing classes, cooking classes, nostalgia programs (retro gaming night), and lots more. You can download our presentation and handouts on the Conference website: [http://njlaconference.info/](http://njlaconference.info/).

I was only able be at NJLA on Wednesday, but I still got to check out the keynote speaker (Stephen Abram), Passport to Adventure: Passport Contests in Libraries and the Year’s Best Graphic Novels 2012. The passport programs from the BCCLS and MAIN consortiums offered a unique and fun way for patrons to explore their system and win prizes too.

Especially fun was Terrie McColl’s tweeting her trips to various libraries in the BCCLS system! [@TerrieMcC #BCCLS#Passport. All the programs gave me a few ideas, a little inspiration and some genuine enthusiasm to try some new ideas out at my home library.

As has been the case with the last 3 years I’ve attended this program, **Best Graphic Novels 2012** was awesome, providing four different librarians’ picks for graphic novels, comics and Manga. I immediately went back to my library and put together a new Baker & Taylor cart of the suggestions. This is a program not to miss if you develop these collections, are a YA librarian or just love graphic novels.

So how does the conference relate to my library and my work there? Well, certainly I’ve continued to try and come up with unique adult programming (examples for next year’s talk?). Coming up we’ve got an **LGBT comedy event** featuring seven different comedians as well as an LGBT Open-mic and music event.

As for my **monthly DIY program** featuring unique topics and local businesses/individuals, I’ve got a DIY bicycle repair class, an indoor gardening class, fall bird watching and hopefully a craft beer sampling and flavor profiles event coming up in the next months. Check Eventbrite [http://hobokenlibrary.eventbrite.com/](http://hobokenlibrary.eventbrite.com/) to see what we have going on.

In the end I hope that those who attended NJLA brought back some new ideas and renewed inspiration for their home libraries and communities. For those who couldn’t make it: check out the Adult Services Forum on Monday, October 28th!

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**Matt Latham**  
Reference Librarian / Program Coordinator  
Hoboken Public Library
What can virtual reference learn from social Q&A? How does the punk rock underground share information? What value do Ph.D. students see in an academic library?

These topics were covered during a panel session by LIS faculty members Marie Radford, Ph.D., Joe Sanchez, Ph.D., and Stephanie Mikitish, Ph.D. student at the New Jersey Library Association 2013 Conference on June 4.

Their session, “Intriguing Information Preferences & Practices: Research Themes @ Rutgers,” was well attended by librarians from all over the state.

Dr. Radford kicked off the session with her presentation, “CyberSynergy: VRS Meets SQA,” which is virtual reference service meets social Q&A.

Virtual reference tends to be a one-on-one service where a librarian will assist a patron, usually through chat. Social Q&A, on the other hand, is crowdsourcing answers to questions.

Dr. Radford wants to better understand what VRS can learn from SQA and whether or not librarians will be interested in collaborating with the crowd.

This research is funded by a grant from the Institute for Museum and Library Services, and is being conducted in collaboration with LIS Assistant Professor Chirag Shah, Ph.D., and Lynn Connaway, Ph.D., from OCLC.

Next, Dr. Sanchez presented on the information underground as it relates to the punk rock scene in New Brunswick, N.J., home of Rutgers. Most punk rock concerts are held in basements of homes, and are secret.

But how does one promote or find an underground concert with a secret location? Dr. Sanchez’s research explores this idea of underground information exchange, which has implications for other types of information undergrounds, such as the sex trade and gangs, where secrecy is a key component.

Mikitish rounded out the presentation with her findings in a study about how Ph.D. students view, use and value academic libraries for their coursework, teaching and research.

Mikitish found that students have a favorable view of libraries, and that the tasks they have to complete, as well as their stage of education, affect their perceptions of value.

Likewise, she concluded that it is important to reintroduce libraries to students at key points in their academic careers, such as before qualifying exams, before they start teach or any time they need to do research outside of their academic area.
Social Media and the Future of Reference Services

Social media is making a big impact on reference services. It can be challenging to keep up with all the new developments.

