

REFERENCE SECTION QUARTERLY

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A Message from the Section President, Theresa Agostinelli

The 6th Annual NJLA Adult Services Forum, sponsored by the NJLA Reference Section, took place on Monday, October 27 at the Monmouth County Library System Headquarters in Manalapan, NJ. The programs focused on the topics of advocacy, marketing, customer service and more. Tables in the hallway were staffed by representatives from EbscoHost, Immigration & Naturalization Services and NJLA's Member Services Committee. Several representatives from libraries that were awarded funding from the New Jersey Library Makerspaces – The Leading Edge, 2013-2014 manned tables and offered fun maker activities.

After introductions from Mary Chute, Pat Tumulty, and Terrie McColl, Kathy Brunet, Daryl George from Northvale Residents for a Municipal Library and Robert White, Executive Director for BCCLS, kicked off the event with a dynamic and inspiring keynote address. The town of Northvale lost their municipal library back in 2011. The former municipal library was replaced with a reading room that was not part of the BCCLS system, open for extremely limited hours, and staffed by volunteers. I was truly inspired by Kathy and Daryl's passion and tireless efforts to restore a municipal library with professional librarians to their town. On Election Day, in what I'm sure was a direct result of the advocacy efforts from Northvale Residents for a Municipal Library, the town of Northvale voted to reinstate a municipal library.

I attended one program in each of the three time slots, but I wish that I could have gone to all of the programs. Many of our presenters have shared their presentations and they can be accessed from the "Program Materials" tab on the Forum website at www.adultservicesforum.info. A Storify of tweets from the day has been assembled by LibraryLinkNJ here: sfy.co/pmmW.

We are currently reviewing feedback from our online evaluation forms, and we will use the information gathered here as we plan future Section events. Thank you to everyone that took the time to fill out this survey.

I would like to extend a big thank to everyone that helped to make this day a success including Pat Tumulty & Sue Rice at NJLA, James Keebler who set up the online registration form, Mary Chute, Terrie McColl, Kathy Dempsey, Dr. Marie Radford, and all of our presenters at programs and at table talks, LibraryLinkNJ, The NJ State Library, The NJLA Emerging Technology Section, The NJLA Reader's Advisory Roundtable, The NJLA Diversity & Outreach Section, Joan Moss & the Monmouth County Library HEADQUARTERS. Many talented people from the NJLA Reference Section worked hard to put this together, including Matt Latham, Jill Stafford, Karen Vaias, Mimi Lee, Doug Baldwin, Emily Witkowski, Kate Wissel, Lisa Florio, Louisa Bann, Dennis Kuhn, and Bryan Eichner.

INSIDE THIS ISSUE

Keynote Address: The Northvale Residents	2
Immediate Advocacy: A Personal Choice	3
Social Media, Part 1: Facebook and Twitter	4
Social Media, Part 2: Instagram and Tumblr	5
Streaming Movies, Music, eBooks & More	6
Library Idol	7
Using Mental Health First Aid to Provide Better Library Service	8
Photos Of The	9
Words From the Editors	10
Members, Mission Statement, Save the	11

Keynote Address By: Cassidy Charles

The 2014 Adult Services Forum kicked off on Monday, October 27th with a passionate keynote from Daryl Lynn George and Kathy Brunet of the Northvale Residents for a Municipal Library political action group.

In 2011 Northvale lost not only their local library after the town council, but the then mayor voted to discontinue funding. At the time, the Northvale Association Library was an association library, meaning that the funding was structured like a donation for operations. The Northvale Association Library served the community since 1957 and was a Bergen County Cooperative Library System (BCCLS) member for 31 years.

George and Brunet explained that after funding was discontinued and the library had closed, the political leaders had put a \$500,000 funding referendum question on the election ballot – indicating that \$250,000 would go to the library but not accounting for the additional half. The ballot question was designed to fail. Northvale residents subsequently failed the bloated referendum question.

