

NJLA NEWSLETTER

THE OFFICIAL NEWSLETTER OF THE NEW JERSEY LIBRARY ASSOCIATION

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PRESIDENT'S MESSAGE: Embracing Opportunity Everywhere

by KATE JAGGERS

Recently, I've been reminded of how important connections are to us as human beings and professionals, friends and co-workers. I know that this is something that we learned a great deal about in isolation during the height of the pandemic, where we did whatever we could to maintain true relationships and support each other from a distance. And while many of us are still uneasy being in crowds, there is a certain type of engagement that occurs when we occupy the same space. And it's truly magical.



Last month, my good friend and colleague (NJLA Past President) Karen Klapperstuck and I hosted another session of "NJLA in a Nutshell" for some of our members and new office staff. Presenting that session reminds me of why I do what I do within NJLA, and why NJLA has held such importance for me since my time as a student. Like stories, NJLA can serve as both mirror and window, with the ability to reflect and reveal (a metaphor coined by Emily Style, 1988). Our Association truly provides opportunities for engagement in leadership or learning, new relationships, inspiration when you are in a tough spot or need a different perspective, and support when holding the burden alone seems too much . . . reminding us that we aren't actually alone.

I loved the theme of the NJASL Conference last month: Courage, Connection, Compassion. As we embark on a new year (complete with new triumphs and challenges ahead, along with the ones we've already got!), I hope that you know that you can count on NJLA -- and our partner organizations -- to support you in the endeavors you are about to pursue, in the challenges that you are bearing, and in the everyday things that bring us joys to be shared.

Kate Jagers is the Director at the Highland Park Public Library. She is also the 2021-2022 NJLA President.

OTHER NJLA NEWSLETTERS:

Use these links to access the latest newsletters from other NJLA Sections.

[Professional Development](#)

[College and University](#)

[History and Preservation](#)

LETTER FROM THE EXECUTIVE DIRECTOR

by **JULIET MACHIE**

Greetings NJLA family. I hope the year 2021 has been good to you. In the flurry of holiday activities, I hope that you would find time to rest, reflect and recharge. Thank you for serving our great State of New Jersey through libraries. Thank you for standing tall through weather and other storms. Because of you, New Jersey's libraries demonstrated that we are beacons of hope in the communities we serve. I am so proud of all of us, New Jersey's library workers!

It is hard to believe that a year has gone by since I joined the New Jersey Library Association family. So much has happened in so little time. I hope that we served you well in 2021. And I am hopeful that we will continue to learn and grow together, building New Jersey's communities through libraries.

I am proud to celebrate with you some major wins for New Jersey's libraries this year, including:

- An increase in our Per Capita State Aid Funding – first time in over 10 years!
- Construction and program grants awarded to so many libraries
- A very successful virtual annual NJLA conference
- A seat at New Jersey's Broadband Access Study Commission
- And so many programs and services at the pulse of individual and community needs.

NJLA is also proud to celebrate the successful launch of our Access Navigators Program in 2021, and the naming of 12 Navigator Libraries. Through this program, NJLA is assisting our Navigator libraries to serve the digital literacy and workforce development needs of their community members. The Access Navigators Program is funded by the New Jersey State Library through the Institute for Museum and Library Services, from the American Recovery Plan Act Funds.



Article continues on next page.

As we prepare to step into the year 2022, I want to remind you that it is NJLA's goal to continue to invest in you, to equip you to be your best self, as you serve the needs of your library communities. We are poised to increase our advocacy and focus on Intellectual Freedom and on Equity, Diversity, and Inclusion. We will amplify our voice on funding advocacy for New Jersey's libraries, and we will continue to provide meaningful development and engagement opportunities for you.

NJLA is here for you, working hard to support you, to encourage you, and to be your helping hand. Together, we will continue to rise, as we renew our energies, in service to New Jersey's libraries.

I wish you and your loved ones a safe and happy holiday season, and a happy and healthy New Year!

