



D&O NEWS

Vol. 1 Issue 3 **January-March 2020**

Hello, Fellow DOers!

The **Diversity and Outreach Section** welcomes all library workers dedicated to improving outreach services to our diverse communities. We hope you'll join us at our 2nd DO-IT Conference in March!

Upcoming meetings:

- Thursday, February 27, 11am-1pm @ Hillsborough Public Library
- Thursday March 26, 11am-1pm via Zoom
- Thursday, April 23 @ 11am-1pm via Zoom

Calling all Bookmobiles!

Does your library have a bookmobile, mobile library, or pop-up library? Contact **Kara** at KaraB@cmclibrary.org to be featured in our Bookmobile Spotlight!

Doing a great diversity or outreach program?

Let us know! Each month we highlight different programs from libraries across the state. No program or initiative is too small. Feel free to just send us your pictures, with a title and date! No article necessary!

Contact Us

For more information, or to submit stories and ideas, please contact **Ally** at ABlumenfeld@elizpl.org

*Join us at our next meeting!
Agendas, Minutes, and more at njlamembers.org/dosection*

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DO-IT CONFERENCE 2020

Libraries & Social Work: Connecting People, Services, and Professionals

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9:30am - 4:00pm

Monmouth County Headquarters
125 Symmes Drive
Manalapan, NJ 07726



Find the full program on last page!
For more information, visit njlamembers.org/dosection

BOOKMOBILE SPOTLIGHT



We're shining a light on Mobile Libraries -- one of the best ways we bring the library to the community.

Montclair Public Library Bookmobile

Kara Brehm, Outreach Librarian

with help from the staff of the Montclair Public Library

Since its founding in 1893, the **Montclair Public Library** has been an integral part of the community. Montclair Public Library's mission is to "change lives every day through words, ideas, and community building." What better way to make the library accessible, and change lives, than to bring the library to the people?

Montclair Public Library (MPL) has a long history of using bookmobiles for home delivery and bringing books into the community. Home delivery service began in 1933, and continues to be a service provided today. MPL is an innovator when it comes to three-wheeled book delivery methods. In early 2015, Montclair started an Indiegogo campaign to raise \$6,000 for a pedal cart, which they called the "MPL Bookbike" and in April 2015, the campaign reached 100% funds raised. It debuted on the streets in August 2015 and continues to attend fairs, festivals, and events in the park to this day.

As the years passed, the Bookbike began to age. It was not equipped to handle hilly streets or long treks, so the library began researching to purchase a bookmobile to use where the Bookbike could not go. Montclair Public Library Director Peter Coyl saw a three-wheeled, electric vehicle at an airport while returning from the Library Journal Directors Summit. While conducting research into the vehicle that Director Coyl saw, MPL staff discovered that a local business, the Montclair Bread Company, was using a similar vehicle and inquired about it. Shortly afterwards it was decided the next library vehicle would be an "eTuk".

eTuk is a company from Denver, Colorado that creates unique eco-friendly, three-wheeled vehicles, and has created specialized eTuks for breweries, coffee and bagel shops, beauty shops, tours, and even for big companies like Barilla and eBay. Montclair's custom eTuk cost \$30,000, paid for through fundraising efforts of the Montclair Public Library Foundation. The book collection funds came from a \$1,000 grant awarded by the Montclair Rotary Foundation. The bookmobile arrived via semi-truck in July 2019.

For a small vehicle, the eTuk can travel up to 45 MPH. It comes in at 13 feet long, six feet tall, and has two compartments on either side with a total of six bookshelves. The collection includes children's picture books, YA novels, popular adult fiction, and adult nonfiction. However, items from a branch cannot be requested to be picked up on the eTuk, and books cannot be returned to the eTuk. Patrons can sign up for library cards on the eTuk as well.

So far, the bookmobile has attended many popular Montclair events: National Night Out, Midland Mile fundraiser, the farmer's market, Back to School Backpack Giveaway event, the Montclair Jazz Festival, and more! Director Coyl is very pleased with the services the eTuk has been able to provide, sharing, "Its purpose as a means of reaching those who find it difficult to visit the library is being realized. At one event, the staff were able to issue library cards to more people in two hours than they do in three days at both our locations." The new library vehicle has quickly become a much-loved sight to see in the community.