Residents noticed immediately how the community suffered. Northvale students were at a disadvantage compared to their classmates from other towns with libraries. The then current political leadership tried to quell concerns with opening a “Reading Room” in the former library. Technology was limited and inter-library loaning was not available. The Reading Room was staffed entirely by volunteers and opened limited hours. From there Northvale residents mobilized to have funding restored -- with George and Brunet at the lead. As both active members of their community and having been power users of their library, they worked with BCCLS and sought advice about how to campaign and advocate for their library.

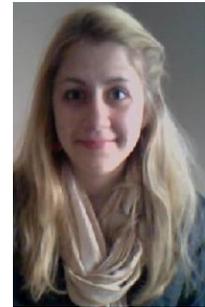
In early 2014 they lead a petition drive to have a .3 mil levy (the minimum level of funding to support a library in New Jersey) for the creation of a Municipal-funded library on the November ballot. The current mayor did not want a tax increase anymore than his/her predecessor, so the “Reading Room” was re-branded a “Library” with no difference in the low-grade features. The Northvale Residents for a Municipal Library collected 1,700 signatures in support of putting the .3 mil levy referendum question on the ballot – more than a third of Northvale’s 4,500 population.

The Northvale Residents for a Municipal Library emphasized the importance of professional staff who support education, jobs, employment services, and personal enrichment for everyone in the community (as well as a library that represents everyone). The group utilized traditional campaigning strategies, as well as social media to educate Northvale on the importance of library services. Their hard work would come to pass on November 4th, 2014.

A week after Daryl and Kathy’s presentation, on Election Day the .3 mil levy referendum question went to ballot. Northvale voted roughly 618-to-538 in favor for a municipal-funded library. The referendum allows for permanent staff to be hired for daily operations and re-admittance into the BCCLS system. The campaign of the Northvale Residents for a Municipal Library and the fortunate outcome also highlights 2014 NJLA President Terri McColl’s theme of “Libraries on the Edge” in terms of funding, but also shows how important libraries are to their communities (and communities to their libraries).

Congratulations, Northvale!

Biography



Cassidy Charles is a recent graduate of the Rutgers University MLIS program and an Adult Services librarian the Madison Public Library (N.J).

Her professional interests are organizational policy, graphic novel collection development, and information literacy. She enjoys trail running, sewing sock monkeys, and new comic book Wednesday.

Immediate Advocacy with Marie Radford By Emily Witkowski

There could not have been a more perfect fit for the NJLA Reference Section's Adult Services Forum than Marie Radford. As a prominent voice in the field of reference services research, her insight into the daily work of librarians is both invigorating and reassuring. The recent recipient of RUSA's [Isadore Gilbert Mudge Award](http://tinyurl.com/l2wtuqq) <http://tinyurl.com/l2wtuqq>, she discussed how her winning of that award is attributed to her optimism toward reference services, and optimistic she is, but also incredibly realistic. The focus of her work is not on gaining support from the public to recognize the importance of reference services, but proving the importance of reference services through our own actions.

Radford's presentation on "Immediate Advocacy" helped reframe how we think about what happens in the library. By shifting our thinking from the reference interview to the reference encounter, we should begin to consider every level of communication we have with patrons in the library as an opportunity to foster better relationships. Through her own stories, and her encouragement of those of us in the audience to share our experiences, she used real world examples to discuss positive and negative reference encounters and what behaviors influence the user's feelings toward the encounter.

Focusing mostly on body language, or "immediacy behaviors," Radford pointed out positive behaviors when partaking in the reference encounter, such as eye contact, leaning forward, and "turning towards." These behaviors play into the "emotional labor" of librarianship that we should expect, which is the personal connection we must make with the user to foster trust and collaboration. She also alerted us to negative behaviors such as the refusal to acknowledge users waiting for service, or what someone in the audience appropriately called the "all or nothing" model. Radford has a very appropriate anecdote to illustrate this behavior, relating to us how in one interaction, a line of four patrons slowly dwindled to one as a librarian on the phone refused to even acknowledge the other users waiting for service until she was finished with the patron on the phone. With growing needs in the public library, and as we try to remain an integral service to our communities, we need to consider how we can serve all patrons at all times.