Juliet Machie, Ed.D., is the Executive Director of the New Jersey Library Association.

Important Dates this Winter

NJLA Executive Board Meeting

January 18, 10 a.m.

February 15, 3 p.m.

March 15, 3 p.m.

Young Adult Services Section

January 21, 10 a.m.

Library Workers of Color Section

February 25, 10 a.m.

New Jersey Makers Day

Friday, March 25 - 27

View the [NJLA Events Calendar](#) for all meetings and events.

INTERESTED IN CONTRIBUTING?

For all inquires please contact

newsletter_editor@njlamembers.org

Proposals for the Spring 2022 issue are due on FEBRUARY 14TH.

NJLA PUBLIC RELATIONS AWARDS

by **MANUELA MIRACLE**

From a heartwarming video message crafted during the 2020 shutdown, to a full multi-library public relations campaign, and an original animated song and music video, the **2021 NJLA Public Relations Awards** recognized just some of the talent, energy, and ingenuity of library staff throughout New Jersey.

The NJLA Public Relations Committee, in partnership with the Honors and Awards Subcommittee, is pleased to announce that the second annual NJLA Public Relations Spotlight program will be held virtually on January 13, 2022 at 2:00 p.m. The program aims to highlight some of the great marketing and public relations work executed by library staff and to encourage increased submissions in the coming year.

Librarian of the Year, Keisha Miller (South Orange Public Library), will host a panel of the 2021 NJLA PR Award Winners, who will showcase their entries and discuss their projects, processes, and approaches to public relations. Panelists are pictured below. Register to attend [here](#).

Manuela Miracle is the Adult Services Supervisor at the Mary Jacobs branch of the Somerset County Library System in Rocky Hill. She obtained her MLIS at Clarion University in Clarion, PA.

Panelists for the Awards Program, L to R: Kristian Brito, Justine Ferrara, Melissa KR Hozik, Keisha M. Miller, Michael Pucci.



LLNJ'S FALL SUPER LIBRARY SUPERVISORS A VIRTUAL SUCCESS

by **DARBY MALVEY**



LibraryLinkNJ's Super Library Supervisor (SLS) series has been providing practical professional instruction to new library supervisors for years. In a series of trainings designed to bring newly promoted supervisors the skills and insight they need to successfully manage their teams, SLS connects experienced library leaders with a small group of up-and-coming supervisors for training on the important management topics that might not have been covered in library school.

In the fall of 2021, LibraryLinkNJ successfully offered the SLS series in a fully virtual format for the second time. Thirty-five participants

joined 6 experienced speakers for 4 days of online trainings, gaining both practical skills and valuable insight on the following topics: "What It Means to Be a Supervisor," "Know Your Why: Motivating & Supporting Your Staff," "Personnel Documentation & Evaluation," "Defining Your Mission & Setting Goals," "Running Successful Meetings," "HR Basics," "Redefining Relationships," and "Communication & Resolving Staff Conflict."

Topics and speakers were chosen strategically for their ability to translate well into a fully virtual format, and the aim of the series expanded to not only impart skills and strategies to new supervisors, but to instill confidence and courage in them as they tackle new leadership roles in these unprecedented times.

"I am feeling so encouraged about flourishing in my library job with all the additional knowledge I am receiving in this class," one participant shared in an anonymous feedback form.

"I've felt that the presenters have helped me see that I already knew so much, though I didn't realize it," shared another. "More importantly, they've explained how I can use and continue to strengthen this knowledge in my career and elsewhere."

Super Library Supervisors will return as a virtual series in Spring 2022; keep an eye on the event page at librarylinknj.org if you or one of your staff members is interested in participating!

Please see "People and Places" on page 13 for the full list of participants in the 2021 SLS Program!

Darby Malvey is a Programming & Outreach Specialist at LibraryLinkNJ. She holds an MLIS from Rutgers University. Darby is a former public librarian as well as a former Certified School Library Media Specialist. Her email address is darby@librarylinknj.org.



