

NJLA Professional Development Committee Minutes

Wednesday, August 30th, 2023, at 2 p.m.

Zoom meeting:

<https://us02web.zoom.us/j/82720112519?pwd=-kwdxNtFwbkLQ0e9k1GRcygLvUBD6T.1>

Meeting ID: 827 2011 2519 / passcode: 277922

Phone access: +1 309 205 3325. One tap mobile: +13092053325,,82720112519#,,,,*277922#

Start: 2:02pm

Attendance: Christina Getaz, Jane Jiang, Katie Kotacska, Nicole Marconi, Darby Malvey, Eric Schwarz, Matheson Westlake, Susan Vignuolo

Absences: Lisa Bruckman, Neil Grimes, Bonnie Lazafan, Adriana Mamay, Kate Mathe, Jennifer Sulligan, Brandy Walthall

Welcome and introductions - Jane is looking for PD presenters for her staff, specifically for higher education instruction. If anyone has recommendations, give her a shout!

1. **Acceptance of June 28th minutes** - Minutes were approved unilaterally by Katie due to membership turnover.
2. **Discussion of PD Committee functions and goals for 2023-2024.**
 - a. Katie read through the official functions of the PD committee, which are located on the NJLA website.
 - b. Katie shared that we are hoping to focus on delivering PD content & resources.
3. **New Librarian Series:** Katie & Susan
 - a. Katie & Susan are working with Jessica Trujillo to develop the New Librarian panel series for NJLA's Youtube Channel.
 - b. Katie met with Jessica on August 15th to review questions for panelists and work on how to organize meeting dates. We viewed the panelists and discussed others that could be added to the panel. Jessica suggested creating a form to get more feedback regarding their schedules. The deadline for submissions is Friday, August 25th. Once participants have responded, a pool will be created to determine a filming date based on their schedules.
 - c. To view updated panelists and questions, please click [here](#). Is anyone interested in reviewing the questions and providing feedback?
 - i. Darby - What are your salary expectations? Are there opportunities for growth in your position?
 - ii. Christina - How was the interview process? What was a qualification that you possess that you believe helped you succeed? What is the best thing about your job? The worst?
 - iii. Jane - What has been your biggest challenge?

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4. **Debunking Misinformation Program** - Carina is interested in creating a program for library workers on how to debunk misinformation. Brett had sent her some resources on the topic and she wanted to know if the PD Committee would be interested in helping to develop a presentation. Susan and Katie are meeting with Carina tomorrow to discuss. Darby shared that the LLNJ's Virtual Fall Conference on September 27 (<https://librarylinknj.org/calendar/virtual-literacy-conference>) will feature some speakers addressing misinformation.

5. **Surveys & Future Programming: Katie & Susan**
 - a. June Marketing Survey updates: Survey deadline was June 30th. We collected 20 responses. Results will be posted to the PD page and answers will be sent to those who require a response.
 - i. Programming based on Marketing Survey - Katie & Susan discussed creating programming based on the survey results. Results will be reviewed and a couple of programming options will be discussed during the meeting.
 - ii. Darby suggested that we link to the LLNJ's Learning Space - they will be posting some marketing video tutorials this fall.
 - iii. Katie would really love to put together a program - maybe we can find something in the survey to kind of micro target?
 - iv. Could we possibly fund Canva for libraries who can't afford it? Darby will find out if Canva will offer a discount to libraries.
 - b. Future surveys:
 - i. Funding/Grant survey related problems for all libraries (for all NJLA members) scheduled to go out in the fall has been canceled.
 - ii. Kate is working with Cassie Collucci on a survey for emerging leaders. Sent draft to Cassie Collucci, now in Cassie's hands.
 - iii. Further surveys will be put on hiatus for the time being to while we focus on reviewing data already collected and developing related programs.

6. **Core competencies/library job titles**
 - a. Professional Competencies document (65 pages). Finished and being reviewed. Permanent home is NJLA Education and Resources page.
 - b. Deb is doing extensive editing and will continue to work on it with Rosary and Lisa. Deb will send the latest version to Eric to place on the PD Google Shared Drive. Possibly put it on our NJLA website under continuing education and resources.
 - c. Katie and Susan will discuss with Carina, and Katie will reach out to Lisa Thornton.

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7. **Newsletter future/update-** Eric/Susan/Darby - partnership with LibraryLinkNJ (LLNJ)
[See separate document here.](#)

Eric has maintained the newsletter for many years and no longer has the time needed to continue producing it three times per year. Susan and Eric reached out to Darby at LLNJ to discuss downsizing/streamlining our content through a monthly collaboration. She graciously agreed to partner with us, so we will have a “PD Corner” in their newsletter. We will include articles, interviews, professional development updates and news. It will be promoted through the NJLA office. Susan will curate the content and deliver it to Darby. We are hoping that each member of the PD Committee will contribute one article a year.