So I was excited to attend “Reference 2.0 in a Flash,” a session at the recent NJLA Conference in which a panel of Rutgers MLIS students, along with moderator Dr. Marie Radford, gave a whirlwind overview of some of the newest technologies.

First up was Rebecca Kunkel, who explained the concept of tagging. Tags are keywords or index terms added to catalog records or other pieces of library information in addition to traditional cataloging metadata. Tagging is often done by the public and has a number of advantages, including the use of more current and informal terminology, and encouraging a sense of connection and participation by users. Tag clouds are a visual depiction of a set of tags, in which the importance of each tag is shown by the font size or color. They are useful for indicating the most prominent terms, and provide a hyperlinked navigation aid.

Rebecca shared a number of interesting examples of libraries that have invited tagging by the public, including the Library of Congress’s Flickr page:

Lisa Olszewski reviewed the use of blogs in Reader’s Advisory Services. Many libraries have set up blogs to recommend books and engage readers.


Lisa also discussed the use of blogs in answering Reader’s Advisory questions. There are a myriad of excellent blogs devoted to book recommendations.


The fourth and last presentation was by Katherine Vander Wende, on Tumblr. Tumblr is a microblogging platform and social media website used for networking and self-expression.

Tumblr features brief posts like Twitter, but allows for the inclusion of multimedia, and does not impose a strict limit on the length of the posts. Some libraries are beginning to use Tumblr in reference, primarily as a means to publicize reference sources. Two library Tumblr sites are Rutgers Camden’s Paul Robeson Library at http://rutgersprl.tumblr.com/ and Darien Library at http://darienlibrary.tumblr.com/.

What all these Reference 2.0 technologies have in common is that they are free, social, and easy to set up.

So go ahead and try one, two, or all of them!

Barbara Laub
Head of Technical & Adult Services
Maplewood Memorial Library
I am one of those people who didn’t go to NJLA this year. However, through the foresight of the LibraryLinkNJ staff, I was still able to enrich my skills from the comfort of my office by registering and using Lynda.com. If you haven’t tried it yet, consider this as positive feedback.

One of my colleagues registered last month and went through the Excel Essential Training sessions. Although she did find her attention waning after about 2 hours, it has already paid off. She now knows her way around the toolbar and is cutting and pasting with the best of them. Those database statistics have never looked better!

I had originally thought I’d do an advanced Excel, perhaps Power Shortcuts along with Managing and Analyzing Data. As it happened, I didn’t get to Excel. There were too many other interesting topics to dip into.

The signup process is very simple. You probably already have an account to get into the LibraryLinkNJ site. If so, you’re all set. Just head to the LibraryLinkNJ website, check Lynda under the CE heading and sign in to register.

There are 30 training slots and they are allocated on a first-come basis. Registration occurs around the 10th of each month and if you are in the first 30, you’ll have 3 weeks unlimited access to the site.

I started out by cruising the alphabet listing of all the software training available. So many topics, so little time! I started in the Apple area with Power Shortcuts for IPad. It was great to finally and formally learn about this computer which I am often asked to troubleshoot by patrons who have difficulty comprehending that I do not own one.

What next? I sampled the Ebooks topic. Distributing and Marketing was interesting for general insight but most of the topics were geared to writing and publishing in Ebook format which has limited relevance for me.

Next up, I dipped into web design since my library is thinking about a website re-design. Creating a Responsive Web Design and Responsive Design with Joomla were both helpful in getting me thinking about issues and giving me a structure to evaluate our needs.

Other topics I dipped into were related to Joomla, our template-based website management system. I didn’t finish any of the Joomla topics.

They were each around 10-15 hours long and I found that some topics became too detailed as they were geared towards developers. The better strategy for me was to pick and choose topics, dipping in as relevant and skipping out as not. In this way, I was able to get enough information to plot a course of action without actually having to know the detailed steps to undertake the work as there will be an outside consultant doing the actual coding.