LENDING COLOR BLIND GLASSES TO THE COMMUNITY

by JENNIFER BREUER



Jennifer Breuer is Director at Glen Ridge Public Library. She holds a MLS from Rutgers University in New Brunswick.

"Is this green?"

This is a question often asked by my husband who is color blind.

"No, it's your yellow shirt," I reply.

When he asks for help, it may seem so innocent, even silly, but to live in a world that lacks color made me think about accessibility and what everyday challenges people must face who cannot discern common colors. According to the National Eye Institute, Color blindness affects 1 in 12 men (8%) and one in 200 women (.5%). People who are color blind only see about 10% of the over a million hues and shades people with standard color vision see.

From stop lights, to knowing when meat is cooked, color blindness can even keep people from some jobs or driving in certain countries.

Recently, I read about Berks County (PA) Libraries loaning out color blind glasses through the EnChroma Accessibility Program. EnChroma is a company that produces glasses that correct color blindness. Their accessibility program, provides discounted glasses to libraries, museums, parks, and schools. I immediately knew this was a service the Glen Ridge Public Library should offer as part of our mission to expand access.

Having lived with someone affected, I knew how impactful this could be for our community. I contacted our local Kiwanis Club for a donation for the purchase of the glasses. Their generous gift allowed us to purchase four pairs of glasses for both adults and children. So far, we have received feedback such as "life-changing" to "miracle" by users.



NJ LIBRARIES EXPLORING NEW HORIZONS WITH *ANIMAL CROSSING*

by **JASMINE RIEL**

Animal Crossing: New Horizons (ACNH) for the Nintendo Switch dropped at the beginning of the pandemic on March 20, 2020. Wholesome and time-consuming, ACNH provided an escape for players during quarantine, and several New Jersey librarians took advantage of the opportunity to increase virtual programming for their communities by creating ACNH islands for patrons of all ages to visit online.



Adult Services Librarian Jacqui Carvajal updates Union Public Library's ACNH island monthly so returning visitors always have something new to look forward to. She has met many first-time library patrons online who look forward to visiting UPL in-person. She us also is able to promote UPL's video game collection.

Marissa Warren, Teen Librarian at the Princeton Public Library, recreated the Princeton downtown area on her personal Switch's island, tying her ACNH program into PPL's 2020 Summer Reading program. She enjoyed "being able to create a space where people could come together and spend time in familiar and favorite spaces."

Children's Librarian Melissa DeSantis runs Colls Cay for Collingswood Public Library, and thanks to positive responses from players, she has expanded on the library's gaming programs. "We started a Teen Gaming afternoon with Mario Kart and Super Smash Brothers which is very popular."

Since taking over as caretaker of CHPL Cove for the Cherry Hill Public Library, I've been having fun changing up the island seasonally and meeting so many Cherry Hill and non-resident visitors online. I especially love receiving letters and presents from players who want to contribute to the island's growth.



Article continues on next page.



Jacqui would advise other libraries interested in running ACNH programs to find a staff member who is knowledgeable of the game and all its details. Melissa, who started her island later than other librarians, felt pressured to create a fully functional and decorated island in just a few weeks so she could start inviting visitors as soon as possible.

"Virtual" doesn't always mean 100% accessible. An ACNH program is limited to players who own Nintendo Switches and can pay for a Nintendo Online subscription. Marissa notes that parents weren't expecting their kids to need any technology other than computers to participate in virtual library programs. Also, due to internet connectivity issues at our libraries, some of us need to run our ACNH programs from home.

Regardless, an ACNH program is still worth exploring. As librarians running these programs, we experience the benefits of both serving our patrons and being gamers ourselves by connecting with other players in new and exciting ways.



Jasmine Riel is the Teen Services Librarian at the Cherry Hill Public Library in Cherry Hill. She earned her Master of Information degree from Rutgers University. Her email address is jriel@chplnj.org.

Add our Switch Friend Codes to connect with us!