1940s

Book Delivery in Montclair

2015-present

The MPL Bookbike



2019-present

The eTuk: MPL's newest Bookmobile

OUTREACH & PROGRAM SNAPSHOTS



Celebrating DO-ings across the state!



Somerset County Library System

Participants in the Somerset County Parks Department Therapeutic Recreation Program for differently abled adults explored SCLSNJ's Manville Branch on **January 23**. During their visit, they made plans for a book club, selected books to checkout, shared subjects they like to read about, and even found time to pose for a group photo. Program staff members signed up for SCLS library cards and downloaded the Libby app on their devices as another way to share the joy of reading with their program participants.

LIFELONG ELIZABETH PRESENTS

Traveling

OLDER ADULT LECTURE SERIES

Join us to learn about topics that matter to you!

Featuring: **Elizabeth Public Library Pop-Up Library!**



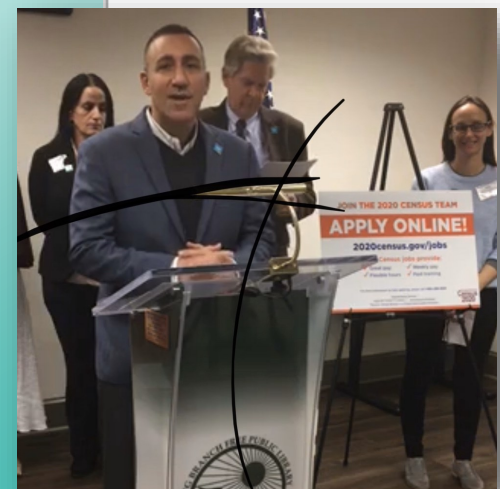
Elizabeth Public Library

Lifelong Elizabeth (LLE), a community-led coalition working toward age-friendly initiatives, partners with EPL to provide mobile programming at senior centers and residences across the City of Elizabeth. On **January 14**, EPL's Pop-Up Library, LLE, and Karen Enslie of Rutgers Co-op Extension of Union County visited Heritage Village to present on Healthy Aging. Of the 10 guests that were present, 4 signed up for their very first EPL cards! It is never too late to make new inroads in our senior communities—who are often looking for opportunities to learn and connect.

Long Branch Public Library

NJ-06 Congressman Frank Pallone, Jr. hosted a U.S. Census Job Fair at Long Branch Public Library on **January 13**. "We are pleased that libraries are serving as key partners in the upcoming 2020 Census. Given that 99% of difficult-to-count areas are located within five miles of a public library, libraries are essential partners in achieving a complete count," said Tonya Garcia, Director of the Long Branch Free Public Library, in speaking to the Congressman's office.

LBPL is an example of how successful outreach hinges upon collaboration with stakeholders and representatives, who can help engage and energize the community around an initiative.



DO-IT NFERENCE 2020

Libraries & Social Work: Connecting People, Services, and Professionals

Conference Schedule

9:30am - 10:00am

Arrival, Registration, Networking

10:15am - 11:15am

Keynote with Sarah Johnson, MLIS, LMSW

A Social Worker Walks in a Library: Social Work & Librarianship 101

An introductory review of the work public libraries and social workers have done throughout US public libraries, and the "why" behind the work.

11:30am - 12:30pm

Session 1.1 Breakout

An Introduction to Social Work

Jessica Campbell, MSW, Newark Public Library

Session 1.2 Breakout

An Introduction to Librarianship

Public, Academic, and School Library panel

12:30pm - 1:30pm

Lunch (off-site)

1:45pm - 2:45pm

Session 2

Does Your Library Need a Social Worker?

Jessica Campbell, MSW, Newark Public Library

David Perez, MSW, Long Branch Public Library

3:00pm - 4:00pm

Session 3.1 Breakout

Social Work & Diverse Populations: Addressing Homelessness, Addiction, Special Needs, and More

Jessica Campbell, MSW, Newark Public Library

David Perez, MSW, Long Branch Public Library

Session 3.2 Breakout

How to Start a Library-Social Work Collaboration:

Creating Scalable Partnerships in Your Library

Sarah Johnson, MLIS, LMSW, Hunter College Libraries