One of the greatest takeaways for me, and I think it is safe to say the same for many others in the room, was Radford's charge for us all to stop down selling our profession. As librarians, we have a tendency to underestimate how difficult some of the work we do may be to others. We are doing a disservice to our profession if we try to prove to our patron that what we do is easy by rushing through the steps. We need to work on being reassuring and inclusive, but also proving our worth by deliberately doing our job, practicing positive immediacy behaviors, and being our own advocates.

"We need to work on being reassuring and inclusive, but also proving our worth by deliberately doing our job, practicing positive immediacy behaviors, and being our own advocates."

Biography



Emily Witkowski is in her final semester at Rutgers University in the Masters of Library and Information Science program.



Marie Radford during her discussion on Advocacy.

Social Media, Part 1: Facebook and Twitter By Dennis Kuhn

Many people have heard of social media sites such as Facebook, Twitter, Tumblr and Instagram, but some may not know how and why it should be used in libraries. In this two-part presentation at the NJLA Adult Services Forum led by Sophie Brookover from LibraryLinkNJ and John LeMansey from LeMansey Consulting, they discussed different ways libraries are using these social media sites to communicate and interact with their audience.

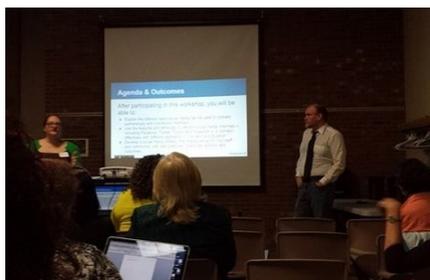
In the first part of the presentation, Brookover and LeMansey spent time going over the social media sites of Facebook and Twitter which they explain as more descriptive whereas Instagram and Tumblr are more visual. They covered information on getting started with an account, knowing your audience, how to be vocal, and building a social media team. To get started they recommend that libraries do some research which includes finding out what the community is already using, and what your library staff knowledgeable and excited about. They also suggested finding out what the community is saying about the library online by searching your library's name on social media to see what shows up.

Next Brookover and LeMansey went over tips on posting which includes having a set response time when it comes to replying to posts; generally a response within 24 hours is appropriate for social media. Also when it comes to the audience of the page libraries should keep in mind who is visiting the page and what do they hope to find out. Next they went over tips on how to create a professional tone and that the social media page should sound like the posts are written by a person and not just a general library.

Lastly they went over tips for building a social media team and explained that anyone who works at a public desk or answers questions are providing information in person, should be able to provide the same information within an online presence, and assist with posts. You should also find out who the best writers are on staff and also any staff members who have an eye for interesting stories and content online that library patrons or other people or libraries following you might find interesting.

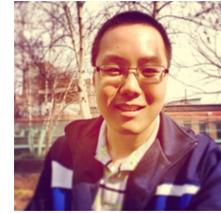
Need more information? Check out the Facebook group: [Libraries & Social Media](https://www.facebook.com/groups/LibrarySocial/) at <https://www.facebook.com/groups/LibrarySocial/>

This was an informative program and something that had valuable and useful information. Social media is just one way to get in touch with patrons, and the ideas shared and presented in this program will be able to help libraries get the word out about their library to the right audience using the right tools and methods to do so.



Brookover and LeMansey discussing social media in libraries.

Biography



Dennis Kuhn is the new Editor for the Reference Section Newsletter. He currently works at several libraries, in various departments. He recently finished his MSLS from Clarion University in Clarion, Pennsylvania this past July and looks forward to working with everyone in the Reference Section and NJLA.

In his spare time Dennis likes to read, travel, and work on his photography.

Social Media, Part 2: Instagram and Tumblr By Kate McGivern

Biography



Kate McGivern is a Reference and instruction librarian at Bergen Community College in Paramus, NJ. She holds a Master's degree in Liberal Studies from Thomas Edison State College and a Master's degree in Library Science from Rutgers, the State University of New Jersey.

Kate earned a Bachelor's degree in English and Communications from Eastern Connecticut State College in Willimantic, CT. She is a member of the NJLA Reference Services Committee. Kate is also the President of the Oradell Free Public Library Foundation in Oradell, NJ.