Cherry Hill Public Library: SW-7377-8544-2015

Collingswood Public Library: SW-5175-5871-6704

Union Public Library: SW-4027-1837-6212

MEMBER SPOTLIGHT: JESSICA TRUJILLO

WHY I RAN FOR THE NJLA EXECUTIVE BOARD

Opinions. I have so many opinions about everything around me. NJLA is no exception, so I thought that I should put action to my words and run for Member-at-Large (and later for NJLA President). After each election, I realized that I had no idea what I was doing in that new position but with the mentorship of my colleagues on the board, and the NJLA Executive Director, my bucket grows. With every committee and section meeting, I learn something new, I gain new insights, and I become a stronger librarian because of you. Your active participation makes NJLA what it is and I am incredibly grateful to play a small role in moving us into the future -- to create an inclusive, welcoming, and stronger organization. If you ever think about running for office or participating in a section or committee, embrace the opportunity and go for it. Because NJLA needs you and your voice.



Jessica Trujillo is the Head of Youth and Teen Services at Montclair Public Library. She is the Vice President/ President-Elect of NJLA.

MARK YOUR CALENDARS FOR SNAPSHOT MONTH

The NJLA Public Relations Committee is excited to announce that Snapshot Day has made the transition to New Jersey Libraries Snapshot Month!

Snapshot Day started in New Jersey libraries in 2007 as a response to the simple question: “What would happen if libraries went away, even for a day?” Snapshot Day showcased the work, connections and services library staff provide throughout the year. Since the whole of what we do could not be contained in one day, the expanded month-long celebration allows us to demonstrate the incredible value of our libraries, our staff and our services.

Instead of focusing on statistics, share your stories with us! Numbers alone cannot convey the impact of what libraries provide and the meaningful work that library staff engage in. As we all know, stories provide context, promote understanding and assign meaning.

We ask you to join us from February 1st through February 28th in shouting out the amazing programs, interactions, and services that make a difference every day, from the big and splashy, to the small but meaningful. Help us share our library stories and photos with taxpayers, administrators, lawmakers, and other stakeholders so that they too can see firsthand the incredible investment that libraries represent.

So mark your calendars and join us on Twitter (@njlibraries) Facebook (I Love NJ Libraries), and Instagram (@ilovenjlibraries). Send us your photos, patron comments, and stories using #NJLibrariesSnapshot. We will compile all of the information and ensure that stakeholders hear our stories!

Lastly, the Public Relations Committee would like to express its gratitude to the NJSL Office of Communications, Marketing & Outreach for their help in rebranding Snapshot Day with the snappy new graphics!

For more information and to participate in NJ Libraries Snapshot Month, visit us online [here](#). Reach out to pr@njlamembers.org with any questions.

The logo features the text "NEW JERSEY LIBRARIES" in a light blue, sans-serif font. Below it, the word "SNAPSHOT" is written in a large, bold, dark blue font, with the letter "O" replaced by a stylized camera lens icon. To the right of "SNAPSHOT", the word "MONTH" is written vertically in a light blue, sans-serif font. The logo is flanked by decorative red and white diagonal stripes on both sides.

NEW JERSEY LIBRARIES
SNAPSHOT MONTH

NJLA COMMITTEE SPOTLIGHT

HONORS AND AWARDS

The NJLA Honors & Awards Subcommittee is happy to announce that the nominations for the 2022 NJLA Honors & Awards are now open!

The awards are an opportunity for us to come together and recognize the contributions made by NJLA members. Each year the subcommittee receives numerous nominations for each award, and it is the responsibility of the subcommittee to review the nominations and select a winner based on the criteria set forth in the application. Other award nominations received are chosen directly by specific Sections and Committees, including: awards given by the College & University Section, the Garden State Children's and Teen Book Awards, the History & Preservation Section's Susan Swartzburg Award, and the super-secret President's Award.

The last two years have been extremely challenging for many of us as libraries closed due to COVID-19 and programs went virtual, including the annual NJLA Honors & Awards ceremony. However, this year we are hosting an in-person ceremony and look forward to seeing everyone on Thursday, June 2nd at Harrah's Waterfront Conference Center.