I found my first experience with Lynda to be thoroughly worthwhile and I look forward to registering again. Maybe next time I’ll finally get to those Excel courses! As a warning, only sign up in a month when you will be able to allocate adequate time to investigate the site. Anything less than 2 hours per week is probably not going to be that useful unless you have a very specific need. Most full courses tend to be 10-15 hours with individual topics ranging from 2 minutes to 20 or 30 minutes.

The Lynda site is set up so that you can stop anywhere, log off and then pick up where you left off the next time. And there is a record of what you’ve viewed so you can go back later and review what you’ve taken. No, I didn’t get to walk on the Boardwalk this year or enjoy a swim in the indoor/outdoor pool but at least I learned something!

Lisa Florio
Reference Librarian
New Providence Memorial Library
Kids, Interactive Learning, and Free Apps

While attending Computers in Libraries in April, I noticed more and more libraries are incorporating tablets as early learning tools. I too was thinking of an alternative option to what I believe are over-priced Early Learning Workstations.

Then I remembered, being a mother of a two year old who gravitated to my iPad at the age of eight months (he didn’t like my Kindle), I found myself researching free apps that would not be something just to occupy his time, but were educational and fun too.

Then I realized I could use this information not only for the library itself, but for our patrons to use on their own devices as well.

Now I am aware of reports on both sides of the issue of whether toddlers should be using tablets or smartphones at all. Both sides can be equally argued, but as an Information Professional it’s my job to provide the necessary resources to Best Free Educational Apps for Toddlers, Preschoolers and Kindergarten – Aged Children.

While I do believe such devices can be great interactive tools for learning, these same tools if used to a great extent can be harmful to a child’s development.

So when my son, who talks in his sleep, yelled “iPad” I knew it was time to cut back and set some limits for him. That being said, whether it’s in your library or at home, here are my top fifteen mobile apps for Apple and Android devices.

Endless Alphabet
By Callaway Digital Arts Inc.
I found some of the words too advanced for preschoolers, but they have fun moving the letters.
For iPhone and iPad

Sprout Games & Video
By PBS KIDS Sprout Enjoy Sprout on the go!
For iPhone, iPad, and Android

PBS KIDS Video and PBS Parents Play & Learn HD
By PBS KIDS
For iPhone, iPad, and Android

Play 123
By CJ Education
For iPhone and iPad

Kids ABC Letters Lite
By Intellijoy
For iPhone, iPad, and Android

Little Charley Bear VDO
By Studio Liddell
For iPhone, iPad, and Android

Alien Buddies Preschool Learning Activities
By Artgig Studio
For iPhone and iPad

Animal World – Peekaboo Play & Learn
By Moo Moo Lab LLC
For iPhone and iPad

Peep and the Big Wide World
By WGBH Digital
Includes: PEEP Quack’s Apples, PEEP Hide and Peep, PEEP Paint Splat, PEEP Trash Stash, PEEP Sounds Like Fun, and PEEP House Hunt.
All six apps have to be downloaded separately.
For iPhone, iPad, Andriod

Baby First Words Lite
By INBAL Tal
For iPhone and iPad

Jigi’s Jigsaw Animals
By Codegent (Kizzu Learn & Play)
For iPhone and iPad

Candy Count – Learn Colors
By Camigo Media LLC
For iPhone and iPad

ABC Alphabet Puzzle for Kids Lite
By Codegent (Kizzu Learn & Play)
For iPhone, iPad and Android

ABC a Go-Go
By Tap Tap Slide
For iPhone, iPad and Android

Read Me Stories: Kid’s Books
By 8nteractive Limited
For iPhone, iPad and Android

To see more recommended apps check me out at
www.waterfordtwplibrary.org

Tanya Finney Estrada
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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.

See you soon at the Adult Services Forum in October!