Links Continued:

[Internet Explorers](#)- social libraries and building communities online from LibraryLinkNJ at

<http://tinyurl.com/qg45qoy>

[New Jersey Libraries on Instagram](#)- list created by LibraryLinkNJ at

<http://tinyurl.com/nl2mdvm>

[Reader's Advisory for a New Age](#)- social media and tech tools from LibraryLinkNJ at

<http://tinyurl.com/p6jwykv>

[Social Media Snapshots](#)-useful social media information in small doses from LibraryLinkNJ at

<http://tinyurl.com/nulbyxg>

Why have two sessions about the same topic? If you attended the sessions called "Developing a Social Media Strategy for Libraries" you discovered that one session was focused on the text-based tools Facebook and Twitter while the second session was aimed at visual tools Instagram and Tumblr. Yes, Facebook, Twitter, Instagram and Tumblr are part of the social media network which brings people and information together but according to presenters Sophie Brookover and John LeMasney, they are not the same tool and should not be used for the same purposes.

What are the benefits of using social media sites? Brookover and LeMasney explained that using sites which the community is familiar with and use personally is a way to connect with people the library may not have connected with before.

Each library must decide on its own whether to use any type of social networking site and which sites to use by investigating its community. Who will the library's audience be? Libraries should consider what kinds of programs are offered, what are the demographics of the people who come in the door and the demographics of the people who use the library virtually. Who will the library's audience be?

Understanding your library's goals and objectives for using social media will go a long way in creating a solid social media policy that any employee will be able to follow. Tying those goals and objectives to the vision, mission and strategic plan will help ensure proper use. Have those goals and objectives approved by the governing board and include them in the library policy manual. This keeps everyone on the same page with what is going on.

If your library regularly hosts programs and has a tradition of hanging up pictures from the program, why not put the pictures on Instagram or Tumblr? If your library makes a schedule of sharing content regularly, you have now created a new tradition where followers can watch for new information about your library. Establishing a calendar for regular posts which all library staff can see and creating a social media team to manage the calendar and generate ideas helps get all staff members involved. Keeping in mind the vision, mission and strategic plan of your library aids in the content of the posts being created.

How do you know if your posts are reaching anyone? Who are they reaching? If you are interested in this kind of information, use tools that can help provide it. Many social media tools offer analytics as part of the use agreement. Facebook, Twitter, Word Press and Pinterest include analytics. Google Analytics can be applied to other tools by inserting special code.

Overwhelmed? Feeling lost? Brookover and LeMasney offered some helpful links to webinars and webpages-

[Demographics](#)- find out what tools your community is using with the Pew Research Internet Project at <http://tinyurl.com/oj675b4>

Streaming Movies, Music, eBooks and More By: Jill Stafford

Melissa Brisbin, Emerging Technology Librarian & Systems Administrator at the Cherry Hill Public Library, presented “Streaming Movies, Music, ebooks and More” at the Adult Services Forum on October 27.

While most libraries offer some type of downloadable products to their patrons, streaming resources are relatively new to libraries. Melissa gave a dizzying overview of some of the new downloadable and streaming products available today. Here is a summary of just a few she mentioned.

Hoopla – Patrons can stream movies, music, and audiobook content onto computers and laptops after installing the Google plug-in Widevine. However, they are able to download items onto their mobile devices to enjoy content at a later time. There is no annual fee or set-up cost, libraries pay per download, controlling how much and how often patrons access content. A downside to Hoopla is that the movie selection lags about five years behind the new releases.

IndieFlix is offered to libraries through Recorded Books. It’s reasonably priced and patrons can stream an unlimited number of films, choosing from over 5,700 titles of documentaries, foreign films, animated films, titles from major film festivals, and more than 500 television shows and classic movies. The service comes with public performance rights so libraries can show the films at their libraries.

Films on Demand offer over 21,000 full length streaming videos from some of the world’s top producers such as ABC News, NBC News, BBC, A&E, TED, Frontline, National Geographic, etc. Patrons have unlimited access to outstanding documentaries, award-winning educational films, and independent films. This service also comes with public performance rights to the content.