Now is the time for Embracing Opportunities and Celebrating Achievements by nominating your colleagues, library, or yourself! Yes, we encourage you to nominate yourself!

If you have any question, email Honors & Awards Co-Chair Joy Robinson at honorsawardsnjla@gmail.com

Honors and Awards

Embracing Opportunities and Celebrating Achievements!

**Nominate your colleagues,
trustees, students, the press,
library advocates, and yourself!**



**Details and forms at njla.org/honors-awards
submissions accepted now through April 1, 2022**

**Awards Ceremony: Thursday June 2, 2022
at the NJLA Conference**





FEATURED PARTNER

NEW JERSEY MAKERS DAY

Now in its 8th year, New Jersey Makers Day continues to be dedicated to its mission to inspire and activate libraries to showcase and highlight STEM and maker culture, enhancing life-long learning.

Since 2013, libraries and other organizations statewide have celebrated STEM and making on scheduled dates during the month of March by hosting events in their communities, as a part of a larger celebration: New Jersey Makers Day. Join us this year on March 25, 26, and 27 by hosting programs and highlighting makers in your community!

Why should your library register for NJMD 2022? As a registered site, you become part of the New Jersey Makers Day Network: a connected group of makers with exclusive access to free professional development and chances to network and connect with other sites. You will also receive marketing and promotion materials, a competitive mini-grants program (check back next year--applications are closed for 2022!), program resources, and more.

Libraries of all types are encouraged to continue to celebrate maker culture by registering today for New Jersey Makers Day 2022!

For more information about registration, the Executive Board, and our mission, visit www.njmakersday.org

PEOPLE AND PLACES

Alan Kornblau is the new Library Director at the Old Bridge Public Library.

Maureen Langley started as Youth Services Department Head at Plainsboro Public Library in October 2021.

Darby Malvey is the Programming and Outreach Coordinator for LibraryLinkNJ, effective January 3, 2022.

Have a job change, retirement, or announcement to share?

Email newsletter_editor@njlamembers.org to have it included in our next issue!

PEOPLE AND PLACES

Congratulations to the 2021 LLNJ Super Library Supervisors!

Brooke Basista, Ocean County Library

Jessica Bauer, Somerset County Library System

John Beekman, Jersey City Free Public Library

Larissa Brookes, Ridgewood Public Library

Amalia Butler, Maplewood Memorial Library

Jocelyn Castillo, Congressman Frank J. Guarini Library at NJCU

Kristen Churchill, Caldwell Public Library

Tracy Crawford, Montclair Public Library

Darlene Darling, Wharton Public Library

Kelly Davenport, Camden County Library System

Sandra DeAlwis, Edison Public Library

Erica Deb, Matawan Aberdeen Public Library

Lisa Dunfee, Burlington County Library System

Sara Figueroa, Camden County Library System

Jen Fitzgerald, Somerset County Library System

Jennifer Franzese, Roxbury Public Library

Bruce Gilliard, Sussex County Library System

Morgan Gwinnett, Sparta Public Library

Jenna Ingham, Verona Public Library

Collette Jones, Atlantic County Library System

Christy Kaciuba, Burlington County Library System

Sara Ketterer, Florham Park Public Library

Mary Ellen Krivanek, Warren County Library

Dena Massa, Guggenheim Memorial Library at Monmouth University

Heather Metz, Edison Public Library

Alexandra Plante, Hudson County Community College

Ashley Rahn, Atlantic County Library System

Courtenay Reece, Millville Public Library

Stacie Riker, Mount Laurel Public Library

Melissa Rutkowski, Ocean County Library

Stacey Shapiro, Cranford Public Library

Autumn Sinai, The Bunn Library at Lawrenceville School

Solomon Thomas, Paul Robeson Library at Rutgers University

Sharon Wright, Fort Lee Public Library

Gordon Xu, New Jersey Institute of Technology