8. **LLNJ (other than newsletter)**

- a. Liaison to PD Committee: Darby will attend Aug. 30th.
- b. *LibraryLinkNJ's* third annual one-day virtual conference is scheduled for **September 27!** This year's conference theme is Literacy - a topic that remains at the heart of library service, even as it grows and expands to encompass increasingly wider skill-sets and mediums.
- c. Other upcoming programs are listed on the [LLNJ calendar](#).
- d. [LearningSpace](#) - possible article to be written about this for the newsletter? Eric may have volunteered for it (haha). He agreed to look at it. (Darby says a feature is already planned, so Eric is off the hook for now.)
- e. Lisa Bruckman might attend the LibrarylinkNJ virtual conference and review it for the newsletter.

9. **Website updates:** Katie & Susan

- a. Photos/conference experience
- b. [Minutes](#)
- c. [Update of newsletter area](#), to list URL for LLNJ newsletters and explanation of collaboration.
- d. [Committee leadership](#): Will NJLA Office update this, or send the list to us to post?

10. **Speaker fund** - Katie/Eric

- a. No funding requests since previous meeting (\$2K a year total outside of conference). We are open to any suggestions or ideas for the use of these funds!

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11. Updates from other NJLA committees/sections/task forces

- a. NJLA meetings are listed on the [calendar](#).
- b. Email Ashley Mitchell (amitchell@camdencountylibrary.org) if you want to help edit the [D&O PD Calendar](#).

12. Updates from NJLA Executive Board - none

13. Training programs - Katie/Carina

Carina recommends for the PD Committee to take over training (Leadership orientation, Training for board members, Training for administrators/directors). Katie is open to discussing the topic of training and looking at this more during future meetings.

14. Zoom administration - Eric: The PD Committee (Bonnie or Eric) is responsible for setting up Zoom meeting links for all sections and committees of NJLA. This is manageable, but if/when NJLA gets more staff, maybe it can be a staff function.

15. Statewide Library Marketing Campaign: The *New Jersey State Library*, *LibraryLinkNJ*, *the New Jersey Library Association*, and *Libraries Are Essential*, are excited to launch a statewide marketing [campaign](#) that can be used on-demand and customized for your library. We've created downloadable graphics and videos, that you can easily post and share via your networks. This marketing campaign is designed to speak to the various "user personas" who may or may not know what the library has to offer. **Life happens** at the library, and we want to remind some – and introduce others – to this reality. We plan to drop new content on an ongoing basis, so stay tuned!

16. WPU Research Survey - Neil

If you are a Spanish-speaking library worker we need your help! **Neil Grimes** from **William Paterson University** is interested in conducting a statewide research study to look at services for Spanish-speaking populations in New Jersey. If you would be interested in working with us on this research study, please email Neil at grimesn@wpunj.edu. Further information will be provided to all that are interested in being a part of this research team.

17. Adjournment: 3:07pm

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2023-2024 PD Meeting Dates:

Note: The PD Committee has an annual budget of \$200. Katie & Susan are looking into the possibility of holding one in-person meeting with refreshments! Stay tuned :)

August 30th

September 27th

October 25th

November 29th

December 13th

January 24th

February 28th

March 27th

April 24th

May 22nd

June 26th

July 24th

August 28th

2023-2024 committee members:

1	Kotacska	Katherine	Middletown Township Public Library	kkotacska@mplmain.mtpl.org	Chair
2	Vignuolo	Susan	Piscataway Public Library	svignuolo@piscatawaylibrary.org	Vice Chair
3	Mamay	Adriana	Middlesex College Library	amamay@middlesexcc.edu	Conference Future Chair

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4	Sulligan	Jennifer	Somerset County Library System	jensulligan@live.com	Lead & Edu Chair
5	Bruckman	Lisa	Woodbridge Public Library	lbruckman28@gmail.com	Member
6	Getaz	Christina	Caldwell University	cegetaz@gmail.com	Member
7	Grimes	Neil	William Patterson University	grimesn@wpunj.edu	Member
8	Jiang	Yu "Jane"	Union College Library	yu.jiang@ucc.edu	Member
9	Lazafan	Bonnie	Springfield Public Library	blazafan@springfieldpubliclibrary.com	Member
10	Mathe	Kate	Mendham Borough Library	kdonnell@scarletmail.rutgers.edu	
11	Marconi	Nicole	Hoboken Public Library	nicole.marconi@hoboken.bccls.org	Member
12	Schwarz	Eric	Clarence Dillon Public Library	eschwarz@dillonlibrary.org	Member
13	Walthall	Brandy	Atlantic City Free Public Library	brandywalthall@gmail.com	Member
14	Westlake	Matheson	Hunterdon County Library	mathesonwestlake@gmail.com	Member