Library Ideas introduced Freegal Music several years ago. Since then, they have added Freading and Freegal Movies to their collection. **Freading** is a downloadable ebook service with a pay as you go model. For those familiar with Overdrive, Freading is different in several ways. Freading offers content from different publishers than Overdrive and they assign books a token value. Patrons are given a set number of tokens each month, determined by the library to help control the cost libraries pay. Freading offers simultaneous access to titles so there is no waiting.

Freegal Movies offers access to thousands of feature films and television episodes. There is no software to download as the service is browser or app based. Patrons can watch three different movies or television episodes each week and each selection carries with it, a 48 hour viewing period. During that 48 hour period you may watch that selection multiple times.

While the above library services come with a price, Melissa did mention a free movie streaming service libraries may be interested in linking to their websites. Documentaryaddict.com is a curated collection of approximately 5000 titles freely available on the internet.

Biography

Jill is the department head of Adult Services at the Matawan Aberdeen Public Library.

She is currently serving as Vice President of the NJLA Reference Section.




Library Idol By Theresa Agostinelli

Can't we close libraries and purchase a Prime Membership for every citizen? Why do we need libraries when you can find everything you need on Google? Oh, you are a librarian? I would love to do that after I retire, it would be great to be paid to read all day. Have any of you been asked questions like this. Do you wish that you had a better response then the one that you gave?

In this program, moderated by the program's "Ryan Seacrest," Terrie McColl, contestants were Kathy Dempsey - Consultant/Founder of Libraries are Essential, Selwa Shamy - Head of Adult Services, North Plainfield Public Library and Jennifer Breuer - Director, Glen Ridge Public Library battled it out by offering one minute elevator speeches to pre-selected questions. Michael Mazekian, Nick Van Dorn, and Matt Latham, otherwise known as the three "Paulas," offered feedback after each presentation.

Questions included, "Why do we need libraries if there are e-books and Netflix?", "How will libraries be relevant in the future?", and "Why does the library deserve my tax dollars?"

In the final round, contestants were challenged with a mystery question unknown to them before the competition. While each contestant thought about their answers to this question, audience members shared information about what their libraries had been doing to promote themselves. Attendees shared information about SCORE programs, participation in National Night Out events, bringing bags of books to after-school programs, offering discount incentives when library cardholders showed their cards at local businesses and participating in the strategic planning committee at the local school.

After ten minutes of deliberation in the hallway, each contestant reentered the room to deliver their final speech. For this final question, a winner was chosen by audience applause. Jennifer Breuer was the winner, and was given a Best Buy gift card.

In my mind, all of the contestants were winners because they offered different approaches to each question that could easily be adapted by audience members. This was my favorite kind of program, it was fun and informative. I can immediately apply this towards interactions with patrons at my library and in social situations.

Biography



Theresa Agostinelli is a librarian at the Monroe Township Public Library where she coordinates adult computer classes and services for job seekers. She also teaches craft and cooking classes, and S.T.E.M. programs for kids and teens at the Library.

Theresa is the president of the NJLA Reference Section and the moderator of the popular Facebook group, Technology Training & Libraries. She is also the leader of her daughter's Girl Scout troop.



Michael Mazekian, Nick Van Dorn, and Matt Latham, otherwise known as the three "Paulas," of the Library Idol program.

Diversity & Outreach Section: Mental Health First Aid and Libraries

By Karen Vaias

Mental Health First Aid (MHFA) training is currently being offered to library personnel throughout the state. Like First Aid and CPR, Mental Health First Aid is administered to those in need until professional treatment is available, or a crisis has passed.

Presenters Jaime Angelini of the Mental Health Association in Atlantic County and Beth Bliss of Atlantic County Library System, Brigantine Branch, outlined the 8-hour training being offered in New Jersey, courtesy of a \$15,000 Outreach to Consumers Grant recently awarded to the State Library from the National Network of Libraries of Medicine, Middle Atlantic Region. These funds will allow approximately 100 library staff members in New Jersey to receive training on this important topic.

To date, sessions have been held at East Brunswick Public Library and Montville Township Public Library. Training will be offered at the Mullica Hill Branch of the Gloucester County Library System and Hasbrouck Heights Free Public Library early in 2015.

MHFA is provided by the Mental Health Association in New Jersey (www.mhanj.org). Mental Health problems are common and MHFA was created to address them. The training also seeks to decrease stigma of mental illness while increasing awareness. The training was created in Australia in 2001, and is now available in 20 countries. Since 2008 when it was first offered in the United States, over 250,000 people have been trained in MHFA. Central to the program is the Mental Health First Aid Action Plan, identified by the acronym, ALGEE:

- Assess for risk of suicide or harm
- Listen nonjudgmentally
- Give reassurance and information
- Encourage appropriate professional help
- Encourage self-help and other support strategies

Presenters Jaime and Beth enthusiastically promoted the New Jersey MHFA training for library personnel. This attendee, however, would have also appreciated a few hands-on tips at the session itself, prior to signing up for the 2-day training.

“Mental Health First Aid is administered to those in need until professional treatment is available, or a crisis has passed”

Biography



Karen Vaias received her MLIS from Rutgers, the State Library of New Jersey and is the Supervising Reference Librarian at Bernards Township Library. She lives in Basking Ridge with her husband, daughter and surly cat.



Photos From The Forum.



Words From the Editors

A Message from the Editor, Dennis Kuhn

This was my first time attending the NJLA Adult Services Forum, and I found the whole central idea and programs to be so very important to our job. Programs and interacting with different library professionals is so important to our careers as we gain tips, tricks, and networking possibilities.

To me advocacy means believing in something so valuable and important that you are able to repeat and explain the concept to others, and this is so important in libraries today. The library has definitely received a facelift from the traditional institution of a place to check out books, it's so much more now and it's that concept that we as professional librarians have to share with others. It's always a good opportunity to be an advocate for the library when I hear a patron tell me that they never knew the library has this or that to offer these days.

An important tool that I used in my Library Management class was Turning the Page, which was an 8 part online course which explained advocacy and how to apply this when speaking about the library to others.

<http://www.ala.org/pla/onlinelearning/turningthepage>

Marketing is also an important concept because this technique is what helps us draw in potential library users. It can be anything from a flyer in the library to an announcement on your social media page, anything to let the user know we have this particular service or material for you to use. Since the library is for the community, why wouldn't we want to advertise and market materials for them.

This was my first newsletter so as I'm settling in, I welcome any comments, suggestions, or newsletter ideas for the future. I can be reached by email at dkuhn@lmxac.org

A Message from the Co-Editor, Bryan Eichner

Greetings, I am Bryan Eichner, your current Co-editor of the NJLA Newsletter. The main purpose of the NJLA Newsletter is to emphasize the respect and care that people (myself included) still hold for this profession.

An ideal situation for libraries is to be the center of the community, but we are not anymore. Libraries have done a lot with grant-funded Makerspaces as emphasized in the Adult Services Forum, but I think that we can do more. As librarians, I feel that we need to find ways to reach our community, even if they cannot make it to the physical library building. We need to come to them before they come to us and the best way to do this is to create a stronger online presence. We have already started to reach our communities through Apps, such as Hoopla, Twitter, Instagram, and Tumblr, but we need to become embedded in the technology. It is still good to have a home base in brick and mortar, but it is also necessary to have a place in the online community. If this Adult Services Forum has taught us anything, it is that there is a great amount of potential in serving the online community and that we need to evolve in order to meet their needs.

How has the library positively affected you? How can we effectively reach the people (and patrons) who do not see libraries as essential? Please send your comments to me at bryan.eichner@gmail.com and I will relay your comments, thoughts, ideas, etc to the Newsletter Editor, Dennis Kuhn.



NJLA: REFERENCE SECTION

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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

Save the Date!

Tuesday, March 10th

9:30am-3:30pm

Monroe Township Public Library

The Library Maker's Toolkit will be held on Tuesday, March 10th from 9:30am-3:30 at the Monroe Township Public Library. This event will offer hands-on maker classes on topics including Raspberry Pi, sewing, Arduino programming, jewelry making, simple electronics, and more.

This event will be cosponsored by the Reference Section, Children's Services Section, YA Section, and Emerging Technologies.